

FARM FORUM

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CASE IH
AGRICULTURE

Meeting Wheat's New
Challenges PAGE 10

Financing Options
That Can Work
For You PAGE 15

HIGH-EFFICIENCY SEEDBED

PAGE 4

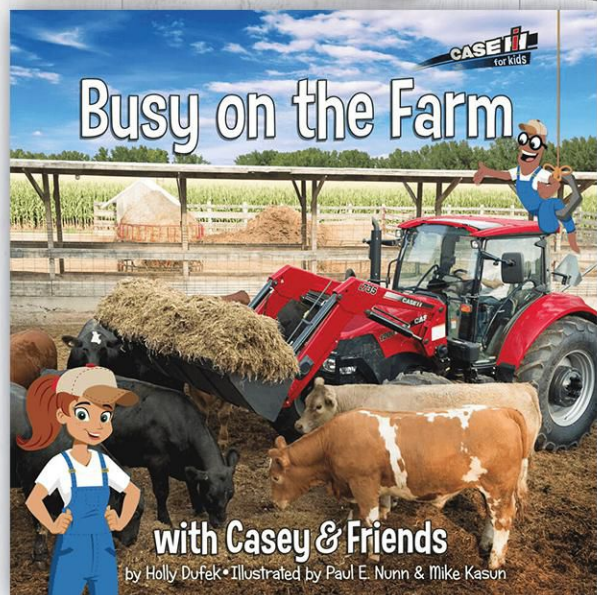


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ON THE COVER: A high-efficiency seedbed includes a flat seedbed floor that allows for minimal planter row-unit bounce at higher planting speeds. The Case IH [Tiger-Mate 255](#) field cultivator manages the seedbed floor and provides a smooth, level, ready-to-plant field finish.

CONTENTS

4	CREATE A HIGH-EFFICIENCY SEEDBED
6	STRONG, SMART AND SIMPLE
9	NEW TECHNOLOGY FOR A SMOOTHER SEEDBED
10	OWNER PROFILE: THE TUBBS
15	MONEY MATTERS
16	#RAISEDRED
18	THREE KEYS TO HIGH-EFFICIENCY HAY
21	EXPLORING AUTONOMY
22	FIRST OWNER REPORT: MORE TRACTION
25	PLANTER EFFICIENCIES
27	PARTS COUNTER
28	EQUIPMENT SHOWCASE
30	CASE IH UPDATE

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FARM FORUM COMMENT

Earning Brand Loyalty

Farm Equipment, a magazine written for farm equipment dealers, released a recent survey that identified Case IH equipment owners as being the most "brand loyal" of all the farmers it surveyed.

The magazine noted that Case IH brand loyalty has increased significantly compared to its earlier surveys, which it conducts every three years.

Certainly, we're pleased to hear this. We know that brand loyalty means a lot to many farmers who want to stay with the color of equipment that previous generations used to build their farms.

That kind of loyalty can be the reason for buying one piece of equipment, but it's the performance of the equipment and the people supporting it that drives repeat purchases.



The fact that the survey shows great gains in Case IH brand loyalty is an affirmation of the outstanding efforts Case IH dealers put forth every day to help producers do their jobs better. They provide the equipment, information and services to support High-Efficiency Farming, maximizing productivity in every field operation.

Case IH dealers think differently about meeting your equipment needs. They understand the challenges you face and offer new solutions, from class-leading equipment to competitive financing and professional product support.

Brand loyalty is valuable. We intend to keep earning yours with products guided by innovative engineering, Agronomic Design and Efficient Power, presented to you by North America's best farm equipment dealers.

Jim Walker

Jim Walker
Vice President, Case IH North America

Create a High-Effic

Consistent emergence is the goal

Do your planter row units bounce? If so, they're placing seed at varying depths. Maybe not by much, but enough to possibly cause uneven emergence.



In corn, inconsistent emergence ranks alongside skips as the leading planter-related variable that can reduce yield. Studies cited by seed corn producer DuPont Pioneer indicate delays in emergence of individual plants can result in average yield losses in the 5 to 9 percent range.

But what if those row units don't bounce? What if your fields are so smooth that row unit bounce is minimal? Case IH is challenging conventional assumptions, such as assuming fields will be rough, by thinking differently about seedbed quality.

"We've identified the 'seedbed floor' as playing a key role in uniform emergence," explains Chris Lursen, Case IH tillage marketing manager. "When that floor is smooth and firm, the planter runs smoothly, seeds are all placed at the same depth with good seed-to-soil contact and roots take hold in a desirable environment. Emergence is quick and consistent."

Creating that ideal seedbed floor, several inches below the seedbed surface, is one component of what Case IH has deemed the high-efficiency seedbed.

A high-efficiency seedbed presents consistently favorable conditions for the germination and emergence of every single seed across the entire field. With a smooth seedbed floor and a seedbed surface free of large clods, it's a seedbed where high-speed planters can perform to their maximum productivity and agronomic performance.

The high-efficiency seedbed

starts with the combine, with the spreader set to distribute residues evenly across the entire width of the cut. It's an important first step to a level, consistent seedbed.

After the combine leaves the field, Lursen says fall presents the ideal time to manage residues and address compaction. Slice and mix residues with a [True-Tandem 335VT](#) vertical tillage tool, or bring in a True-Tandem disk harrow for more aggressive mixing and leveling.

Where tight soils and hardpan can limit yields, use the [Ecolo-Tiger 875](#) disk ripper for its ability to shatter hardpans and open up tight soils to improve soil tilth.

Regardless of what soil management actions you take in the fall, Lursen recommends leaving clods no larger than 6 inches in diameter; larger clods are less likely to break down over winter, are more difficult to manage in the spring and can contribute to row-unit bounce.

Running a field cultivator immediately ahead of the planter has been a good way to provide a high-tilth soil environment for planting. Now, Lursen says thinking differently about this common tillage pass can help make a high-efficiency seedbed.

"Those field cultivator sweeps, running several inches below the soil surface, affect the quality of the seedbed floor," he says. "We've designed the [Tiger-Mate 255](#) field cultivator to manage the seedbed floor as well as to mix residues, aerate the soil, eliminate any early weeds and level the soil surface."

