

FARM FORUM

AUGUST/SEPTEMBER 2011

CASE IH
AGRICULTURE

Powerfully simple

**Minnesota growers
put new Tier 4A
tractors to the test**



EXTREME RESIDUE MANAGEMENT

CASE IH DEMONSTRATES THE INDUSTRY LEADING SOLUTION



WANT EQUIPMENT THAT'S BOTH POWERFUL AND EFFICIENT? IT'S ONLY AVAILABLE IN RED.

While other manufacturers scramble for long-term solutions, ours are already out there in the fields. And now, the same industry-leading Selective Catalytic Reduction (SCR) technology you'll find in our high-horsepower tractors is available in our all new Axial-Flow[®] combines and Patriot[®] sprayers. More power. More fuel efficiency. Lower emissions. Roll into your local Case IH dealer or visit caseih.com/efficientpower.

BE READY.



EfficientPower EP
MORE PRODUCTIVITY • LESS FUEL

Join the conversation.

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ON THE COVER:

A Steiger 600 Quadtrac tractor matched with an Ecolo-Tiger 870 disk-ripper has the power and ability to manage heavy, tough crop residues.



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OUR MISSION:

To provide you with information about Case IH equipment, trends in agriculture and growers' experiences to help you successfully manage your farm business.

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EFFICIENT POWER

Last year, there was a lot of interest, yet anxiety, in many farmers' minds about how the new Tier 4A emissions-compliant tractors would perform.

Now, with thousands of hours logged for spring tillage, planting and seeding, we're pleased to report that our new Case IH Magnum and Steiger tractors equipped with Tier 4A selective catalytic reduction (SCR) emissions systems are delivering what our engineers intended: dramatically more power and improved fuel efficiency compared to the models they replaced. These tractors are using less fuel, which is good for bottom line, and producing lower levels of emissions, which is good for the environment. The fact is that these engines were produced with a priority on efficiency while meeting reduced emissions mandates.

The Case IH solution to meeting Tier 4A emissions involves using diesel exhaust fluid (DEF) – a step that owners say is no more complicated than adding washer fluid. And, thanks to the reduction in fuel consumption, overall operating costs are reduced for most operators, even considering the nominal cost of DEF which is consumed at a rate of 3 to 5 percent of the fuel consumed.

Our SCR-equipped tractors display the new Efficient Power logo. It symbolizes technology that delivers improved overall operating efficiency. It's technology that makes a difference from the moment you start the engine and notice the nearly-odorless exhaust to realizing that you're getting more production from each gallon of diesel fuel. On average, these SCR-equipped engines are showing 5 to 10 percent gains in fuel efficiency compared to the previous models.

These new engines are just part of the total performance package the current Magnum and Steiger tractors represent. Throughout, they have many new features that help you be more efficient. Examples include more functions consolidated at your fingertips on the MultiControl Armrest, and easier access to information presented on the new AFS Pro 700 color display.

In the field, these tractors, like all Case IH equipment, are supported by the industry's best dealer body and field organization. Case IH dealers are backed by company product specialists who bring additional insight and experience.

These specialists are out in the field every day, working hand in hand with Case IH dealers and customers. They're helping farmers, and they're constantly learning more about what growers like you expect from equipment ... Case IH people working alongside producers to make a difference.



Jim Walker

Vice President
North American Case IH
Agricultural Business

LESS LAND, INCREASED DEMAND, REQUIRES HIGHER PRODUCTION

This past spring, areas in North America with “perfect” planting and seeding conditions were few and far between. Many growers either couldn’t plant because of wet conditions, or watched newly planted crops wither in drought conditions.



This scenario helped drive home the reality that available cropland is truly limited. In fact, available acreage has been on a long decline. According to the American Farmland Trust, farmland in the U.S. has declined by 23 million acres over the past 25 years.

This map from the United States Department of Agriculture shows the change in farmland acreage from 1992 to 1997. Each dot represents 2,000 acres. Red denotes acreage losses; green show acreage gains. Clearly, even in this brief period, the trend is a loss.

Globally, the picture isn’t any brighter. Although about 3 percent more land has

been brought into production since 2008, a result of higher commodity prices, it tends to be of lower productivity, according to a [recent Farm Foundation report](#). There aren’t significant new areas similar to Iowa or the Imperial Valley – with desirable combinations of soil quality, weather and water – poised to come into production anytime soon.

