

FARM FORUM

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CASE IH
AGRICULTURE

**GRAIN
PRICE
VOLATILITY**



**MAKE THIS YOUR MOST
EFFICIENT PLANTING
SEASON EVER**

PUT NEW TECHNOLOGIES TO WORK, PAY ATTENTION TO THE BASICS



A CHANGE IN GOVERNMENT POLICIES AROUND THE WORLD CAN DRAMATICALLY CHANGE INPUT COSTS CLOSER TO HOME.

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WILL YOU BE READY?





ON THE COVER:

Every year brings new opportunities for increased planting efficiencies. New technologies help you plant faster, more accurately and with the ability to capture more data for future management decisions.

4

ADVANCES IN PRODUCTIVITY

Make this your most efficient planting season ever

8

CASE IH OWNER PROFILE

11

PRECISION FARMING & GUIDANCE

Advanced Farming Systems gets new products, new support

13

BE READY

Grain price volatility

15

PARTS COUNTER

Use the right nozzle

17

MONEY MATTERS

Equipment and financing

20

CASE IH OWNER PROFILE

22

EQUIPMENT SHOWCASE

26

CASE IH UPDATE

OUR MISSION:

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

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FARM FORUM COMMENT

TRAINING TO SERVE

In January, more than 1,000 Case IH dealer salespeople went through an intensive three-day training session at the 2012 Case IH National Sales Training Event in San Antonio, Texas. In the classroom and in the field, they gained the latest information about the features and benefits of Case IH equipment.

Events like these are part of the Case IH commitment to having value-added people throughout the entire Case IH organization who can help you be a more productive lower-cost producer.

The dealership salespeople you work with are supported by a team of Case IH in-field specialists for each product line. They can bring their special expertise to assist with specific equipment selection and application opportunities.

These specialists are located in the regions they serve. In fact, two out of every three Case IH sales, marketing and support people are located in the field.

Case IH has made these substantial investments in training and field support because expertise and support will increasingly become the key differentiator among equipment brands and on this count, as with our equipment, Case IH will lead.

As I looked through extensive reference materials the salespeople received at the Texas training session, I saw a few words used frequently throughout the product descriptions: Simple. Efficient. Easy. Exclusive. Durable. Patented. Industry leading.

Across the entire Case IH product line, these are among the innovative qualities that define the Case IH brand. Steiger and Magnum tractors with their SCR technology are setting new standards for overall performance and efficiency. Case IH tillage, planting and seeding, and crop protection equipment is designed to meet new demands for timeliness and productivity. Axial-Flow combines are in their 35th year of harvesting excellence, with six distinct models sized to meet every producer's needs. New Farmall tractor models bring more value to the under-100-hp family, and the Case IH hay product line has expanded with a new model for smaller operations. All these form the nucleus of our "Efficient Power" offering.

And, we have exciting developments in the AFS Precision Farming family with the new AFS Connect system introducing telematics for unprecedented levels of information and control.

Case IH salespeople left Texas brimming with pride and enthusiasm. They are ready to serve you with the industry's best line of farm equipment and deliver an extraordinary customer experience.



Jim Walker

Jim Walker

Vice President

North American Case IH

Agricultural Business



Visit Case IH on the World Wide Web at www.caseih.com.

MAKE THIS YOUR PLANTING

PUT NEW TECHNOLOGIES TO WORK, PAY ATTENTION TO THE BASICS

There's been a lot of new equipment delivered to North American farms over the past couple of years. If you're among those who have added new implements for tillage and planting, chances are that new iron holds the potential to do a much better job compared to the tool it replaced, if you take advantage of all its features. Let's look at a few key pieces of equipment and how to use them to make this your most efficient planting season ever.

PREPARING

Tillage exists to create the ideal conditions for seed to germinate, take root and grow. It may also be called on to incorporate chemicals. More recent challenges for tillage tools include managing compaction and dealing with heavier, tougher crop residues.

Managing compaction requires identifying the layer, often at 8 to 10 inches below the soil surface, and breaking it with ripper shanks running a few inches deeper. Sophisticated new tools such as the Case IH Ecolo-Tiger 870 are up to the task, but it's up to you to identify the optimum depth for those shanks. Get your spade and dig a few holes to

identify the compaction layer. Then set your ripper shanks to shatter it; run too shallow, and you're not getting the maximum return on your investment in time and fuel. Running too deep simply results in excessive fuel consumption and equipment wear.

Each year, more farmers are using – and liking – vertical tillage tools such as the Case IH True-Tandem 330 Turbo. You can run vertical tillage tools as a first-

pass tool to slice and mix heavy residues, or as a one-pass or last-pass implement to prepare a min-till seedbed in lighter conditions. "Shallow and fast" is the key to their effective operation. Set their depth in the 1- to 2-inch range, and run 7 to 9 mph to make the wavy shallow concavity blades perform their best. Use the finishing baskets to their highest potential for managing clods and soil pores.

PLANTING

The newest planters have sophisticated controls to manage virtually all functions, but don't let this technology overshadow their primary mission: Plant to the moisture with good seed-to-soil contact.

Consistency is the goal: consistent depth, spacing and covering. This is what it takes to get even germination which benefits the entire crop from the moment of emergence. When all plants emerge together, there's equal uptake of nutrients and sunlight. Uneven germination gives some plants a head start. They crowd the later-emerging plants which reduces their yield potential.



Watch a Case IH video on Helping Plants Thrive with proper seedbed preparation. The link is in this issue's online edition at www.caseih.com.

MOST EFFICIENT SEASON EVER

Make sure all row units are indexed to the same depth. Pay attention to row unit down pressure. If the gauge wheels can be moved by hand with a good tug, the down pressure likely is adequate. Check the row trench sidewall to confirm; it should be firm, yet loose enough to easily crumble with a pen knife.

New planter monitors allow row unit down pressure changes on the go; use this feature to respond to changing field conditions.

POWERING

Current model tractors are brimming with technology designed to help you get more work done per gallon of fuel consumed. But it's still up to the operator to make sure all these systems are employed. Engine load management programs such as the Case IH Diesel Saver Automatic Productivity Management system can save up to 20 percent or more

in fuel when they are engaged.

Hydraulic systems can be fine-tuned to use only the amount of flow and pressure needed for the implement they're running. Doing so can save several gallons of fuel per day.

Don't overlook the basics of proper tire inflation and effective weighting. Inflation pressures should be set at the lowest recommended level, based on the tractor's weight, to optimize traction and flotation. And, the tractor shouldn't carry any more weight than what's needed to keep wheel slip in the 8 to 12 percent range for MFD and four-wheel drive tractors and 10 to 15 percent for two-wheel drive tractors.

Avoid prolonged idling beyond a reasonable warm-up and cool-down period; otherwise you're simply wasting fuel.

PROCESSING

Along with planting a crop, you're also "planting" data. The



data that's available from each pass across the field – ranging from fuel used to seed variety and population – will be increasingly valuable for future management decisions.

Precision farming systems are becoming ever-more integrated to become full-featured management tools. You will have precise insight on virtually every variable so that you can easily analyze the financial impact of the full range of crop inputs. That's why you should make sure to use all your

"as applied" mapping capabilities for all of your crop production steps. The quality and amount of data gained during this year's tillage, fertilizing, planting and spraying will make the information you'll use for next year's planning more accurate.