Newly designed shanks and greater spring force provide improved holding power to keep

iciency Seedbed

sweeps parallel to the ground, even at higher speeds, for a consistently flat seedbed floor. This reduces planter bounce and sets the stage for consistent seed depth and germination at higher planting speeds.

Maintaining the desired depth with tillage equipment is a key part of creating a high-efficiency seedbed. Lursen says that contrary to common belief, tillage tools tend to run deeper at higher speeds rather than pulling up toward the surface.

“Going from 5.5 to 7.5 mph with a field cultivator might call for adjusting the implement to maintain the same depth,” he says.

“Really, whenever speeds or field conditions change, it’s a good idea to get out of the cab and check the soil, both the seedbed surface and seedbed floor. Make sure you’re creating the best possible environment for consistent emergence and growth.” ■

See the article, “New Technology for a Smoother Seedbed” on page 9. It describes the new [AFS Soil Command](#) seedbed sensor that monitors seedbed floor quality in real time.

Put New Equipment to Work

“The high-efficiency seedbed has the agronomic qualities of being smooth and tilthy with a firm root zone and a surface that allows good movement of air and moisture,” says Tony McClelland, Case IH planter marketing manager.

It’s the result of good soil management actions. McClelland says maximizing yields comes from making the most of the advantages new equipment can bring. Consider these:

1 Reduce compaction with tracked equipment. Use maps to run tractors, combines and planters in the same paths, limiting compaction across the field.

2 Focus on overall timeliness. Meeting optimal planting windows is critical. Equipment such as the [Tiger-Mate 255](#) field cultivator and [2000 series Early Riser](#) planters are designed to perform at higher ground speeds. With the optional SpeedTubes, these Early Riser planters can deliver accurate seed delivery at speeds up to 10 mph.

“Think about the potential yield benefit of getting more acres planted prior to weather shutting you down for a week. That’s when the added capacity provided by higher speeds can make a valuable difference,” McClelland says.

Timeliness goes beyond physical speed. McClelland says having equipment that’s easy to set up, adjust, tender and transport contributes to higher productivity.

3 Upgrade technology. Even the smoothest fields can benefit from fine-tuning planter depth control. New technologies such as Precision Planting’s® DeltaForce® hydraulic downforce system can respond immediately to maintain planting depth as ground conditions vary.

Use the most accurate auto guidance correction signals available in your area. Benefits include holding accurate guidance at higher speeds, precise response for row shutoffs and year-to-year repeatable sub-inch accuracy.

New RTK and RTK+ signals use cellular guidance for stable signals regardless of terrain.



Strong, Smart and

New Steiger CVXDrive transmission is strong, smart and simple

A new transmission expands the capabilities of Case IH Steiger tractors. Simple to operate and smart in its functions, the CVXDrive transmission brings new levels of performance, efficiency and control to these tractors.

The CVXDrive transmission is the first continuously variable transmission developed exclusively for high-horsepower articulated tractors. It's available in Steiger wheeled, Rowtrac and Quadtrac tractors from 370 to 540 horsepower – with up to 605 peak horsepower.

Engine power is delivered seamlessly through an infinite range of speeds from 3 feet per minute to 25 mph. Using four mechanical ranges, the CVXDrive transmission provides a high percentage of direct mechanical drive for maximum efficiency.

The Steiger CVXDrive transmission shares the same control features found on the CVXDrive transmissions available in the Case IH Magnum, Optum, Puma and Maxxum tractors.

Use the split throttle to set the upper and lower engine rpm limits for the task. Then use the propulsion lever to select the ground speed. The CVXDrive transmission and engine work together to continually seek the most fuel-efficient combination of engine speed and transmission ratio to meet the engine rpm range and ground speed settings you've set.

It's this level of efficiency and control that make Steiger CVXDrive tractors the productive choice for planting and seeding, nutrient application, and transport operations as well as secondary tillage, and pulling tile plows, land planes and earthmoving equipment.

Choose from the CVXDrive or 16-speed PowerDrive powershift transmission on all models and configurations of Steiger tractors except for the largest two models, the 580 and 620, where the PowerDrive transmission continues as the best choice for sustained, continuous high-draft loads such as deep ripping.

"This CVXDrive transmission continues the Steiger heritage of innovation," says Mitch Kaiser, Case IH Steiger tractor marketing manager. "It's easy to use, it requires less operator input and it increases the productivity you'll get out of a Steiger tractor." ■



Simple

Put Steiger CVXDrive Tractors to Work Year-Round

PRIOR TO PLANTING OR SEEDING. Use a Steiger CVXDrive tractor with a disk, vertical tillage tool or field cultivator. Precise engine speed isn't critical here, so set a wide rpm range with the split throttle control. The engine speed will vary, along with transmission gear ratios, to maintain the ground speed you select at the most efficient engine speed and gear ratio.

GET READY FOR PLANTING AND SEEDING. With available PTO, three-point hitch and high-capacity hydraulics, Steiger CVXDrive tractors are a capable match for any row-crop planter or air seeder. Here, you want to maintain a fairly constant engine rpm. Set tighter upper and lower engine rpm limits; the transmission will seek the most efficient gear ratio to hold the engine rpm and the ground speed you select.

TIME FOR SIDEDRESSING? Especially in the Rowtrac configuration, Steiger CVXDrive tractors can work in the row, handling larger toolbars with minimal soil compaction. Set the ground speed you want; the CVXDrive transmission will deliver it in the most efficient manner.

AT HARVEST. The Steiger CVXDrive makes the ideal grain cart tractor. Put the transmission's three speed presets to work. Set a preset at 4.5 mph, for example, to match the speed of the combine as you unload on the go. Set a preset for your field transport speed, say 10 mph. Then at the truck or trailer, set a preset of 0.5 mph to crawl along to evenly distribute grain into the truck.

Note that at 10 mph with the loaded grain cart, the engine and transmission work together to move the load most efficiently. On the return trip with the empty cart, the engine speed will likely be slower by several hundred rpm to deliver the same ground speed while saving fuel.

AFTER HARVEST. Hook up to a tile plow to improve poorly drained areas. With speeds as slow as a barely moving 3 feet per minute, Steiger CVXDrive tractors bring new efficiencies to this yield-boosting operation.