In fact, much of the world simply doesn’t have land suitable for significant agricultural production. [Browse the various maps](#), such as “Inherent Land Quality” to get a sense of how limited high-potential crop production areas are.

For the foreseeable future, it’s up to you –

the North American producer – to meet much of the growing demand for food and fiber driven by a world population that’s increasing by more than two people per second.

Doing so requires higher yields. Getting higher yields demands a wide range of initiatives ranging from creating an environment that helps every planted seed reach its maximum potential to harvesting every seed and kernel in the field.

Case IH has embraced this challenge with equipment systems that help maximize the efficiency and output of every step of the production process.

And, the company wants you to have

special insight into all the factors affecting the availability of land and what it takes to gain the most production from it.

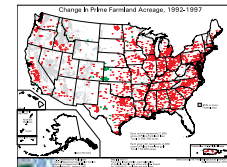
The Case IH blog site, [Be Ready](#), includes a section on Available Land. There, you’ll find frequently updated postings ranging from global land use to dealing with planting in mud. Other Be Ready sections provide insights on Alternative Energy, Government Mandates and World Population.

The world of farming is changing. Will you Be Ready? ■

Join the conversation.

Download

pdf version of the U.S. map showing the change in prime farmland acreage (1992-1997).



EXTREME RESIDUE MANAGEMENT

CASE IH DEMONSTRATES THE INDUSTRY-LEADING SOLUTION FOR WORKING WITH HEAVY, TOUGH CROP RESIDUES

The word “extreme” is popping up more often in discussions about cash crop production. Extreme weather has reduced the time available to work in the field. Extreme residues, both heavy and tough, pose greater challenges for preparing adequate seedbeds. Extreme swings in commodity prices add another level of intensity.

Case IH recently combined two of their tools best suited to meet these extremes – the new **Case IH Steiger 600 Quadtrac tractor** matched with a **Case IH Ecolo-Tiger** disk ripper – and shared this setup with a group of growers looking for residue management solutions.

At 670 peak hp (600 rated engine hp), the Steiger 600 Quadtrac delivers massive power that’s put to the ground through the exclusive four-track drive system. By now, the

Quadtrac’s benefits of outstanding flotation and full power through turns without slippage or ridging are well known. Wheel versions of the Steiger 600 offer a wide range of tire options including triples to meet specific applications.

As with all new Case IH tractors over 100 hp, all Steiger models include selective catalytic reduction (SCR) using diesel exhaust fluid (DEF) to meet Tier 4A emissions standards. One look under the hood shows how this

system has simplified the emissions controls surrounding the engine. Without the need for exhaust gas recirculation, these Case IH engines can be tuned for maximum power and efficiency, rather than emissions. The emissions are treated in the exhaust stream using the DEF and an SCR chamber. The result is a cooler, cleaner running engine, with more power, and fuel efficiency gains of up to 10 percent compared to previous models.

New features further improve operator

The Ecolo-Tiger disk ripper sizes and mixes heavy, tough crop residues and fractures compaction that can limit root growth. A cutaway into the soil profile (above) shows this unique action.



Listen (0:19)*to Ryan discuss the Ecolo-Tiger 870.*

comfort and productivity. A new suspended cab is standard on Steiger Quadtrac models which improves overall ride quality, especially on pavement. A new MultiControl Armrest puts additional functions such as forward/reverse shuttle at your fingertips. A 24-volt starting system delivers higher engine cranking power, the service brakes are more responsive, the transmission shifts more smoothly, and the new AFS Pro 700 display can display input from two remote video cameras.

Case IH tillage product specialist Ivan Rieke encouraged growers to identify the compaction zone in their own soils as the best way to determine how deep to run the Ecolo-Tiger 870.

**Listen (0:19)***to Ryan's impression of the Steiger 600 Quadtrac.*

Ryan Dambacher and his family farm near Auburn, Illinois, and own previous-model Quadtrac tractors, three 485s. He operated the new Steiger Quadtrac 600 and noticed the differences in the new model.

"They've made improvements," he says, citing the ride quality with the suspended cab, and the new armrest controls.

He says they've appreciated their Quadtrac tractors' traction and compaction advantages in the wet conditions his family has faced over the last year. "We went with the Quadtracs to spread the weight over more surface area to reduce compaction, and I think they've done that."

For the demonstration, Case IH product specialists matched the Quadtrac 600 to a 26-foot Ecolo-Tiger 870 disc ripper. It's a good marriage: the 13-shank implement



requires 455 to 520 PTO hp to run at its recommended speed of 7 mph. Other sizes include 14-foot 7-shank, 18-foot 9-shank and 22-foot 11-shank versions, with PTO hp recommendations starting at 252.