Pre-load all your planting or seeding data into your planter monitor well in advance of going to the field. Do enough testing to have confidence everything is working so you are ready to plant when you pull into each field. ■



Whether you're planting six or 36 rows at a time, the goal is to create an ideal environment for early and consistent germination.



CASE IH TILLAGE TOOLS

BETTER STANDS BEGIN WITH BETTER BEDS.

Case IH has redefined soil management. Across all soil conditions, post-harvest or pre-planting, Case IH tillage tools: cut, size and mix residue to increase nutrient availability and spur decomposition; smooth and level seed beds, preparing them for planting and promoting early emergence;

create optimal soil tilth by removing compaction and crusts and aerating the soil. Built bigger and wider to move through fields faster, Case IH tillage tools are designed to maximize acres per hour and minimize fuel consumption.





CASE IH EARLY RISER® PLANTERS

SUCCESS IS BEING IN THE RIGHT PLACE AT THE RIGHT TIME.

Early, even emergence starts with precision. Case IH Early Riser® planters help ensure accurate seed populations, precise in-row placement and consistent depth control. As well as ideal

seed-to-soil contact. Even when operating at higher field speeds. So you'll be ready to make the most of your seed and your planting window.



To learn more, visit your Case IH dealer or visit caseih.com.

LIGHTBARS TO PRESCRIPTIONS

A PROGRESSION OF TECHNOLOGY KEEPS THIS DIVERSIFIED OPERATION TIMELY AND EFFICIENT

“We’ve put a lot of money into technology in the past 10 years, but it’s paid off,” says Tom Baughman. Together with his son-in-law Kyle Shepard, Baughman runs a unique operation split between cash grain and vegetable crops near Napoleon, Ohio.

He’s a second-generation grower of carrots, parsley, red beets and potatoes, primarily grown on contract for the Campbell Soup Company which has a soup processing plant in

wasn’t hard to see the savings in going from a two-foot overlap to one,” he says.

The economic benefits of that lightbar, along with the insight from yield maps generated by his combine, started a journey of precision farming progress that now includes RTK autoguidance on five tractors and a combine, and prescription-based applications of nitrogen and fertilizer as well as seeding rates for corn, soybeans and green beans.

As Tom and Kyle worked their way through the various stages of autoguidance accuracy, they and about 15 neighboring farmers decided to form their own RTK network, rather than each investing in their own base stations. It was a success, and the independent company serves nearly 100 farmers in the area with RTK signal subscriptions.

The autoguidance obviously benefits all their tillage and seed-bed preparation efforts, enabling their move to strip-till for ground going into corn. After fall ripping and in-row nitrogen and fertilizer application, they plant directly into the strip the next spring, thanks to the repeatable RTK accuracy.

It also has helped contribute to yield gains in the vegetable crops, where the straight rows, consistent row-to-row spacing and precise harvesting puts more crop in the containers. “We’re no longer running row-crop cultivators into very expensive commodities,” Tom says, of the elimination of cultivator blight. “RTK is very important to us for cultivating, spraying and harvesting vegetables.”

Their prescription-based planting of corn and soybeans is the

latest part of a progression in planting efficiency. They saw the potential of more accurate planting with the first crop of soybeans they planted using a Case IH 1200 Series Early Riser planter in place of a drill.

“When we were done, we had six mini-bulk containers full of soybeans,” Kyle says. “We looked at each other like we had forgotten something, but we saved that much seed, just by accurately planting 180,000 seeds per acre.”

“We were putting on too much seed in soybeans,” Tom adds. “Now we’ve dropped down to 140,000 seeds on our good black soils and our yields are just as good if not better.”

With over 10 years of history



See more of Tom Baughman Farms Ltd. in this issue’s online edition at www.caseih.com.

Napoleon. Tom’s father, Ted, began growing vegetables for the soup giant in the early 1960s soon after the plant was built in this area of table-top flat fields with black sandy soils conducive to vegetable production.

Tom expanded the operation to include fresh market green beans grown for another food distributor, and corn and soybeans.

Today, the 4,000-acre operation includes about 3,000 acres of corn and soybeans, with the balance split among carrots and green beans, plus the other vegetable crops.

His adoption of technology started with a simple lightbar. After using it for 2,000 acres of chisel plowing, Tom did the calculations that easily showed a payback. “It



in yield maps, Tom and Kyle have identified yield zone maps in their fields. A consultant takes their input, including their yield goals for each field, and develops prescriptions for each field. Their AFS Pro 600 monitors automatically vary the seed populations plus liquid starter fertilizer rates as the 1200 Series planters move through the field.

"That's the powerful part of all this," Tom says. "We're putting this high-priced seed in areas where we think we'll get the best bang for the buck."

While the vegetables aren't planted variable rate – Tom uses simple specialized planters for most of them – the crops do benefit from timeliness at all steps, thanks in part to a small army of tractors. There are 23, all red, on Baughman Farms, ranging from an old Farmall Super C to a new Steiger 500 Quadtrac.

The fleet includes four old International Hydros, three International 756s, a 1466, an MXM125 and an MXM190, and Magnum models including a 335, 315, 290, 180 and a 7220. A new Puma 165 CVT promises to replicate the old Hydros' smooth stepless ground speed but with much greater power and efficien-

cy. "We've used it on the potato windrower, and on the potato harvester where we need to vary the ground speed and keep the RPMs up. It worked slick," Tom says.

Kyle says at peak times during harvest, every tractor is hooked up to something, including grain carts to keep their Axial-Flow 8120 combine busy.

Like a lot of farmers, Tom and Kyle decided to add to their planting capacity because of recent challenging spring weather. After getting shut down for three rainy weeks in May in 2010 before getting all their corn in, and renting an additional planter to finish their weather-delayed 2011 planting, they have opted for three 1200 Series Early Riser planters: a 1200 16/31 split-row pivot transport planter dedicated to soybeans, a 1250 12-row front-fold planter for green beans and corn, and a 1250 24-row front-fold planter for corn.

"We have a lot of planting capability," Tom acknowledges, "but it's all about timeliness. These planting windows are getting shorter."

Tom and Kyle are longtime users of Case IH planters. Among the advantages of the 1200 Series



Carrot harvesting on Baughman Farms in the 1960s included a pair of Farmall tractors, a 560 and a 300, and a one-row harvester. Today, they're still harvesting carrots using red tractors, with technology including autoguidance on the tractor and automatic height sensors and row finders on their three-row carrot harvester.

planters, they say, is the ability to plant any seed size. "We always had to specify 'medium rounds' for example, but now we get ungraded seed. It's easier," Kyle says.

"These planters do a good job no matter what the seed size. And with that bigger seed disk, we can run a little faster if we need to and still get good singulation," Tom adds. Equipped with AccuRow row shut-offs, the planters provide additional seed savings by eliminating overlap at row ends.

With this much equipment, Tom and Kyle say good support from their Case IH dealer and competitive CNH Capital financing helps them keep everything going. A mechanical engineer by education, Tom has also developed their in-house capabilities to fabricate and modify much of the specialized vegetable equipment.