OTHER APPLICATIONS. Steiger CVXDrive tractors are ideally suited to other applications that call for constantly changing loads, speed and travel direction. Examples include silage packing, land improvement with land planes and scrapers, and bulk transport such as slurry hauling.



Choose the Best Steiger Tractor for Your High-Efficiency Farming

MODEL	370	420	470	500	540	580	620
Rated engine hp	370	420	470	500	540	580	620
Peak engine hp	405	462	517	550	605	638	682
PowerDrive transmission	Standard	Standard	Standard	Standard	Standard	Standard	Standard
CVXDrive transmission	Optional	Optional	Optional	Optional	Optional	N/A	N/A
Row crop narrow frame	Yes	Yes	Yes	—	—	—	—
High power wide frame	—	—	—	Yes	Yes	Yes	Yes
Versions (Wheeled, Rowtrac, Quadtrac)	W	W, RT, QT	W, RT, QT	W, RT, QT	W, QT	W, QT	W, QT
Scraper Heavy-Duty Wheeled	N/A	N/A	Optional	Optional	Optional	Optional	Optional
Scraper Quadtrac	N/A	N/A	N/A	Optional	Optional	Optional	N/A



WE'VE NEVER FOLLOWED ANYONE'S TRACKS. WE CREATED OUR OWN.

When it comes to blazing a trail toward higher-efficiency farming, the Case IH Steiger® Quadtrac®, Steiger Rowtrac™ and Magnum™ Rowtrac tractors lead the way. Each is packed with innovation designed to make you more productive. Like our smoother-riding five-axle design. So you get more power to the ground with less berming and compaction. Plus, get an even more ideal fit for how you farm by choosing the transmission that matches your application requirements: the new CVXDrive™ continuously variable transmission or our proven PowerDrive powershift. Learn more at caseih.com/tracks.



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RETHINK PRODUCTIVITY

New Technology For a Smoother Seedbed

AFS Soil Command monitors seedbed floor quality in real time



The AFS Soil Command display uses color coding to graphically depict the performance of the Tiger-Mate 255 field cultivator.



DISPLAY

SITUATION

Green overall

Excellent seedbed performance

Yellow or red overall

Too fast or too deep

Green on one side; red or yellow on the other

Implement not level; low tire pressure or incorrect gauge wheel setting

Red or yellow in front; green in back

Implement not level fore/aft

As new planters present the ability to accurately deliver and place seed at speeds twice the traditional 4 to 5 mph range, new factors come into play. Chief among them is seedbed quality, specifically, the need for a smooth ride for the planter.

"We all understand what a good seedbed surface looks like. But we're finding that the condition of the subsurface floor – that firm soil an inch or two below the surface – greatly affects planter performance, especially at higher speeds," explains Chris Lursen, Case IH tillage marketing manager.

For the reasons described in the "High-Efficiency Planting" article on pages 4 and 5, a smooth subsurface floor is desirable.

Now, Case IH has introduced the ability to monitor the quality of the seedbed floor in real time, giving you the opportunity to respond and make adjustments as needed.

The new AFS Soil Command seedbed sensor is the industry's first

seedbed-quality monitoring technology. It's available exclusively for the Tiger-Mate 255 field cultivator.

As Case IH researchers analyzed subsurface floor conditions, they identified gouges and rough areas caused by misadjusted tillage tools as primary contributors to planter row unit bounce.

Those rough, gouged areas occur when field cultivator shanks begin to move backwards and up, often resulting from higher speeds, running too deep or improper leveling.

As the shanks trip, the nose of each sweep digs in. This causes a gouge in the soil and also reduces the sweep's ability to leave a flat seedbed floor finish.

AFS Soil Command uses sensors mounted on selected shank assemblies to measure the rotational angle of the cultivator shanks.

These sensor readings are sent to the AFS Pro 700 display, or any ISOBUS-VT display. These readings give the operator a visual display of

the shanks' performance.

The in-cab display uses green, yellow and red color coding to indicate the position of the sweeps, which directly correlates to the quality of the subsurface floor. The main frame and each wing of the Tiger-Mate 255 are monitored separately to provide detail on fore-aft and side-to-side performance.

These visual displays eliminate any guessing about the implement's performance and let you immediately see the results of corrective actions, such as slowing down or leveling the implement.

The display also provides a "seedbed floor optimized" rating that continually calculates the percentage of the field that's been covered at the various tillage quality levels. It also shows the seedbed performance of the main frame and each wing section. It provides a "seedbed finish" line graphic that indicates the predicted ride quality the planter will experience from each section. ■

Meeting Wheat's New

Kansas producers eye high-quality, high-spec wheat



Jim and George Tubbs are thinking differently about wheat.

"We think this wheat industry is in for a big change," says Jim. "No longer are we going to haul semi loads of wheat to the elevator, dump it and take the price. Instead, we'll be producing specific varieties and qualities of wheat to deliver directly to millers."

Jim and his son, George, farm about 9,000 acres in western Kansas, near Colby. It's an area where wheat was once king, but in recent years corn has muscled in as a competing, if not dominant, crop.

The Tubbs grow both, but they see wheat as the future for their operation. "This is the wheat belt. Wheat grows here for a reason," Jim says, citing favorable soils that can hold

enough winter moisture to sustain a wheat crop with just a little additional rainfall.

Corn, they say, has taken hold because of those same good soils and irrigation. Water tables are falling and wells are pumping less of the water corn demands. Long term, the Tubbs say declining water availability will once again favor wheat, albeit higher quality and specific varieties of wheat to meet millers' exacting requirements.

"Basic wheat can grow just about anywhere in the world, but there are only a few places that can raise good milling-quality wheat, and this area is one of them," Jim says.

The Tubbs are aligning their operation to produce and deliver wheat matched to specific end-user requests.

◀ Jim and George Tubbs are aligning their operation to produce wheat that meets specific end-user requirements for milling and baking.

Jim has been producing certified seed from foundation and registered varieties of hard red winter wheat nearly his entire farming career simply because he likes farming with greater attention to detail. "Our opinion is that the closer wheat stays to its home parentage, the better it yields," he says.

After years of having their wheat custom cleaned, George invested in a state-of-the-art grain cleaning system in 2016 for their own crop plus custom cleaning. That investment improves their ability to ship grain directly from their farm to end users. It also streamlines their certified seed sales and wheat cleaning for other producers.