The Ecolo-Tiger 870 is designed to fracture root-limiting compaction, size and mix tough residues including Bt cornstalks, and condition the soil and residue ahead of planting. And, it has special features for long life and reduced maintenance.

Up front, aggressive 24- or 26-inch diameter disk gangs slice residues and mix soils. Following them are auto-reset shanks with 2-inch or 7-inch tiger points that perform a unique "lift, twist and roll" action that restores pore space in compacted soils and enables nutrient cycling.

A patented leveler follows the shanks using

Ryan Dambacher attended a Steiger/Ecolo-Tiger demonstration. As a current Quadtrac owner, he says he noticed the improvement in the on-pavement ride resulting from the new cab suspension now standard on Quadtrac tractors.

opposing blades that spread and level clods and residue.

At the rear of the implement, a double-edged reel sizes large clods, levels the soil, and increases soil-to-residue contact for faster decomposition.

"Residues break down best in the top three inches of the soil, so we want to keep them there so they won't be a problem in the spring," explains Ivan Rieke, a Case IH tillage

Listen (0:58)*to Ivan describe efficient operation of the Ecolo-Tiger 870.*



specialist on-site for this demonstration.

When he demonstrates this system, Rieke says farmers often ask how deep they should run this type of implement. The answer, he says, depends on individual field conditions, specifically, residue amounts and where the compaction layer begins. Along with maintaining residues in the top three inches, Rieke encourages looking at effective fertilizer inversion.

An advantage of the Ecolo-Tiger 870 is its ability to have each of its components set precisely the way you want it to meet your residue management goals. Performance monitors on new tractors can help. “You can make depth adjustments and see the change in fuel per acre and acres per hour. We have decision-making tools we didn’t have a few years ago,” Rieke says.

Tim Seifert, another Auburn, Illinois-area

grower who evaluated the Steiger/Ecolo-Tiger combination, listened carefully to the information about residue management. “Ivan talked a lot about getting residue to soil contact. Having an easier way to break these stalks down is key,” he says.

Seifert says he’s using “old” tools: a disk and a field cultivator. “When one doesn’t work, I can use the other one.” But the capabilities of the Ecolo-Tiger 870 captured his interest.

“With the system they’re promoting here, it looks like there’s a tremendous savings in fuel, in time, and in being able to cover more ground, as well as doing a quality job,” he says.

In the field, the Steiger 600 Quadtrac pulling the Ecolo-Tiger 870 makes a formidable combination. The operator’s cab is smooth, quiet and comfortable. The tractor’s Diesel Saver Automatic Productivity Management

Listen (0:52)

to Tim describe his residue management challenges.

Tim Seifert’s a long-time user of a disk and field cultivator. He says new tools such as the Ecolo-Tiger 870 look like a more efficient way to work with heavy corn residues.

System seeks the best combination of engine speed and gear selection to maintain the implement’s recommended 7-mph working speed. The Case IH AFS AccuGuide autoguidance system provides accurate hands-off steering. The AFS Pro 700 display shows the implement’s progress across the field, and provides instant information on fuel use and acres per hour as the operator makes minor depth adjustments to the implement.

The Ecolo-Tiger 870 works through the

residues, slicing, mixing, ripping, leveling and firming. In front of it are heavy residues and hard compacted soils. Behind it lie soil that’s open to air and moisture.

It’s the kind of performance that is capturing the interest of cash-crop producers dealing with the “extremes.”

“That 870’s kind of exciting,” says Dambacher, who says several 870s are working in his area. “I’m impressed with how level it’s able to leave the seedbed in the fall.” ■

MORE FLOTATION. LESS COMPACTION.



Roll over the buttons

to read more about the Steiger 600 Quadtrac.

A NEW APPROACH IN PEACH ORCHARDS

BIGGER TRACTORS WITH CABS ARE MORE PRODUCTIVE FOR THIS LARGE GEORGIA PEACH PRODUCER

A major Georgia peach and pecan producer has taken a new approach to the traditional small, narrow “orchard tractor.”

“We said, ‘Let’s do something a little different,’” explains Mark Sanchez, CEO of Lane Southern Orchards, Fort Valley, Georgia.