The vegetable crops demand a lot of attention, from near-constant scouting throughout the growing season to timely sprayings, cultivations and harvest. But all planting and harvest is mechanical, Tom notes, and he has the equipment and crews it takes to make it all happen.

"It's diversity," he says. "Over the years, it's helped having both types of crops. It's a lot of work, and a lot of risk, but it's been good."

After 12 years with vegetables, Kyle, who grew up on a cash grain farm, likes the pace and the variety. "Now that I've done this, I think I'd get bored just growing corn and soybeans," he says. ■



Kyle Shepard and Tom Baughman with several key pieces of equipment: their three-row carrot harvester and their Steiger 500 Quadtrac tractor. Their primary tractors are equipped with RTK autoguidance, and they use prescription-based variable-rate planting for their corn, soybeans and green beans.



THE NUTRI-PLACER 940 – DESIGNED FOR THE PROFESSIONAL APPLICATOR.

Case IH has revolutionized application systems with the widest (50', 60' or 65'), sturdiest, most productive and efficient application system of its kind. It's heavy duty construction, maximum flotation, strong and easy to use hitches and narrow transport are all customer-defined features, tested in tens of thousands of acres. Maximize your time in the field. Visit your Case IH dealer today or learn more at caseih.com



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Adding AFS AccuControl software to the AFS Pro 700 display can provide variable-rate control of liquid, anhydrous and dry granular products. It also allows the Pro 700 to manage all functions of John Deere and Kinze planters.

ADVANCED FARMING SYSTEMS GETS NEW PRODUCTS, NEW SUPPORT

AFS ACCUCONTROL MAKES MIXED-FLEET OPERATIONS EASIER

In the November/December 2011 issue of *Farm Forum*, Case IH AFS marketing manager Trevor Mecham described the emphasis Case IH has placed on its Advanced Farming Systems (AFS) products. The company's steps included establishing a new business unit focused on precision farming systems and expanding the company's strategic alliance with Trimble.

Now, the results of this new focus are coming forth in a continuing stream of new products and services.

AFS AccuControl is a new software option for the AFS Pro 700 display that provides full-functioned control of John Deere and Kinze planters including those using Rawson variable-rate seed drives.

"Obviously we'd like to see all-Red planting systems, but we know reality is farmers have mixed fleets. The new AccuControl

feature will let you fully control those other planters with the Pro 700 display, giving you more value from that Pro 700 display," Mecham says.

AFS AccuControl provides section and variable-rate control for up to four 12-row sections. Using TruCount clutches, it can individually control each one of up to 48 rows.

It can manage variable rate liquid fertilizer applications, running two different rates, and provide similar variable-rate control in sprayer, anhydrous ammonia and strip-till applications using any combination of liquid, anhydrous and dry granular products.

And, it can provide single-product variable-rate control of broadcast spreaders.

"AFS is going to be the system to grow with," Mecham says. "The functionality you see in AFS AccuControl is an example."

AFS-focused support

Product support is a key component of the new AFS business unit. A new AFS Support Center went live in early March, providing live technical support from Case IH employees for Case IH AFS customers 24 hours a day, seven days a week, 365 days a year.

The support center serving North America is at the Case IH engineering headquarters in Burr Ridge, Illinois. Three other centers were established at the same time in Brazil, Belgium and Australia to provide global coverage. The four centers are fully integrated to share real-time data on product issues, training, trends and analysis.

Consistent with the Case IH "go to market" emphasis of putting product experts in the field, Case IH has created the new position of AFS Field Specialist for each region. People in this role

will work with dealers and customers alike to help maximize the potential of AFS equipment.

And, the product specialists for other Case IH equipment such as planters, tractors and combines are being trained on the overall integration of the AFS systems. "AFS is an integrated farming system, crossing all platforms," Mecham says. "That's how it's being embraced across our training and support programs."

"The benefit for Case IH customers is knowing they are investing in precision farming systems that will meet their current needs, that are supported by people who understand farming, and are designed to grow – efficiently – as new technology evolves." ■





YOUR BIGGEST INPUT COST IS NOT CHOOSING EFFICIENT POWER.

You only have one shot to get it right this season. Choose the proven, industry-leading technology that meets tough Tier 4A standards and yours. The Efficient Power of Case IH Selective Catalytic Reduction (SCR) technology means more productivity on less fuel. And it's available on our family of equipment, from tractors to all-new combines and the 4430 sprayer. So you can make the most of your resources and reduce your input costs. To learn more, visit your local Case IH dealer or caseih.com/efficientpower.



BE READY.



CASE IH
AGRICULTURE

IS THE RIDE AS BUMPY AS IT HAS SEEMED?

GRAIN PRICE VOLATILITY

Have you taken a flight that was mostly smooth except for a few moments of white-knuckle turbulence? Chances are you kept your seat belt tight the whole time.

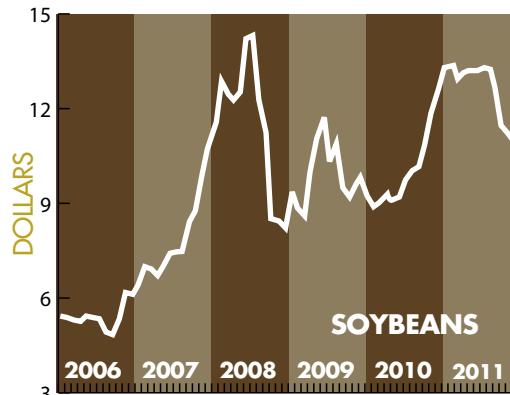
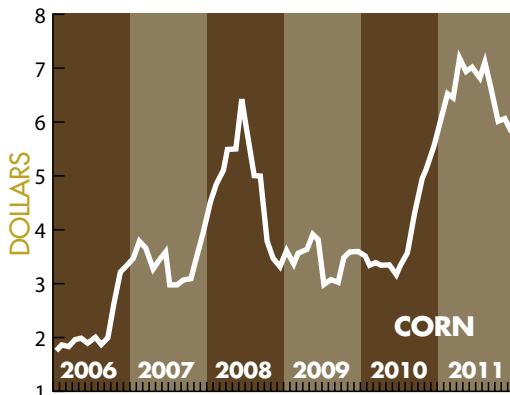
That's a bit like the performance of the cash grain markets, notably corn, over the past few years. The word "volatility" is used a lot to describe recent markets, but looking back, there were just a few periods of rapid price swings. But like those unexpected jolts on an airliner, they definitely changed the perception of the market. No one's called it smooth.

A look back at local cash grain prices for corn in northwest Iowa provides a good snapshot of the perceived or real price volatility. In 2006, price variability averaged 40 cents per bushel per month, or 18 percent based on the year's average price of \$2.20.

In 2011, prices varied an average of 83 cents per month, or 12 percent of the year's average price of \$6.55.

Was that a smoother flight?

In 2006, the highest monthly difference was 85 cents per bushel in October, when cash prices ranged from \$2.14 to \$2.99. That's a range



Average monthly corn and soybean prices in Northwest Iowa, as reported by the Iowa Department of Agriculture and Land Stewardship. Monthly price volatility, as a percentage of price, was similar across the entire price range; however monthly differences in actual dollars were more than twice as high in 2011 compared to 2006.