The discipline of producing certified seed, including totally cleaning out the equipment between varieties and having storage for smaller lots, has been a good platform for expanding their sales directly to end users.

"We used to raise four or five varieties," Jim says. "This year, we're handling 10."

Clean wheat starts with clean fields. The Tubbs follow a rotation of wheat, corn and fallow. Jim says they count on corn as much for its value as a wheat rotation as they do for its grain. "We can use some herbicides on corn that we can't use on wheat," he says. After corn, on the fallow ground, several passes with big v-sweep blades undercut grasses and stubborn weeds that cannot be killed by spraying.

Challenges

Case IH equipment has brought new efficiencies to the Tubbs' operations. They use a 50-foot [Precision Disk 500](#) air drill matched with a [Precision Air 3430](#) tow-behind cart for seeding into mostly no-till or minimum-till conditions.

"It's a high-efficiency rig," Jim comments. "It delivers consistent depth control for consistent germination, and its ability to quickly fold into road transport mode saves time moving between fields."

Typically, they apply in-row fertilizer, using one of the air cart's three compartments, and always use seed treatments. "The micronutrients directly on the seed are available immediately," George explains. "They help the roots reach fertilizer and moisture faster." The Tubbs have their own seed treating equipment, trailer-mounted for custom treating as well as for treating their own.

After the wheat has emerged, they topdress liquid fertilizer along with a herbicide; when the flag leaf comes out, the Tubbs apply a fungicide using an aerial application.

"We treat wheat like it's a valua-

ble crop, and in turn we see 50- to 70-bushel yields on a consistent basis," Jim says.

Corn gets similar attention. They plant using a 24-row [Early Riser 1255](#) front-fold planter with liquid fertilizer. It's equipped with Clean-Sweep row cleaners to clear residues; beyond that, Jim says he likes the "out of the box" performance. "We even use odd-size seed because it does a good job with it."

With much of their corn crop under irrigation, they feed the crop with fertilizer through the center pivots throughout the season in addition to the starter fertilizer.

The Tubbs family has been farming the western Kansas ground since it was homesteaded some 100 years ago. However, the Case IH equipment is fairly new to them.

A combine demonstration in 2012 first got their attention. Jim says the [Axial-Flow 8230](#) combine he ran in corn impressed him. "It was simple, quiet, didn't have any vibration and produced a much better sample," he says. Based on that performance they switched to Case IH combines,

and now run two Axial-Flow 8230 combines with 40-foot grain heads and 12-row corn heads.

A sprayer demo led to their purchase of a [Patriot 3330](#) sprayer. Jim says he was reluctant at first to get a sprayer but now calls it "the most profitable piece of equipment we have on the place."

“We used to raise four or five varieties. This year, we’re handling 10.

Equipped with AFS technologies, including AccuGuide, AutoBoom height control and AccuBoom section control, the Tubbs estimate it covers more than 15,000 acres per year, handling the topdress fertilizer in wheat, and weed control on corn and fallow ground. "I really like running this sprayer," Jim says. "It's a quiet, comfortable, well-balanced machine, and it's a good opportunity to look over the crops and land throughout the season."

In addition, the father and son team run two Case IH [Magnum tractors](#), a Magnum 315 on the planter and a Magnum 370 for tillage, including

✓ The Tubbs use a Precision Disk 500 air drill and Precision Air 3430 tow-behind cart, similar to this one, to no-till plant wheat into ground that was previously fallow. The cart carries seed and dry fertilizer.



The Tubbs farm near Colby, Kansas.



pulling a 32-foot [True-Tandem 330](#) vertical tillage tool on cornstalks.

Their newest tractor is a Steiger 420 Rowtrac tractor on 18-inch tracks which they bought after running it as a loaner tractor last summer.

It's their first articulated tractor, and their first tractor on tracks. "We've always used high-horsepower front-wheel-assist tractors so we could use them in the row if we needed to. Now we can do that with this Rowtrac," Jim says. "It gives us more options."

George says they use the [Steiger 420](#) Rowtrac for any job that demands traction and power, including tillage and seeding. Its smooth ride and its ability to hold the line using auto guidance are

added benefits. "It doesn't hunt back and forth, it just stays on the line. It's an excellent tractor," he says.

The Tubbs credit their helpful and responsive Case IH dealer as another reason for their switch to Case IH equipment. As part of their order of their two Axial-Flow combines, their dealer arranged for a visit to the CNH Industrial combine manufacturing plant in Grand Island, Nebraska, to view their combines being made. "We met a great group of people there," Jim says. "They really welcomed us to Case IH."

With their updated equipment and new capabilities including the seed cleaning system, the Tubbs are optimistic about their future as wheat producers.



◀ The Tubbs apply seed treatments to wheat using a portable seed treater. Micronutrients are available immediately for faster root growth.

"More companies want wheat that meets their standards for milling quality and protein, and who want to be involved throughout the crop production cycle," Jim says. "We're ready to meet that challenge." ■



✓ George Tubbs built a new seed cleaning plant to deliver clean certified seed to other farmers and high-spec wheat directly to end users.





THERE ARE 6,272,640 SQUARE INCHES IN EVERY ACRE.

With the new Tiger-Mate® 255 field cultivator and 2000 series Early Riser® planter, you can maximize every single square inch you farm. It's creating the most level seedbed in the industry, while others are just scratching the surface. It's the ability to gauge ground pressure 200 times per second. It's targeting a nickel-sized area to plant a seed — and never missing. Then, inch by inch, the result is productivity like you never thought was possible. Start rethinking the productivity of your seedbed by visiting a local Case IH dealer or caseih.com/Seedbed.



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Financing Options That Work For You

Customize financing to fit your cash flow

“We hear a lot about cash flow these days,” says Terry Miller. “Producers tell us they need to be as efficient as they can when making financing decisions.”

Miller is the U.S. regional sales manager for the Western Region of [CNH Industrial Capital](#). He says in the current environment it makes sense to think differently about equipment financing.

“In years past, just shopping for the lowest rate might have been fine. But now, you might be better served by asking for custom financing options. In fact,” he says, “if you’re not looking at multiple financing options, you might miss out on the best solution for your farming operation. If you’re not shown multiple options, be sure to ask for them.”