He says their traditional orchard tractors had limitations. At around 75 PTO hp, the small tractors worked hard to power the sprayers, mowers and other equipment needed to tend 2,500 acres of peach groves and 3,000 of pecans, resulting in higher repair costs and downtime. The tractors lacked the heft and power to handle heavy pecan harvesters, so Sanchez says they rented larger tractors for that task. And at resale time, he says the small specialized tractors offered limited resale value.

Sanchez and his managers decided a larger, more standardized tractor would be a better choice. “We wanted a larger tractor we could use all year long, for both crops,



Lane Southern Orchards CEO Mark Sanchez, left, farm manager Phillip Rigdon, and maintenance director Tom Buzze with one of the cab-equipped Maxxum 110 tractors.



Compared to the traditional orchard tractor, Sanchez says the Maxxum 110 tractors hold the potential for easier parts availability and higher resale value. The cabs provide a greatly improved operator environment. A trend toward wider tree row spacings make tractor width less of an issue for them, Sanchez notes.

and would still have some residual value," he explains.

After careful comparisons of tractors and the supporting dealers, Lane Southern Orchards purchased 10 Case IH Maxxum 110 tractors at 90 PTO hp. And, in another break from orchard tradition, they specified nine of the tractors with cabs.

Lane Southern Orchards traces its history back more than 100 years and now ranks

as one of the leading producers of peaches in Georgia. A retail store, added in mid-1990s, has grown substantially from its beginnings as a roadside stand with a couple of rocking chairs and an ice cream machine. Now, nearly 300,000 visitors a year stop in for fresh peaches and other locally-grown Georgia products.

Sanchez, who had previously been a manager for several large citrus growers in

Roll over the Buttons*to see more of Lane Southern Orchards.*

Florida, joined Lane Southern Orchards when he and several partners became majority owners in 2006. His partners also operate a Florida citrus operation.

“This operation is a good counterbalance to the citrus,” Sanchez explains. “The seasons are distinctly opposite, with citrus in fall and winter, and peaches in summer and pecans in the fall. This is a nice fit, and we’ve created some synergies between the two companies.”

FOOD SAFETY

As a fresh market food producer, Sanchez

says food safety is an overriding priority. The company created a position for a food safety director who oversees all aspects of food safety compliance and documentation, and undergoes annual auditing and certification by an independent food service agency.

Sanchez says they have 100 percent traceability by lot number for the peaches’ entire journey from the tree to when they leave Lane’s packing house. About 25 percent of their peach crop is sold through the retail store, with the rest shipped to major grocers primarily in the Southeast.

Lane Southern Orchards’ peaches take a quick smooth journey from the field to their final delivery point. They’re handpicked and placed into large containers for transport to the company’s packing house. They’re immediately put through a 20-minute rinse of ice-cold clean water to rinse and cool the peaches, and spend a few hours in a cold room to further reduce the fruit’s temperature to the mid-30s, which stops maturation.

The next day, the peaches enter the packing process which includes a combination of human and computerized steps to assure uniform size and quality. The cleaned, graded and mechanically defuzzed peaches are either moved into the retail store on-site, or loaded into refrigerated trucks for delivery throughout the eastern United States. In keeping with food safety protocols, each lot of peaches is documented and fully traceable.

Mark Sanchez, Lane Southern Orchards CEO, says the Georgia peaches have evolved from an oblong shape and yellow color to ones that are more round and redder, based on consumer preference. He says the local Extension, University of Georgia, Clemson University, and the USDA have all been helpful in developing new peach varieties.

“With produce, ‘color sells,’ so they’ve developed new varieties that grow well in the South, look good on the shelf, and taste great,” Sanchez says.

“The food supply in the United States is the safest in the world,” Sanchez notes. “A lot of people don’t realize that. We have to comply with more rules and regulations than growers in any other country.”

Lane Southern Orchards goes to great lengths to share its food safety and land stewardship story. Through the retail store, they offer farm tours where visitors board an open-sided van for a narrated trip throughout the orchard. Many are tourists making the short side trip from Interstate 75.

“When we explain to people how important

“**The entire operation is so clean and neat ...**”

the soil, the water and the air is to our business, they start to understand. They say, “Wow, you really do take care of things.”

Tending peaches is labor intensive, from pruning and shaping the trees early in the season, to thinning and harvesting, it’s all done by hand. “The 2,500 acres of peaches takes about 250 people,” Sanchez says.

Pecans, on the other hand, are nearly all mechanized, thanks to mechanical tree shakers, sweepers and harvesters. Only about 20 people can handle the 3,000 acres of pecans.