And regardless of what the numbers show, most everyone buying or selling grain commodities has a sense of markets being "jumper" than in the past.

The most basic reason is supply and demand. "In general, we have much tighter stocks of our crops than we have had, historically," notes Darrel Good, a professor in the department of Agriculture and Consumer Economics at the University of Illinois and a frequent speaker on grain markets.

that you can immediately respond to no more waiting for the noon farm report on the radio and then driving to the elevator.

This instant information, coupled with the tight stocks, magnifies the potential impact of global conditions that may affect supply or demand, resulting in more people making faster decisions. Headlines of "Rain in Argentina!" can now reach you at the same time the brokers at the big trading institutions hear the news, not two days later in the newspaper.

The recent short crops and resulting rise in commodity prices have caught the attention of nontraditional investors in grain markets such as hedge funds. These types of investors may take significant stakes in a market and move in and out based on their interest in simply meeting profit targets rather than evaluating market fundamentals. "These can be fairly big players that can have some influence, I think, on short-term price movements," Good says.

The corn market, specifically, has the increased challenge of meeting the U.S. government mandates for ethanol. Consumption for ethanol adds to the demand equation and also brings global oil price moves and potential U.S. policy changes into play as new demand factors.

For all commodities, the nuances of global buying power increasingly come into play. While Europe faces economic challenges, China and Asian economies continue to grow. Again, with the instant information transfer, any changes in the outlook for these important markets have an immediate impact on the commodity markets.

Yet another contributor to recent market "jumpiness" has been surprises in the USDA crop reports, resulting in unexpected maximum daily limit moves.

Underpinning all these factors is basic supply and demand. "My basic premise would be until we get back to larger inventories and more buffer stocks, one would expect this underlying volatility to continue," Good explains.

Going forward, some factors may change. For example, the non-traditional investors may find more lucrative opportunities elsewhere, removing one contributor to volatility. Good global growing conditions could increase grain supplies. But the speed and transparency of information about price, growing conditions and demand will only improve, giving you more opportunity to make faster, more informed decisions.

Better keep that seat belt buckled. ■

There are new factors affecting the grain markets, but it's still basic supply and demand.

of 32 percent based on the month's average price of \$2.64.

In 2011, the highest monthly difference was \$1.94 in September, when prices ranged from \$5.52 to \$7.46. Against that month's average price of \$6.60, prices varied by 29 percent.

Again, the numbers are similar in a percentage basis. But the monthly price difference in actual dollars was more than twice as high in 2011 than in 2006, and it's dollars, not percents, that you put in your pocket.

"Our problem, long term, has been surpluses of grain, and low prices. In recent years, grain stocks have been very tight. That makes prices much more sensitive to new information, and changing information."

Indeed, information – its speed and transparency – is a new factor affecting grain prices. Chances are you have real-time market information literally in the palm of your hand in your smart phone. You – and thousands of other grain buyers and sellers – may be getting priority updates regarding grain price movements



LOWER YOUR COST OF OWNERSHIP

WITHOUT LOWERING YOUR STANDARDS.

Why CNH REMAN might be right for you:

QUALITY GUARANTEED

Parts are thoroughly inspected and tested to meet or beat Case IH specifications.

UNRIVALED PROTECTION

Industry-leading warranty covers parts and labor (labor included only when installed by a Case IH dealer).

SIGNIFICANT SAVINGS

Parts deliver OEM performance yet cost 20-40% less. Plus, existing used component can be worth valuable core credit.

INCREASED UPTIME

Drop-in assemblies minimize labor hours, making repairs consistently faster than overhauls.



Engines & Components • Drivetrain • Electronics
Hydraulics • Fuel Injection • Rotating Electrical



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USE THE RIGHT NOZZLE

PROPER TIP SELECTION IS KEY TO AN EFFECTIVE SPRAY APPLICATION. ONE SIZE DOES NOT FIT ALL.

Your spray rig is the first line of defense against any number of weed, fungus and insect pests that can reduce crop yields. A lot of money flows through that sprayer every year in the form of crop protection chemicals. Yet just one little inexpensive component – that spray nozzle – has everything to do with how much return you get from your investment in time, fuel and product.

John Sogandares is a product trainer for sprayers based in the Midwest who spends his time working with Case IH dealers and sprayer owners to help make sprayers work as efficiently as possible.

A quality spray application depends primarily on rate and droplet size, Sogandares says, adding that it takes the right tip to get the desired droplet size.

"With the proper tip selection, you can see increased crop yields and decreased input costs, which will benefit the bottom line," he says.

Sogandares says you need a minimum of four pieces of information to pick the proper tip: average ground speed, application rate, recommended droplet size, and pressure.

Three of those four variables

– rate, size and pressure – are found on crop protectant's label information. And as the operator, you need to identify the average ground speed you'll be running.

With that information in hand, you can go to any number of sprayer references and identify the correct tip.

It's simple, but in Sogandares' experience, this basic step of good sprayer operation is often overlooked.

"Farmers will tell me, 'I didn't get a good weed kill.' We'll talk further and I find they're unsure of what tip they were using," he says.

By paying attention to the four variables above, you'll find that different tips may be needed when you move from one type of product to another, or when recommended droplet size or pressures change. Even if the product and rate stays the same, tip changes are warranted when you change operating speeds.

"You may need three sets of



tips if you spray the same product over a very wide speed range," Sogandares says.

Owners of sprayers equipped with the Case IH AIM Command spray system get a wider range of performance from one set of tips. Optional on Case IH self-propelled sprayers, AIM Command manages droplet size independently of ground speed.

"AIM Command regulates boom pressure that in turn will regulate droplet size as ground speed varies, so you maintain good coverage," Sogandares explains. While spray tips still need to be changed when differing rates, pressures and



TEEJET SPRAY PRODUCTS NOW AVAILABLE AT CASE IH DEALERS

The popular line of TeeJet nozzles and all-makes spray accessories are now available at Case IH dealers and through the Case IH parts system. They join the Wilger line of spray products to provide a full selection of spray products at Case IH dealers.

The TeeJet products include nozzles for broadcast, liquid fertilizer and specialty applications, plus boom components, valves and manifolds.

Along with this expanded line of spray products, Case IH is putting more sprayer specialists in the field and designating more dealers as Grower Spray Centers when they meet specific guidelines.

droplet sizes are required, AIM Command reduces the number of tips needed and the time spent changing them. And, its ability to manage droplet size can help the sprayer continue to work effectively in conditions where applications from conventional sprayers would experience too much wind drift. The more accurate spray pattern results in better weed or pest kill in the field, leading to increased yields in the crop being treated, he says.

"AIM Command is one of those features people won't be without once they have used it," Sogandares notes.

As spray applications play an increasingly critical role in crop production, it's important to get the best spray performance possible. Spray tips play a key role, and their cost is nominal, especially compared to the upside of accurate chemical use and effective weed, pest and disease control by selecting the proper tip for the job, Sogandares adds. ■

ANNUAL CALIBRATION WORTHWHILE

Spray nozzle tips can wear over time, with dry chemicals in suspension causing higher rates of wear than liquid chemicals. Time spent checking the flow rate of each nozzle prior to going to the field can spot any potential problems and confirm accuracy.