Miller makes the point that CNH Industrial Capital financing, offered through Case IH dealers, goes far beyond traditional installment loans and leases.

“We’ve always offered a lot of flexibility and customization that tends to get overlooked in the good times,” he says. “Now, with cash flow management so critical, these options can be more valuable.”

Miller cites several examples. Availability will depend on customer credit qualification:

■ **Payment schedule options.** “Simply matching payment due dates to income helps greatly with cash

flow management,” he says. “Make the initial payment, then schedule subsequent payments to line up with crop or livestock sales. Or, if making monthly payments, ask about skip payments where you do not have payments due during your slow months. The point is, CNH Industrial Capital can work with seasonal income in many situations.”

■ **Programs options with zero percent interest.** “Interest rates have been rising since 2016 and will likely continue to do so. When you have the opportunity to borrow money with no interest, you should consider that option,” Miller says.

He explains that during the interest-free period, you are making principal payments exclusively; 100 percent of the payment goes to the loan and builds equity in the equipment more quickly.

■ **Step payments.** These options, with low payments for an initial period followed by stepped-up payments, can help you to stretch your cash flow. “These provide a good way to conserve cash as you run dependable equipment,” Miller says. “And, we have guidelines to make sure the payment structures make

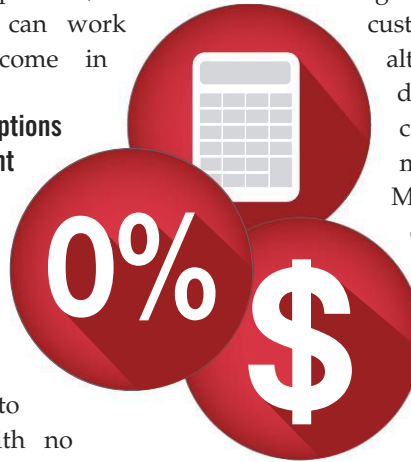
sense for you and that the value of the equipment stays in line with what is owed.”

■ **Leases.** “For many producers, leasing continues to be a cost-effective option for acquiring both new and used equipment,” Miller says. A lease often provides a competitive, fixed cost that protects you from unforeseen expenses. Whether you lease new or used equipment, include a Purchased Protection Plan to manage expenses and cover the cost of unexpected repairs.

■ **Equity builder.** With lower down payments, this financing option is designed to meet the needs of customers who require an alternative to a normal down payment and can make larger monthly payments. Miller goes on to explain, “For example, a deal might be approved with a \$20,000 down payment, but the customer may not have \$20,000 to put down. An equity-builder structure allows us to spread the down payment across the first payments. Although the initial payments are raised, the customer is saved from having to come up with the large lump sum down payment.”

As the captive finance company, Miller says CNH Industrial Capital’s focus is to help customers purchase Case IH equipment.

“There are things we can do that a local commercial lender might not. We’re going to dig deeper to find a solution that works for our customers,” Miller says. ■



This article was developed in cooperation with CNH Industrial Capital. CNH Industrial 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 70 years' experience in the equipment finance industry, CNH Industrial Capital is helping Case IH dealers and well over half a million customers throughout North America, Latin America, Europe and Australia.

#RaisedRed



#1

KRISTIE SULLIVAN Our son David (3) is a sixth-generation farmer from a farm dating back to the early 1900s started by my great-great-grandparents who immigrated to Akron Township, Minnesota, from Switzerland. Our family farm is now the Jerry Steiner Farm and is owned and operated by my dad (David's grandpa) who can be seen waving to his grandson in this photo.



JENNIFER HUBERTS



ANDY RUTT



JASON KOESTER



CAM AND HEATH BROWN



ERIC ORDOYNE

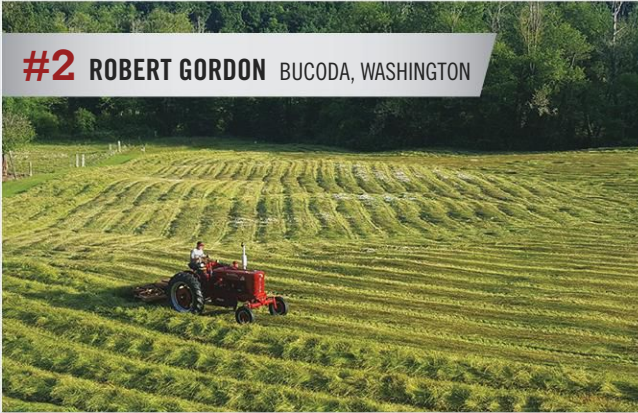


CHAD LARSON

Last year's 175th anniversary of Case IH was about more than celebrating a history of leadership and innovation in agricultural equipment. It was about taking time to look back at the great brands of Case, International Harvester and Case IH and how intertwined they were in the success of North America's farm families, often going back many generations. Our #RaisedRed photo contest drew hundreds of entries, along with great recollections of what this equipment meant to these families. Here's a sampling; every contribution proved how special it is to be #RaisedRed!



#2 ROBERT GORDON BUCODA, WASHINGTON



#3 CHAD BRANTON STAFFORD, NEW YORK



LISA MOSCHO



JASON IVES



DEBRA HANSEN



STEVE FICOCELLO



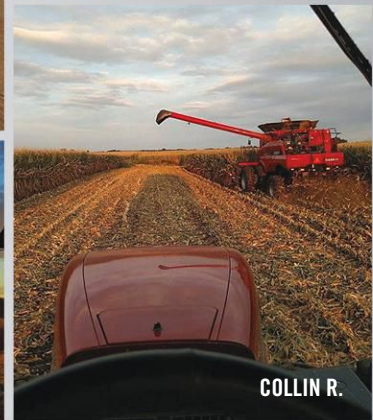
LYDIA HOLSTE



ERIC STANLEY



JACOB GRODAHL



COLLIN R.

Three Keys to High-

Maximize quality, reduce waste

Feed is a substantial expense. Maximizing hay quality with a high-efficiency hay system can help reduce that expense.

“Forage quality determines the amount of supplemental feed that’s required to maintain livestock performance,” says Brian Spencer, Case IH hay and forage marketing manager. “Make sure your hay tools work as a system to achieve the right mix of power, efficiency and versatility to get the job done, and help you harvest at peak nutritional value.”