For both crops, the tractors play key roles. During the growing season, the peaches are sprayed for pests and fungus every 17 to 21 days depending on conditions and maturities. The new Maxxum tractors have the wheels set at their narrowest setting which helps them move through rows with minimal damage to branches or fruit.

Sanchez says tractor width will become less of a factor as they move to wider rows in their new plantings. Peach trees are productive for about 15 years, he says, with a maximum of two plantings before soil nematodes and fungus become a limiting factor.

Their orchards are fields ranging from 15

to 200 acres.

Typically, each peach orchard is divided into blocks with different varieties and maturities. When a block plays out, Lane Southern Orchards is replanting into rows 22 feet wide compared to the previous 18-foot widths, and 15-foot spacings between trees.

“We’re training our trees differently,” Sanchez explains. “The old style tree was an open center; now we are growing them more upright. We’ll grow as many trees per acre, grow them taller and get more peaches per tree. The trees should be stronger, too. Everything we plant now is wider, and these new tractors fit very well into the program.”

Another new practice is planting the slower-growing, longer-lived pecan trees along with the new peach trees. After the peach trees cease to be productive, the pecan trees are in place. “That gives us a young but producing pecan grove for very little cost,” Sanchez says.

Pecans, he adds, have a bright future as a healthy, desirable nut. They also provide diversity so that Lane Southern Orchards isn’t dependent solely on peaches. For example,



Sanchez says the orchard lost its entire 2006 peach crop to frost. “Pecans help lay off some of that risk,” he says.

CABS FOR COMFORT

Sanchez and his team specified cabs to improve the employees’ workplace. “We wanted the cabs for worker safety, comfort, and productivity,” he says. “Conditions are frequently hot and dusty. Operators on open-station tractors continually get brushed by branches. They frequently pull loud air-blast sprayers. The cabs provide a much better working environment.”

After having accumulated about 300 hours on the tractors, Sanchez says the Case IH tractors are working out well.

“We looked at all the major manufacturers, and Case IH seemed to be the best fit for us in terms of capability, footprint, power and value,” he says. “The tractors we replaced were about 75 hp, and these have a little more power. They’re just set up better. They’re built heavier and stronger. I think the maintenance and durability is going to be key.”

Dealer support was an important part of their selection process, and their Case IH dealer has met their expectations. Especially helpful, says maintenance director Tom Buzze, was two half-day training sessions their dealer set up with Case IH product specialists: one for the operators and one for the maintenance crew. While several hundred season workers are employed during peak seasons, only trained operators are designated to run the new tractors.

In still another break from tradition,

Sanchez anticipates trading these tractors after only several years of use in order to assure uptime, reduce repair costs by staying mostly in warranty, and take advantage of higher residual values, compared to running tractors toward the end of their useful lives.

On a bright sunny day with the thermometer nudging 100 degrees F, Sanchez points to one of the new Maxxum tractors doing light tillage in a newly planted grove. “On an open-station tractor, by about 3:00 in the afternoon on a day like this, our operators aren’t as productive as they could be. Now, with these air-conditioned cabs, they’re smiling.” ■

“
... Case IH
seemed to be
the best fit ...”



Maintenance director Tom Buzze says their Case IH dealer keeps this Ready Stock locker stocked with filters and other maintenance items. “It’s convenient,” he says. “Whenever we do preventive maintenance, we count on having the parts we need here in our shop.”

[Click](#) to peek inside



**MINNESOTA
GROWERS PUT
NEW TIER 4A
TRACTORS
TO WORK**

POWERFULLY SIMPLE

Don, Steve and Brian Lacey handled their spring tillage with this Magnum 315 tractor and a Steiger 500 tractor, both equipped with the new selective catalytic reduction system.



Any concerns about dealing with diesel exhaust fluid (DEF) on new Tier 4A emissions compliant tractors are likely overstated, in the opinion of one family who ran three Tier 4A tractors this spring.

“Honestly,” says Brian Lacey, “it’s not that big of a deal.”

The Laceys – Brian, his wife, Debbie, and sons Steve and Don – farm about 3,500 acres of sugar beets, corn, sweet corn, soybeans and barley near Wendell, Minnesota.

They put several hundred hours on three Tier 4A Case IH tractors – a **Steiger 500**, a **Magnum 315** and a **Magnum 210**. They say any initial concerns about the complexity or time requirements of dealing with the diesel

exhaust fluid (DEF) that’s part of the **Case IH Tier 4A solution** simply haven’t become factors in working with the equipment.