Calibration involves using water in the spray tank, determining a specific rate, such as 10 gallons per acre, and measuring how much water is sprayed into a collection jar in a set time, such as 60 seconds. Local extension agencies may have sprayer calibration information.



SPRAY TIP MANUFACTURER TEEJET HAS CALIBRATION INFORMATION HERE:

<http://www.teejet.com/english/home/tech-support/nozzle-technical-information/sprayer-calibration.aspx>.



LOOKING FOR POWER AND EFFICIENCY? IT'S ONLY AVAILABLE IN RED.

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While other manufacturers scramble for long-term solutions, ours are already out there in the fields. Case IH high horsepower equipment delivers more power, more fuel efficiency and lower emissions. And with special financing rates available right now, there's no reason to wait. Roll into your local Case IH dealer or visit caseih.com/efficientpower.



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EQUIPMENT & FINANCING

FARM EQUIPMENT DEALERS CONTINUE TO BE THE SOURCE OF COMPETITIVE FINANCING THROUGH CAPTIVE LENDERS

As access to financial resources becomes ever-more valuable to producers, having good relationships with lenders who understand the unique aspects of your business can be helpful. In this environment, captive lenders – the financing arms of equipment companies – continue to be a viable source for new and used equipment financing.

The fact that these captive lenders exist to support the sale of equipment is their competitive advantage against other financial sources.

Captive lenders are oriented to meeting the specific needs of the equipment buyers. For customers considering acquiring equipment, this can involve a wide range of programs including low-rate financing, low payment leases, interest free programs and flexible payment schedules, etc.

Increasingly, some producers have gotten into a pattern of trading major equipment such as big tractors and combines every year or two to take advantage of maximum resale values, the newest technologies, and to stay in the manufacturer's warranty. The equipment trading experience can often be a rewarding one when a customer has financing in place through the captive lender, says Tim Biewer, Director, Marketing, for CNH Capital.

"Part of the advantage is simply familiarity with the product," Biewer says. "The dealer knows the value



Frequently, farm equipment dealers have programs available for specific models of equipment. Knowing what incentives are offered can help you evaluate equipment trades.

of the trade, and can discuss any special incentives that may be available either to reduce the purchase price or lower the payments."

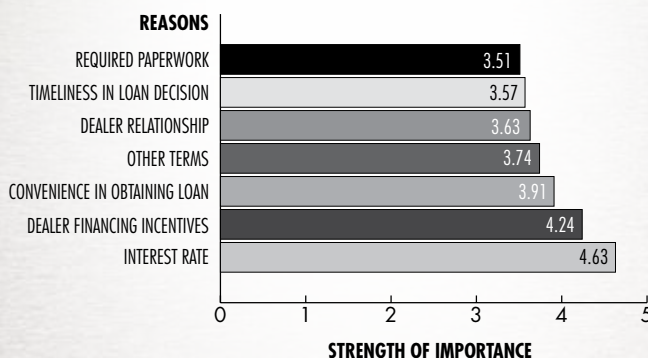
An expanded range of products is another unique benefit of captive lenders. Typically, captive lenders are able to offer equipment leases as well as financing, to provide another choice as producers look for the most cost- and tax-efficient option. Certain types of insurance products, including insurance to cover loss or damage to the equipment, are also popular options.

Commercial revolving accounts are another financing product frequently offered by captive lenders as a convenient option for parts and service purchases.

As a captive lender, CNH Capital offers these financial products with terms and incentives that

REASONS FOR SELECTING CAPTIVE LENDERS

A recent survey of 433 farmers showed that more than half of them had used captive lenders for purchases of equipment, seed or chemicals over the previous three years. They rated these reasons, in order of importance, for choosing these lenders over traditional sources:



The strongest reason for using nontraditional lenders is interest rate followed by dealer financing incentives while the least important reason is paperwork required to obtain loan.

are responsive to market conditions.

"We encourage farmers to continually be aware of CNH Capital programs by staying in touch with Case IH dealers,"

Biewer adds. "Programs constantly evolve. Knowing what's available can help you evaluate equipment trades and other financial management decisions." ■

This article was developed in cooperation with CNH Capital. CNH Capital provides a comprehensive range of services, including wholesale and retail financing, leasing, insurance, asset management, and revolving lines of credit for the global marketplace. Building on more than 50 years' experience in the equipment finance industry, CNH Capital is helping Case IH dealers and well over half a million customers throughout North America, Latin America, Europe and Australia.

GROW PRECISELY WITH A GROWING PARTNER

FARM SMARTER WITH CASE IH ADVANCED FARMING SYSTEMS

Whether you're applying fertilizer, strip tilling or even harvesting in the dark, Case IH Advanced Farming Systems (AFS) has the perfect guidance solution for you. Our lineup of the industry's most accurate autoguidance systems is compatible with the full range of correction

signals to help you be ready – saving big on input costs, improving yield and reducing operator fatigue. And Case IH continues to expand its AFS commitment even more, adding personnel and re-engineering our customer support team to better serve you.



AFS

ADVANCED FARMING SYSTEMS



BE READY NOW 
SEE THE VIDEOS: caseih.com/efficientpower

"...make an extra bushel or two an acre..."
"Every time you can make an extra bushel or two an acre and get a \$5 or a \$10 increased return per year, and you're talking ... 5,000 to 10,000 acres..., why you're talking \$50,000 to \$100,000 bills. As technology advances, every year we're going to find ways to shave \$5 off our costs."

— Larry Dugdale, Rockyview, Alberta



Now lighter weight with faster processing speeds, the AFS Pro 700 touchscreen display is built into all new 100-horsepower-plus Case IH equipment: Steiger®, Magnum™, Puma® and Maxxum® tractors, Axial-Flow® combines and now Patriot® sprayers and Titan™ floaters. No matter what the task – steering, performance monitoring, implement control, yield and data recording or as-applied mapping – the AFS Pro 700 interfaces seamlessly with your Case IH systems, now including Precision Air carts and Precision Spray pull-type sprayers.

Keep accurate records of crop performance and analyze crop data from planting through harvest with the **new AFS Variety Tracking** function available as a software upgrade for your AFS Pro 600 or AFS Pro 700 display.

The Variety Tracking function records data from planting to be used after harvest to more easily and accurately determine variety performance, providing new opportunities to increase crop management abilities, greater ability to forecast seeding and crop decisions for the future, and automatic recognition in the cab for easier operation to maximize growers' time and profits. Variety Tracking can be used for any application and allows the operator to track up to 30 different varieties per field.

Case IH is ready with precision farming solutions to fit you and your operation. To see how our AFS solutions can boost your farm's productivity, visit your local Case IH dealership. The experts there can show you how to realize the best possible return on your precision farming investment.



LEADING WITH TECHNOLOGY

NORTH CAROLINA BROTHERS SAY IT'S THE KEY TO MAXIMUM EFFICIENCY

Kevin (left) and Mark Roberts have integrated site-specific technology into every crop operation.

For Kevin and Mark Roberts, of Lumberton, North Carolina, a technology revolution began on their farm in 2005 when they bought their first piece of equipment with autoguidance, a Case IH Patriot 3310 sprayer. As soon as they saw the ease and accuracy of autoguidance and the cost-savings performance of its AccuBoom section control, they began managing their 4,500-acre operation differently.