Forages can lose 20 percent of total digestible nutrients and 40 percent of protein content just 10 days after the optimal harvest stage.¹

A high-efficiency harvest, which drives higher forage quality, begins with three steps:

1 Select the Right Tools.

Give your hay operation an edge with an equipment upgrade. The Case IH lineup of hay tools includes windrowers, mowers and conditioners, wheel rakes and balers.

DC3 series disc mower conditioners:

Industry-leading cut and crimp for superior hay quality. The modular cutter bar is designed for high-capacity operation with heavy-duty components, including shear-hub-protected gearboxes and quick-change knives.

RB5 series round balers: Wide pickups, high-capacity feeding systems and durable belts and rolls build dense, uniform bales – driving down the cost of handling. Whatever you’re

baling, heavy-duty pickups provide a clean sweep of crops and uninterrupted feeding.

Reliable tractors: Maxxum (116 to 145 hp), Puma (150 to 240 hp) and Optum (271 to 300 hp) series tractors shine in hay and livestock applications. Best of all, they feature Selective Catalytic Reduction (SCR) after-treatment technology for more fuel-efficient horsepower. With Case IH engines, there’s no particulate filter to clean, no regeneration period, and 600 there are operating hours between oil changes.

2 Tap Into New Technology.

The latest in haying technology helps you get more done in less time.

ISOBUS Class 3: Automated functionality provides two-way communication between the baler and tractor. When pairing a Model Year 2017 or newer RB5 series round baler with a Maxxum CVXDrive or Puma tractor, the tractor will automatically stop



¹Henning JC, Wheaton HN. Making and Storing Quality Hay. University of Missouri Extension website. <http://extension.missouri.edu/p/G4575>. Reviewed October 1993. Accessed March 29, 2017. ²Undersander D. Hay in a Day. Harvesting Technologies for Quality and Yield. University of Wisconsin-Madison. ³Morrison J. Time to Fertilize Alfalfa Ground. Illinois Livestock Trail. University of Illinois Extension website. <http://livestocktrail.illinois.edu/pasturenet/paperDisplay.cfm?ContentID=7436>. Published June 6, 2005. Accessed March 29, 2017.

Efficiency Hay

when the target bale size is reached. The net wrap is applied and the bale is ejected, all without operator input.

Advanced Farming Systems (AFS) AccuGuide autoguidance: Better guidance while cutting reduces overlaps and saves on fuel, labor and machine expenses. Upgrading to AFS RTK⁺ autoguidance improves guidance accuracy and equipment efficiency.

3 Harvest at Peak Nutritional Value. With the right equipment and technology, you can focus on a timely, efficient harvest. Spencer's tips include:

- Rake or ted the crop at 40 to 50 percent moisture.²
- Bale at 18 to 20 percent moisture (small square bales), 16 percent moisture (medium square and round bales) or 14 percent moisture (large square and round bales).²
- Store hay off the ground and under cover.
- Adjust fertility immediately after the first cutting.³ ■



▲ Paired with a Maxxum 145 CVXDrive tractor, new RB5 series round balers can automatically stop and eject bales.



▲ An SB531 baler and a Utility Farmall 75C tractor makes an ideal hay/livestock combination.



◀ The 13-foot DC133 is one of four models of Case IH disc mower conditioners. Multipurpose Maxxum tractors, from 116 to 145 engine hp, are comfortable, efficient and maneuverable.

THE NUMBER 1 PRIORITY.



TO TURN YOUR TO-DOS INTO TO-DONES.

Although we manufacture equipment, it's our job to provide solutions. The day we began redesigning our Maxxum® tractor series, we did so with your day in mind. All the things you need to keep your operation running smoothly – like durability, versatility and high-efficiency – are all here. Plus, with five models ranging from 95 to 125 PTO hp and providing 150 tools and attachments that are easy to engage and disengage, we're sure to have a configuration that meets your needs. No wonder farmers are more loyal to red than any other brand. Put visiting your local Case IH dealer or caseih.com/livestock at the top of your to-do list today.

Exploring Autonomy

Case IH defines future farming

Case IH's unveiling of the sleek, cableless Autonomous Vehicle at the 2016 Farm Progress Show immediately captured the ag world's attention. Photos were posted around the globe within hours, and conversations about "driverless tractors" took on new significance.

"That first fully functional tractor showed what's possible with autonomous vehicles," says Rob Zemenchik, Case IH AFS global product manager. "And, it provided a platform for Case IH to launch discussions with farmers and the ag industry about how autonomous technology can enhance High-Efficiency Farming operations today and into the future."

Zemenchik's group has defined five categories of automation for agriculture based on these discussions.

"The logic behind these categories is to provide a vision of what's possible," Zemenchik says. "We're ready to show how automation and autonomy applies across agriculture, and how it can advance the precision farming solutions many producers are currently using on their farms."

Through its Autonomy and Automation program, Case IH is researching the efficiencies that automation and eventually full autonomy can bring to farming operations.

These possibilities will gain more definition through a new field-scale research project. Case IH is collaborating with [Bolthouse Farms](#) to integrate autonomous technology into their field operations.

Bolthouse Farms is one of North America's largest carrot producers, with operations in four states and

Canada. The autonomous tractor program will focus on primary and deep tillage, using a fleet of autonomous Steiger Quadtrac tractors working with Ecolo-Tiger disk ripers and True-Tandem disk harrows. These are highly repetitive tasks that Bolthouse Farms conducts across its operations year-round.

Bolthouse Farms' openness to advanced technology, coupled with its desire to improve productivity, makes it ideal for this pilot program.

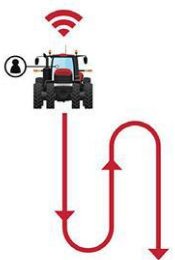
Brian Grant, Bolthouse Farms vice president of agriculture, views this autonomous tractor pilot program as an opportunity to find new ways to make the company's operation more efficient and deliver high-quality food for the growing population.