“About three to four minutes every third day is what it took us to fill up DEF,” says Steve. The new Case IH Steiger and Magnum tractors are designed to a full day – 10 to 12 hours – on a full tank of fuel. The DEF tank is sized to last for approximately three tanks of diesel fuel, depending on operating conditions.

Like many farmers, the Laceys wanted to

update their equipment during a profitable year in 2010, but faced the choice of buying the last of the Tier 3 compliant 2010 model year tractors, or getting the new 2011 Tier 4A tractors.

The Tier 3 tractors were familiar, recirculating approximately 10 percent of the engine exhaust back through combustion to meet the Tier 3 regulations. The Tier 4A tractors introduced the new emissions systems.

There are two approaches to meeting

Tier 4A regulations. The DEF-based Tier 4A system Case IH chose for its tractors and equipment over 100 hp is called selective catalytic reduction (SCR) which treats the exhaust after it’s left the engine. It’s new to North American farm equipment, but has been used in Europe in heavy-duty trucks for several years. Beginning in 2010, SCR has also been used on diesel cars and trucks in North America.

Because the engines using SCR can be tuned for maximum efficiency rather than emissions management, they deliver more power, improved fuel efficiency and extended engine oil and filter service intervals.

Another Tier 4A approach is to use higher levels of exhaust gas recirculation – up to 30 percent – without needed DEF. While meeting the emissions requirements, this approach reduces combustion efficiency while putting an increased load on engine cooling systems because of the higher volume of exhaust gas recirculation, compared to Tier 3 engines. The SCR system used by Case IH has no exhaust gas recirculation.

The Laceys say the differences and advantages of these two systems were clearly explained to them in several Case IH presentations they attended, including a Red Power Tour at their Case IH dealership, and at sessions at AG CONNECT in Atlanta, which Steve and Don attended.

At those sessions, Brian says they realized that SCR eliminates all the internal engine emissions complexity. “It’s going back to what the engine used to look like before they had all these extra components on there to scrub the exhaust,” he says.

Along with the simpler engine, Brian says

they learned about the potential for up to 10 percent savings in fuel, which really caught his attention. “We go through three or four tankers of fuel every year, so that would make a big difference,” he says.

Based on what they saw and heard at the meetings, the Laceys ordered the three tractors in time to put them to work for spring tillage and planting.

In the field, the new Tier 4A engines met their expectations with ample power and fuel consumption they say appears to be less than with their Tier 3 tractors, which included a Magnum 305, which they still own, and a Steiger 480.



Hear more about why the Laceys chose a Case IH Axial-Flow combine on tracks.

“We were trading two 2300 Series combines for the one 8010, so the tracks made sense. With one machine, it has to run, no matter what,”

Brian says, referring to the wet field conditions they frequently face.

Brian says this spring’s wet conditions often had them doing multiple jobs in one day, making fuel comparisons difficult.

“I’d do a few hours of this, a few hours of that,” he says. “My feel for it is yes, we’re using less fuel.”

Steve says he did an informal but unique fuel use comparison between the new Magnum 315 and their Magnum 305 by simply running down the road and comparing the fuel use readout on the tractors’ digital display.

“Same road, same speed, same weights, same tires ... the computer on the 305 said 8.5 gallons per hour; the 315 said 5.5,” he says.

Much of the industry’s talk about the Tier 4A tractors has focused on handling and using DEF. The Laceys say they received one 250-gallon tote and pump with each new tractor, as part of a Case IH promotion for the new models. They’ve positioned a tote by their fuel pump so they can pump fuel and DEF at the same time.

“It hasn’t made much of a difference in our service time in the morning,” Steve says. “I’m impressed with that.”

One unexpected benefit the Laceys report is how little exhaust odor the new engines produce. “We really notice it when we move the tractors in the shop,” Steve says. The exhaust from SCR engines consists of water vapor and nitrogen.

Don says he found another surprise when he pulled the dipstick on the Steiger 500. “With nearly 200 hours on it, the oil looked like new,” he says. That’s a direct result of eliminating exhaust gas recirculation. It’s also why Case IH has extended engine oil and filter service intervals to 600 hours. The



Laceys say they don’t know if they’ll wait that long for changes, but note that it gives them more flexibility for scheduling the service.

“We’ll be able to do oil changes between operations when we have time,” Brian adds.