Now they had the tools to analyze every field, every acre, to its highest profit potential. Immediately, practices such as flat-rate applications of lime seemed wasteful. Hand-steering for precise jobs seemed antiquated. And making decisions without yield maps seemed like driving blindfolded.

In just a few short years, brothers Kevin and Mark have integrated site-specific technology into every crop operation. And, their new stream of accurate site-specific information has helped them

make major decisions focused on maximizing their returns per acre.

The Roberts are the fourth generation on their land, producing corn, peanuts, cotton, wheat and soybeans. As longtime growers of tobacco, they harvested their last tobacco crop in 2010. With rising costs, changes in contracts and the ongoing challenge of labor, they say tobacco no longer delivered the profit potential it once did. In its place, the brothers planted their first cotton crop in 2011. "Like tobacco, cotton is not an inexpensive crop, but it's not labor intensive," Mark says. Kevin adds that between planting and harvest, cotton simply requires spraying, which is his job. "It's a one-man show," he says.

The brothers have also invested in center-pivot irrigation, with 13 drop-nozzle center pivots now watering 800 acres. The results have been dramatic. Rainfall was short in 2011, and the yield difference between their dryland corn

and irrigated corn was over 150 bushels per acre.

From that first autoguidance sprayer, the Roberts' technology path next led to variable-rate lime using their own prescription-driven spreader. "We pull soil samples every year, doing 1-acre grids under the center pivots and 2.5- or 5-acre grids elsewhere," Kevin says. "We figure soil sampling is the cheapest money we spend."

Annually, they review the results with their agronomist and develop rates for lime and fertilizer, based on the soil tests and the anticipated needs of the next year's crop. "We like to replace what the plants consume plus keep a bank of nutrients in the soil," Kevin explains. They say the site-specific applications save time, fuel, fertilizer and lime.

"It's good for the environment, too," Mark adds. "We're not throwing all that extra fertilizer out there that could be harmful to watershed areas."



 Kevin and Mark talk about how their technology and Case IH equipment help them farm more efficiently in this issue's online edition at www.caseih.com.

Autoguidance has proved its value in their peanuts which is a major crop for them. Planting peanuts using RTK guidance, then harvesting following the exact same path, puts more peanuts in the combine.

In a good year, Kevin explains, peanuts get tall and bushy, making it hard to tell where the row centers are. By using RTK on the tractor pulling their peanut lifter, its path doesn't vary at all, compared to the 5 or 6 inches of back-and-forth common with hand steering. More peanuts are harvested, fewer are left in the field. The Roberts participated in university tests that confirmed the advantage of the perfectly straight rows. "We figure we paid for our first RTK system with our first year of peanuts," Kevin says.

After seeing the advantages of section control on their sprayer, the Roberts have equipped their Early Riser 1240 16-row planter with AccuRow row shut-offs. After several years of experience of using them, they say the row shut-offs are especially valuable in their small, irregular-shaped fields. "They pay for themselves every year," Kevin says.

The Roberts have only recently started using Case IH planters, but have been impressed by the design of the row unit and its metering accuracy. "We've been involved in some planter comparison tests here on our farm, and the Case IH planter is number one for accuracy, at any speed, really," Mark says. "It really holds great if we need to run faster."

Using the Case IH Pro 600 display, he makes variable rate changes on the go. Mark plans to do prescription-based planting on

their Magnum 305 tractors pulling the rippers are equipped with it. It's an expensive tillage step, but worthwhile. "We won't plant corn without doing it," Kevin says.

The Roberts also use a 31-foot Case IH True-Tandem 330 Turbo vertical tillage tool to help level beds after peanuts and cotton and to manage cotton stalks. "We're running it at 8 mph, 2 inches deep behind a Magnum 305," Kevin says. "And, we can conventional-drill wheat in cotton ground just with one pass from the 330."

"It's one of those tools that worked the day it was delivered," Mark adds. "We just hooked it up and ran it. We go at a slight angle across the

beds, just enough to see the tractor rolling a little bit."

After seeing the improvement in corn yields from irrigation, the Roberts decided to increase their harvesting capacity, trading an Axial-Flow 7120 to an Axial-Flow 8230, gaining nearly 20 percent in cleaning capacity. They're keeping the same 12-row corn head and 35-foot draper head. They also added a grain dryer – uncommon in their area, where corn generally dries down naturally – to

help them take off corn earlier if a hurricane threatens. "Fifteen hundred acres of corn blown down is a sight you don't want to see," Kevin says.

Most of the equipment on their farm is red, the Roberts say, including the used Case IH Cotton Express 2555 picker they purchased as they moved into cotton. They say the combination of good equipment and excellent dealer support keeps them in the brand.

They cite the ease and competitive financing of CNH Capital as another advantage. "Their good rates keep us interested in trading, and our dealer is really good about laying out the options for us," Kevin says.

The brothers say they're oriented toward keeping their equipment fleet fairly new for reliability, for cost-effective trades, and to gain the latest technology, which is important to them. Their next steps, they say, include using more variable-rate and prescription-based applications and integrating more information into their field maps.

"We don't see technology as an expense," Kevin says. "Rather, we figure if we don't stay up with it, we won't be as efficient as we could be." ■

"We figure soil sampling is the cheapest money we spend."

their irrigated land to take full advantage of the yield potential.

On their compaction-prone soils, the Roberts say inline-ripping, using two Case IH eight-row Ecolo-Till 2500 rippers, greatly improves crop vigor. "We have a hardpan here, and we run these rippers just below that pan, usually about 10 to 14 inches deep, to shatter it," Mark says. It's another application that's more efficient with RTK autoguidance, eliminating any overlap. Both of

CASE IH PRODUCT FOCUS

Case IH continually introduces new and updated equipment. Here's a look at several new or timely equipment selections that can bring new efficiencies to your farming operation.



MAGNUM AND STEIGER TIER 4A TRACTORS DELIVER SUPERIOR PERFORMANCE

After more than a year in the field and with thousands of hours of operation, Case IH Magnum and Steiger Tier 4A tractors are proving the reliable, simple and fuel-efficient performance provided by the SCR emissions solution. Power ratings for the new Tier 4A models have increased compared to the models they replace, and fuel efficiency has improved by an average of 10 percent. Engine oil service intervals have been extended to 600 hours as a result of the cleaner-burning engines, which do not use exhaust gas recirculation.

The nine Magnum tractor models range from 150 to 290 PTO hp. The Magnum 340 tops the line with 389 boosted engine horsepower. It's one of the most powerful Tier 4A row-crop tractors based on official Nebraska tests and was proven to be more fuel efficient than its leading competitor.

Steiger tractors are available in 16 models from 350 to 600 engine horsepower, including two frame sizes, Quadtrac models, and heavy-duty scraper models. The Steiger 600, at 600 rated engine horsepower, delivers an industry-leading 670 peak horsepower. In Nebraska tests, the Steiger 600 delivered up to a 12.4 percent fuel efficiency advantage in drawbar pull tests compared to a leading competitor.