"We're just now starting to play the 'what if?' game – where we're asking ourselves and the Case IH engineers about what the autonomous tractors are capable of," Grant says. "And the answers to these questions are not 'if,' it's 'when.'" ■

Automation Defined by Case IH

GUIDANCE

A widely-embraced technology, AFS AccuGuide autoguidance improves the efficiency of field operations through reduced overlap and operator fatigue.



COORDINATION AND OPTIMIZATION

This refers to sharing data between vehicles for automation and optimized performance. Data sharing between vehicles optimizes performance and output.



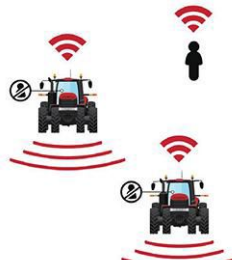
OPERATOR-ASSISTED AUTONOMY

In this category of autonomy, an operator in the vehicle cab monitors automated functions and provides any back-up support.



SUPERVISED AUTONOMY

An in-field person monitors unmanned vehicles operating nearby.



FULL AUTONOMY

A person in a remote location such as a farm office supervises the field operations of vehicles operating autonomously.



More Traction, Less



The Jacobs farm
near Hamer, Idaho.



See more of Scott Jacobs' experiences
with Magnum Rowtrac tractors [here](#).

Magnum Rowtrac tractors are a good fit for this Idaho potato operation

“When we first saw it, we thought, ‘How is this going to work?’”

That’s how Scott Jacobs describes the first impression he and his father, Kirk, had of the Magnum 340 Rowtrac tractor that arrived on their farm for evaluation.

Scott heads up equipment operations for the family’s Silver K Farms near Hamer, Idaho. The farm produces a little under 1,300 acres of potatoes annually in alternate-year rotations with wheat or barley.

Potatoes are an equipment-intensive crop with specific requirements for equipment to manage compaction and to minimize damage at harvest.

The Jacobs have relied on

mechanical front-drive tractors. They’ve demoed two-track tractors, but Scott says on their loose sandy soils, they saw little traction advantage with them compared to their MFD tractors. In addition, the two-track tractors’ excessive berming on row-end turns was unacceptable.

They don’t see larger articulated tractors as an option, either, because of the range of work the Jacobs require from their tractors throughout the crop production cycle. They like the size and versatility of row-crop tractors.

So they were a bit skeptical of the Magnum 340 Rowtrac tractor, until they put it to work with an 8-yard scraper for some land shaping.

Smooth Operation

“The first thing we noticed was how smooth it was, and how we didn’t worry about spinning out,” Scott says.

After the scraper, they used it for other chores including tillage and pulling a potato digger. The Magnum 340 Rowtrac proved itself; Silver K Farms now runs four of them, replacing Magnum 370 MFD tractors.

Greatly improved traction is the big advantage, Scott says. “Pulling 17-foot Ecolo-Tiger disk rippers on this sandy potato dirt after harvest, our Magnum 370 MFD tractors were running 15 to 20 percent wheelslip. And that’s with weights and low tire pressures to help get the traction.

“These Rowtracs run at 4 percent

Compaction

slip or less," he says. "There's substantially more traction, and a smoother ride through the field."

More traction means higher productivity. Scott says for heavy tillage work, their Magnum 340 Rowtrac tractors finish their larger fields an hour or more faster compared to the Magnum 370 MFD tractors. "We're getting done faster, and we're saving fuel by running a lower-horsepower tractor to do the same work."

Row spacing is critical to potato producers. Potatoes are planted on hills, and as each plant matures, it produces 15 to 20 potatoes underground in the lower, wider part of the hills. Even though the rows are planted 36 inches apart, the maturing potatoes expand to fill both sides of the row, essentially making it narrower. When it's time to dig, potato growers want narrow tires or tracks so as not to damage the potatoes.

"If you're too tight against a row, you'll peel the dirt off the side of the hill and damage the potatoes," Scott explains.

Their Magnum Rowtrac tractors have 18-inch-wide tracks set on 152-inch spacings to straddle four 36-inch rows. That's one of four track widths offered on Magnum Rowtrac tractors, from 16 to 30 inches, and one of seven row settings available to fit rows from 20 to 40 inches. Front tires, at 420/85R38, line up with the tracks and minimize crop damage and berming on turns.

Set up as they are, the Jacobs' Magnum Rowtrac tractors handle

tillage with disk rippers and disks, making beds with 12-row markers, running the potato harvesters and doing land work with the scrapers.

A Stable Platform

Scott says the Rowtrac tractors are an especially good match with their 36-foot row markers. These hitch-mounted tools are heavy, and it takes power and traction to pull them. "The rows have to be straight, within 1/2 inch," Scott says. "These Rowtracs work better than tractors on wheels. They're more stable and pull the markers without any wiggling or twisting."

When they used MFD tractors for their field operations, Scott says they had to make wheel adjustments for the different jobs such as removing duals to run the digger and changing wheel spacings. The Rowtrac



▲ Scott Jacobs says their Magnum 340 Rowtrac tractors work more efficiently in their conditions compared to their previous tractors on wheels.



➤ Using 18-inch-wide tracks set on 152-inch spacings, Silver K Farms' Magnum 340 Rowtrac tractors straddle four 36-inch rows.



✓ Silver K Farms produces potatoes to fill 11 buildings. Scott says each building holds more than 7.5 million pounds in humidity- and temperature-controlled conditions.

the ground speed while maintaining engine speed helps them continually carry the right amount of dirt through the harvester to minimize bruising.

CVXDrive Efficiency

The combination of the Rowtrac tracks and the CVXDrive has improved the harvest efficiency by maintaining speed and traction on hills, Scott adds. "The CVXDrive holds the speed, and that longer track footprint gives us the extra traction we need; we don't get stuck on hills anymore."

Scott says they ran that first Magnum Rowtrac tractor side-by-side with their wheel tractors in a variety of applications.

"We were doing the same jobs in less time, and with less fuel. There's more traction and less compaction with the Magnum Rowtracs," he says. "These tractors are a good fit for us." ■

tractors perform all tasks on one row setting. "We leave the Rowtracs set as they are, which saves us the time and labor we spent adjusting wheels."

The Rowtrac tractors haven't required any additional maintenance beyond checking the bogie wheel oil sight glasses. "Also, we don't have

to manage tire air pressures for maximum traction like we did with duals," Scott says.