The Laceys have a history of being early adopters of new technologies. They were one of the first in their area to run a Case IH Quadtrac tractor. A Quadtrac 550 they purchased this summer is the fifth Quadtrac they’ve owned. When Case IH introduced the Axial-Flow combine on tracks, they purchased one of the early model 8010s, and now run one Axial-Flow 9120 on tracks.

They’ve embraced each new advancement in autoguidance systems, with all their tractors and their combine running the Case IH AFS Accuguide system.

“We’re on a CORS network using modems,” Don says. That cellular-based system, he says, opens the potential for more real-time information and data exchange in the cab.

In addition to the efficient Tier 4A emissions systems, the Laceys say their new Steiger and Magnum tractors bring another level of performance and convenience. The

new MultiControl Armrest now puts shuttle commands and a hydraulic remote on the handle for easier operation. The fact that the cab controls are identical on the Magnum and Steiger tractors is a plus, Steve says, because they have up to 20 part-time employees during beet harvest. “We can show them how to run one tractor and they can run all five,” he says.

The Pro 700 display is more user-friendly even as its capabilities expand, they note. New features such as the Steiger’s seat that swivels 40 degrees and its cab suspension that smooths the ride both make it easier to run long days when they need to.

It’s these kinds of improvements, plus the solid advice and strong support from their Case IH dealer, that the Laceys say helps them be ready to meet their farming challenges. ■

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Part No. MCW125R
1" WATER PUMP



Part No. MC9000ER
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NEW OPTIONS FOR UPTIME

Most producers make plans for pre- and post-season equipment maintenance, and for good reason: Minimizing downtime has benefits ranging from avoiding minor aggravations to saving major costs from lost production.

The Case IH Parts & Service Marketing group has developed new programs and improved existing ones to help you reduce the potential for downtime and deal with it promptly when it occurs.

For years, Case IH dealers have offered

Customized Maintenance Inspections (CMI). These intensive machine inspection programs now offer increased value to equipment owners as machines become more complex. Diagnostics and electronic software upgrades, for example, can take place only

with proprietary computer software used by Case IH dealers.

Popular for harvesting equipment as well as for planting and seeding equipment, larger balers, tractors and irrigation power units, CMIs entail a detailed and intensive inspection of all



the equipments' systems along with performing scheduled maintenance as needed.

The value in these CMIs comes through

Larger



Roll over each
worksheet (right)
to view larger.

the knowledge and insight of the technicians. They're following detailed service checklists prepared by Case IH based on extensive field experience with the specific type of equipment. And, by working with this equipment full-time, the technicians will consistently cover all critical areas. Any necessary repairs are made with genuine Case IH parts that carry their own limited warranty, as well as a labor warranty when installed by a Case IH dealer.

CMIs are also valued by farmers who don't have the time or inclination to do extensive pre- or post-season inspection work on their equipment ... they simply schedule a CMI and in turn know their machine will be field-ready when it's time to roll.

A relatively new Case IH program that's gaining favor with producers is called Ready Stock. Here, the local Case IH dealer provides an on-farm parts storage locker. Depending on the individual farmer's needs, the dealer can keep the locker stocked and updated with commonly used maintenance items such as filters, fluids and belts, specific to the producer's equipment fleet.

Ready Stock provides the convenience of having parts on hand that might otherwise require a run to the dealership, and the locker gives a secure and specific storage

place. Billing and stocking arrangements can be customized for individual situations.