Magnum and Steiger tractors provide a superior operator environment with large comfortable cabs and the customer-designed multifunction control handle on the armrest. Optional cab suspensions deliver a smoother ride for

increased productivity. The optional AFS Pro 700 display puts the latest technology at your touch-screen control. It includes inputs for three video cameras and the capability to perform many implement control and monitoring functions. The Diesel Saver Automatic Productivity Management System included on all Magnum and Steiger models automatically selects the most efficient gear and engine speed for the load for fuel savings of up to 24 percent.



The Steiger 600 Quadtrac delivers an industry-leading 670 peak horsepower.

TIGER-MATE 200 FIELD CULTIVATORS MAKE THE IDEAL SEEDBED

Maximum yields demand an ideal seedbed. Case IH Tiger-Mate 200 field cultivators provide the effective finishing touch of mixing and leveling prior to planting or seeding. Tiger-Mate 200 shanks are set a minimum of 24 inches apart per bar to provide ample room for residue flow. Overall, a Split-the-Middle sweep pattern on the five-bar frame effectively gives a six-inch sweep spacing for thorough mix-

ing. Choose Maxxi-Point sweeps for extended wear and improved penetration or Maxxi-Grip sweeps with their quick-change attachment.

Positive mechanical depth control and walking tandem wheels on the main frame and

each wing section provide consistent depth control. Select from working widths ranging from 18.5 to 60.5 feet.

Take seedbed preparation to the next level by running the Crumbler 110 or Advanced Leveling Systems (ALS) or Advanced Conditioning Systems (ACS) behind the Tiger-Mate 200. Advanced Leveling System options include Tiger-tine, coil tine or spike-tooth harrows for further leveling and clod sizing.

The Advanced Conditioning System is based on rolling baskets with round or knife-like blades to provide a customized field finish.



Use the optional Crumbler 110, ALS or ACS systems for additional finishing options.

NEW ROUND BALER FOR SMALLER OPERATIONS

A new Case IH round baler is designed for hay producers with smaller operations who want the timeliness of handling their own baling without a big investment in equipment. The RB455A is a simple-to-use round baler requiring only 40 PTO hp. Five forming belts make firm bales from 36 to 60 inches in diameter and 46.5 inches wide. Optional net wrap provides added bale protection.

The RB455A is one of seven Case IH round balers, including the RB454 Silage and RB454 Silage Rotor Cutter models.



FARMALL TRACTORS HANDLE A WIDE RANGE OF TASKS



High value is the common theme across the entire Farmall line of utility tractors from 31 to 105 hp. Put these versatile and efficient tractors to work for most any farmstead chore (all are available with Case IH loaders and mechanical front drive), or send them to the field for any application in their horsepower range.

Select the best Farmall tractor for your application. Choices include cab and ROPS models, low-profile and compact models to fit into tight confines, and multiple transmission options. All feature smooth-running four-cylinder engines, comfortable operator stations with simple ergonomic controls, and sloped hoods for good overall visibility.

1200 SERIES PLANTERS GAIN NEW FEATURES, NEW SIZES

The industry's most agronomically correct row unit is available in an increasingly broad range of planter configurations to meet any row crop grower's needs. The Early Riser row unit produces the ideal environment for prompt and consistent germination. Together with the accuracy and control of the 1200 Series Advanced Seed Meter, the Early Riser planting system helps every expensive seed you plant reach its maximum potential. The slow-turning ASM meter handles a wide range of seed shapes and sizes and maintains accuracy at higher ground speeds.

Choose a 1200 Series Early Riser planter in configurations ranging from a 1210 six-row trailing model to the 1260 36-row front-fold model with up to 20 degrees of flex; each one delivers the same superior stand in any seedbed condition. Early Riser planters were recently voted "No-Till Product of The Year" in the equipment category for two

years in a row by readers of *No-Till Farmer* magazine.

Larger 1200 Series planters are designed for fast and efficient transport from field to field for increased productivity. The unique optional steerable axle on the 1260 planter lets it track in the tractor's path.

A wide range of attachments are available to apply dry and liquid fertilizer, and granular chemical. The AFS Pro 700 display provides a full range of planter control including prescription applications, as-applied mapping and optional automatic row shut-offs.



The 1260 Early Riser front-fold planter is available in 32-row 30-inch models and 36-row models with 20-, 22-, or 30-inch row spacings.

WORK. WORK. WORK.

**JOBS ARE MORE DEMANDING. WORK DAYS
ARE GETTING TOUGHER, AND LONGER.**

No matter the size of your business, if you run a livestock operation you need equipment that's ready to help you squeeze all the productivity you can out of every available resource. For operators like you, your Case IH dealer is like a Swiss Army knife; you may not need each and every tool each and every day, but it's good to know it's all there waiting, for when you do need it. We're ready when you are.



CASE IH HAS ALL THE TOOLS YOU NEED FOR YOUR LIVESTOCK OPERATION.

The Case IH Farmall series tractors are ready to handle any task your livestock operation can bring their way. From chores big and small to hauling, mowing, loading and pulling your hay equipment, they're ready. And speaking of hay tools, Case IH also has all the cutting, conditioning, raking and baling equipment you need – from mowers and rakes to windrowers, balers and forage equipment. Case IH understands that getting your job done means working hard all day – every day. We're ready to help you do just that.

FARMALL® TRACTORS

For over 85 years, Farmall tractors have represented rock-solid value, versatility and performance. With horsepower ranging from 31 to 105 and an army of attachments, Farmalls do it 'all', reliably, comfortably and economically.

RB455A ROUND BALER

Ranch and small farm owners can count on the new RB455A round baler from Case IH for big-time productivity without the operating costs associated with a larger baler. All it takes is a tractor with 40 PTO horsepower and a single hydraulic remote and you're up and running with a machine capable of picking up to 62-inch windrows and turning out thousand-pound bales.

CASE IH SCOUT™

You've got to-do lists and can't-wait-to-do lists. Case IH can help you be ready for both with a Case IH Scout UTV. Haul feed, scout crops, track deer, discover new trails and take your crew along for the ride with a Case IH Scout 4WD utility vehicle. 'Cause at the end of a hard day, there should be a reward.

NEW RD3 DISC HEADS

Increase the productivity of your WD3 series windrower with the all new RD3 series Rotary Disc Header. Cover more acres each hour with the industry-leading cutting width of 19' 4". The new cutterbar has a profiled design to reduce horsepower requirements, which maximizes performance and reduces fuel consumption.



CASE IH
AGRICULTURE





CASE IH POWERS UP WITH NTPA



Tractor pull fans will be seeing even more red at National Tractor Pullers Association (NTPA) events this year: Case IH is now the NTPA official farm equipment brand.

With this new sponsorship, the Case IH brand will be prominent at NTPA Grand and Super National tractor pulling events. Case IH equipment will be working most of these events, and all competing trucks and tractors will display Case IH decals.

Case IH will also contribute to the NTPA Grand National Points Fund which awards the top five points leaders for each NTPA Grand National division.

"Case IH, a common name among the tractor pulling community, already has a strong presence on the track at NTPA events," says Gregg Randall, NTPA's general manager. "We are elated to have Case IH join the NTPA family and serve as our official farm equipment brand."

You'll also see Case IH equipment featured as part of the company's sponsorship of the "NTPA Championship Pulling Series" which appears three times a week on RFD-TV.