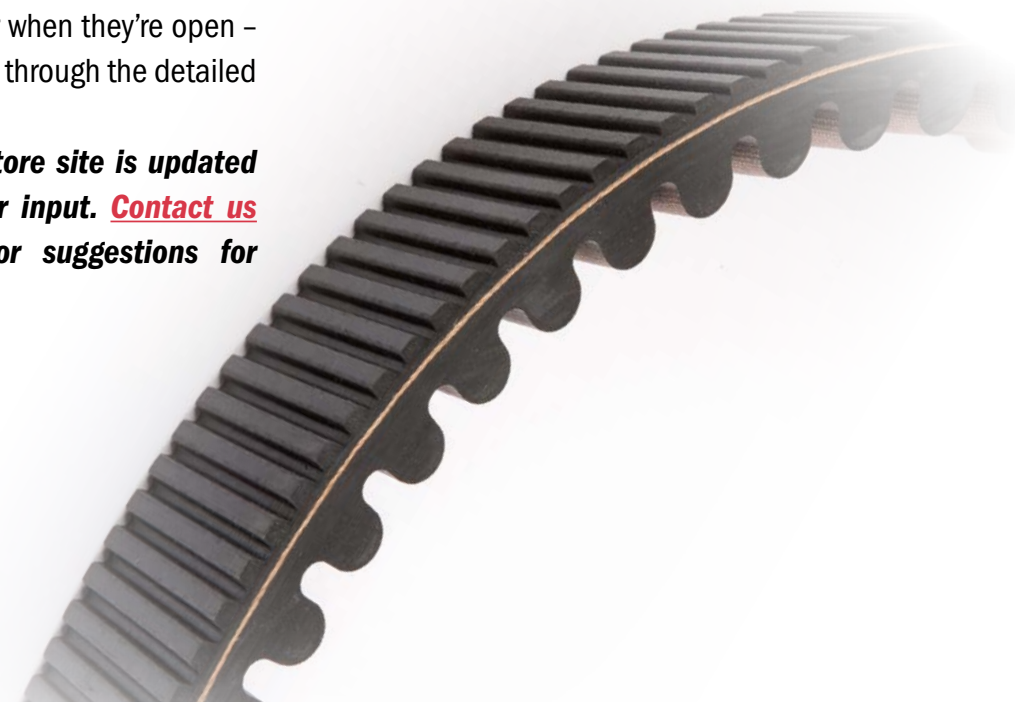
New online capabilities at the [Case IH Online Parts Store](#) bring new efficiencies to parts ordering and management. Notably, you can enter specific models of equipment in your fleet, then save them for future parts searches. And, you can bookmark specific pages for future reference. A [new online tutorial](#) describes how easy this process is.

The parts listings at the Case IH Online Parts Store include detailed schematics that identify related parts such as clamps and gaskets that could be replaced as you install the component. These schematics can be printed out to provide a reference sheet while you make the repair, or you can take them to your Case IH dealer to confirm that you're getting the correct part. The online parts listings also include CNH Original Remanufactured Parts (Reman) when they are offered as a repair option.

Of course, the Online Parts Store gives you the option of handling the entire transaction online, including placing the order through your Case IH dealer. Your Case IH dealer will contact you to confirm the parts' availability, and determine if you want to pick up the parts or have them shipped to you (additional charges may apply).

This new online ordering gives you the convenience of submitting orders 24/7 – no need to catch the dealer when they're open – and confirming accuracy through the detailed schematics.

The Case IH Parts Store site is updated monthly. We value your input. [Contact us](#) with any comments or suggestions for improving the site. ■



EFFICIENT POWER

A NEW CASE IH MICROSITE DESCRIBES SCR ADVANTAGES, SAVINGS

Case IH met the challenge of Tier 4A exhaust emissions regulations with selective catalytic reduction (SCR). Now, as the new Magnum and Steiger tractors have undergone lab tests, field evaluations and user experiences, the benefits of this approach are clear: more power and greater fuel efficiency.



Case IH has introduced the brand “Efficient Power” to designate the tractors, combines and sprayers equipped with the new Case IH SCR Technology.

A new microsite, CaseIH.com/efficientpower, provides extensive details about Case IH SCR Technology including the Tier 4A requirements, the Case IH SCR engines and systems, customer comments, test results, and overviews of Case IH products carrying the Efficient Power brand.

The Efficient Power site includes a link to a new [SCR Fuel Savings Calculator](#). You can input your own estimates of fuel DEF consumption and prices to identify the potential fuel savings available with Case IH SCR Technology.

Join the conversation.

Give us your
FEEDBACK!



CASEIH.COM EVOLVES WITH NEW FEATURES, RICHER CONTENT

CaseIH.com recently introduced a new format for the site that provides easier navigation and a wider range of content including images and videos.

Helpful tools such as the “Build and Price” and “Compare Specs” have been updated, and new features such as the [Be Ready](#) section provide new insights into ag-related topics.

You can browse and purchase an ever-expanding selection of Case IH wearables and branded merchandise at the Merchandise & Toys section, ShopCaseIH.com.

Current timely equipment purchase incentives such as low-rate or zero-rate financing are described at CaseIHdeals.com.

CaseIH.com is updated frequently; visit it often.

FOR A LIMITED TIME, TAKE ADVANTAGE OF

0% FINANCING*

ON PURCHASES OF SELECT CASE IH EQUIPMENT

Hurry in to your local Case IH dealer today for more information!
This special offer ends September 30, 2011



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