WIN A TRUCK IN THE FIELD OF DEALS SWEEPSTAKES

Three great prizes will be awarded as part of the current Case IH Field of Deals Sweepstakes. The Grand Prize is a 2012 Dodge Ram 2500 Crew Cab Power Wagon Laramie, powered by a 5.7 Hemi engine, in Flame Red with Case IH decals, plus a \$5,000 gas card.

The two runners-up prizes are a \$10,000 CNH Capital Reward Card to be used at Case IH dealers for Case IH tools, or genuine Case IH parts or service.

Enter the sweepstakes by filling out an entry form at your local Case IH dealer. There, you can also ask about special current offers on Farmall, Puma and Maxxum tractors plus balers and windrowers. For more information on the Case IH Field of Deals sales event and sweepstakes, including official rules, visit your Case IH dealer or www.caseihdeals.com.



RAM TRUCKS CASH ALLOWANCE PARTNERSHIP EXTENDED TO 2013

Purchasers of new Case IH Steiger, Magnum, Puma, Maxxum or Farmall tractors, Axial-Flow combines, Patriot sprayers, Titan floaters, WD 3 Series windrowers, Case skid-steer loaders or Case compact track loaders from authorized U.S. Case IH dealers from July 1, 2009 through January 2, 2013 can receive a \$1,000 Consumer Bonus Cash Allowance towards the purchase or lease of a new Ram light or heavy duty pickup truck or cab and chassis.

This offer is in addition to all other Ram Truck offers that are currently available at the time of purchase or lease, and is only available to legal residents of the United States.

GET THE WORLD OF CASE IH AT YOUR FINGERTIPS

Upcoming issues of *Farm Forum* will include online-exclusive editions. Check in at www.caseih.com for the latest updates. *Farm Forum* is also available as an iPad App.

You can receive special e-mail updates about Case IH Be Ready initiatives. Subscribe to the Be Ready blog at <http://beready.caseih.com>.

And, be a Case IH Facebook friend to join more than 44,000 Case IH enthusiasts and learn about the latest happenings at Case IH.



Learn more information — www.caseih.com

JOHNSON HARVESTING JOINS THE AXIAL-FLOW 100 CLUB

Johnson Harvesting of Evansville, Minnesota became the seventh member of one of agriculture's most exclusive organizations: the Axial-Flow 100 Club.

Initiated in 2007, the club was formed to recognize the long-standing relationship custom harvesters have developed with Case IH and Axial-Flow combines. And for seven of them, that has included owning more than 100 Case IH Axial-Flow combines.

The Johnson family drove their 100th Axial-Flow combine off the assembly line at the Case IH Grand Island Plant in Grand Island, Nebraska, in a special celebration there in January. As the family walked through the plant to their combine, nearly 1,000 CNH employees lined the way, applauding them.

"It was really unexpected," Shawn Johnson recalls. "Just overwhelming."

Brothers Shawn and Lance Johnson own and operate the custom harvesting business started by their father, Arlynn. He bought the family's first Axial-Flow combine, an International 1460, in 1980 after running other brands for nearly 20 years. His son, Brent, who now farms on his own, urged his father to consider the new rotary combine

Grand Island Plant employees signed a big thank-you card congratulating Johnson Harvesting on their 100th Axial-Flow combine and for being the newest members of the Axial-Flow 100 club.



Arlynn, Brent, Shawn and Lance Johnson with their 100th Axial-Flow combine at the Case IH Grand Island plant. The custom-harvesting family's first Axial-Flow combine, a 1460, is restored and was on hand as part of the celebration.

for their custom harvesting business after he had spent some time running one.

Shawn says those initial qualities that drew them to the Axial-Flow combines – simplicity, reliability and productivity – continue to be the reasons why they bought their 100th, an Axial-Flow 8120. They put 7,500 hours on one of their original 1460 combines, which convinced them of the reliability of the rotary combine.

Shawn and Lance manage the custom harvesting business, running from Oklahoma to North Dakota and Montana, harvesting small grains and corn. They run 11 combines, and usually trade six each year after putting about 1,000 hours on them.

After many seasons with original Axial-Flow models, in 2008 the Johnsons traded from 2588s to 8010s which used the new Power Plus CVT drive systems and provided increased threshing capacity. "That new platform was a huge step forward," Lance says.

"There was a big reduction in daily maintenance, and we cut the inventory of parts we have on hand by about 70 percent. For being a complicated machine, there are very few moving parts, very few things that go wrong."

Anticipating the new combines' higher capacity, the Johnsons replaced six 2588s with four 8010s. "We still got done faster, so we picked up more jobs. Now we're adding combines because we have more work. These bigger combines have created new opportunities for us," Lance says.

The Johnsons average 900 to 1,100 hours annually on the Case IH combines, and Lance says major issues are rare.

"We get great service from the company and from the Case IH dealer network. And, it's a terrific product. It makes it very easy to stay with Red," Lance says.

While milestone events like this 100th combine delivery, are infrequent, Case IH welcomes visitors at the Grand Island plant throughout the year. Contact your Case IH dealer for more information about arranging a tour.

RACINE TRACTOR PLANT RECEIVES ENERGY CERTIFICATION

The Case IH tractor plant in Racine, Wisconsin, home to the Magnum Series tractors, was recently accredited with ISO 50001 certification for energy management. Only a handful of companies worldwide have received this new honor.

The ISO 50001 certification is intended to provide organizations with the framework for integrating energy practices into their management procedures. To achieve the ISO 50001 certification, the Racine tractor plant was audited by a third-party firm, UL-DQS, which recommended the plant to the American National Accreditation Board (ANAB).

Under its current energy management system, the plant will continue to improve its energy efficiency and has formalized its processes, tools, roles and responsibilities to ensure the system's sustainability.

This is the fourth major certification for the Racine plant. Prior certifications include ISO 9001 for quality management systems, ISO 14001 for environmental efficiency and OHSAS 18001 for health and safety. It was also named a "Plant of Excellence" by Societe Generale de Surveillance (SGS), a leading company in inspection, verification, testing and certification.

"This accreditation for ISO 50001 recognizes the Racine plant's continuous improvement in energy efficiency and Case IH's long-term commitment to reducing its environmental impact," says Steve Tyler, Racine Plant Manager.

In 2011 approximately 40 percent of the Magnum tractors produced at the Racine plant were destined for export. The plant also produces transmissions and final drives for Axial-Flow combines and Module Express Cotton pickers, cabs for Patriot sprayers, and axles and valves for Steiger Series tractors.



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DADDY'S LITTLE
TRACTOR PRINCESS
GIRLS' TEE
Item Number:
D10680 4

FROM HARVEST TO
TABLE YOUTH TEE
Item Number:
D10804 4

CASE IH
SOLID RED CAP
Item Number:
10CIH001



YOUTH CASE IH
CAP "FIELD OF
DREAMS"
Item Number:
11CIH005

IH WOMEN'S SOLID PINK
FASHION CAP W/ LIQUID METAL
Item Number: 11IH014



BBQ COOLER
Item Number:
CNH00168



LOGO LADIES TEE
HELICONIA PINK
Item Number: 90006-2 S



MAKE MY DAY SS
TEE ATHL. HEATHER
Item Number: D10637 M



BIG RED 5PC
CHILDREN'S DISH SET
Item Number: MH-8904