The Jacobs' Magnum Rowtrac tractors are all equipped with optional CVXDrive continuously variable transmissions. For the potato diggers, Scott says being able to vary

✓ Silver K Farms uses Magnum tractors on wheels for planting and for merging potatoes at harvest. All are equipped with CVXDrive transmissions.



Planter Efficiencies

Looking for new planter efficiencies? Try these.

Many consider the planter to be the most valuable implement on cash grain farms. If so, it has the potential to become more valuable with new options and technologies. Here's a look at some features and practices Case IH planting and seeding specialists recommend as ways to make operations more efficient.

Hydraulic Downforce

Consistent planting depth is a key contributor to even crop emergence and maximum yields. DeltaForce® hydraulic downforce automatically provides the required up or down pressure to achieve consistent weight on planter gauge wheels for seed depth control that is highly accurate and efficient.

The DeltaForce system measures gauge wheel loads 200 times per second, triggering hydraulic adjustments to add or remove weight five times per second.

Variable Rate Seed and Fertilizer

The logic is simple: apply more seed and fertilizer in areas where field conditions can make full use of them, reduce the rates and populations where soil conditions will likely limit plant growth.

Talk with your Case IH dealer to learn how Case IH AFS systems can handle prescription-based variable-rate applications for planting, seeding and fertilizer equipment.

Starter Fertilizer

Nourishing plants from the moment the roots appear leads to faster emergence and more vigorous growth. It's a practice that's becoming more widely adopted. Case IH Early Riser planters can be factory-equipped for in-furrow liquid fertilizer delivery.

Residue Management

Case IH planters excel in planting in a wide range of soil residue conditions, with recognition including "No-Till Planter of the Year" awards. For optimum performance in heavy, loose residue, consider adding floating residue managers with Clean-Sweep® air cylinders. Sweep aside residues without disturbing the soil by adding or removing down pressure from the cab, on-the-go, through the AFS Pro 700 display.

High-Speed Planting

Taking advantage of the faster

planting speed capabilities of Case IH 2000 series planters can have multiple benefits. Among them:

- Get crops planted during optimum weather conditions; reduce the risk of weather-delayed planting.

- Be able to handle more acres with the same equipment and labor.

- For corn and soybean growers using one planter, get the corn planted faster to allow earlier planting of soybeans, which is proving to increase soybean yields.

Guidance

Upgrade your level of autoguidance accuracy to make planting and seeding operations more efficient and allow more precise control of related operations such as section control. Consider adding AFS AccuTurn to AFS AccuGuide-equipped tractors for automated, hands-free, end-of-row autoguidance.

Data Sharing

Get ready for new data-sharing capabilities, including prescriptions with your trusted ag suppliers, using the AFS Connect platform. Climate FieldView is the latest partner to announce its data-sharing capability with AFS Connect; others include AgDNA®, AgReliant Advantage Acre, AgWorks, FieldReveal, GROWMARK and I.F.A.R.M. ■



SUPERIOR STRENGTH, INCREDIBLE FLEXIBILITY

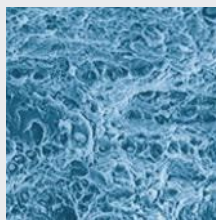
AVOID UNNECESSARY DOWNTIME WITH EARTH METAL®

Earth Metal is made from pure raw materials, with no recycled steel, resulting in a final product that's free of impurities. Molten material is created in an oxygen furnace, not electric arc ovens that can also introduce impurities. Extreme heat ensures the molecular structure is completely altered and the steel is hardened. Then we use a unique process that simultaneously forms and quenches the steel, cooling at more than 100 degrees Celsius per second. The result: a product that's extremely hard and flexible at the molecular level, its core. Earth Metal delivers the strength to last longer and the flexibility to rebound back to its original shape after hitting hard objects in the field.



COMPETITIVE STEEL

Standard steel shows horizontal lines of sulfide stringers between layers, which are potential weak lines leading to fracture.



EARTH METAL

Earth Metal structure shows round and oval shaped pockets, creating harder steel without potential fracture lines. Earth Metal flexes when encountering a hard object and returns to its original shape.



Sweeps



Openers



Notched



VT Wave



Barracuda VT

***Earth Metal.
Ask for it
by name.***



GENUINE
PARTS



Top Tillage Performance

Earth Metal presents a unique combination of strength and flexibility

You have expectations for every ground-engaging tool you pull through the ground. Maybe it's cutting a clean seed slot for a no-till drill. Or shattering a hardpan to improve soil tilth. Or, establishing a planter-friendly, high-efficiency seedbed floor.

The fact is those disks, coulters, openers, sweeps and Tiger Points should all contribute to creating a soil environment that helps each plant survive and thrive.

It's a task that requires more than meets the eye. Each ground-engaging tool has to perform its job in soil conditions that constantly grind away at it. Case IH ground-engaging tools are agronomically designed to meet these challenges.

Tillage implements including True-Tandem disks, Ecolo-Tiger and Conser-Till disk rippers, True-Tandem vertical tillage tools and Tiger-Mate field cultivators, are built to work effectively and leave the field ready for the next operation.

The individual ground-engaging components work together to accomplish their soil management tasks. When it's time to replace them, selecting genuine Case IH parts will assure like-new performance. The benefits are most significant for those tools that encounter the toughest conditions and where agronomic performance matters most.

Case IH Earth Metal disk blades, sweeps and openers wear longer and resist breakage. This results in consistent agronomic performance in the field and less time spent replacing individual components.

"Earth Metal steel is structured differently from conventional steel,"

explains Dick Fleissner, crop production marketing manager for CNH Industrial Parts & Service.

"The sulfide stringer layers in typical steel act as weak fracture points. Earth Metal uses a manufacturing process in which the sulfides are not permitted to remain in layers. They are encapsulated by steel around them in round and oval-shaped pockets that eliminate fracture points."

The resulting steel is a unique combination of strength and flexibility. Earth Metal disk blades have the ability to flex, rather than break, when encountering hard objects and return to their original shape.

While Earth Metal is used for applications where long wear and flexibility are especially beneficial, all Case IH ground-engaging components use high-quality steel selected to be the best match for the task.

“All Case IH ground-engaging components use high-quality steel.”

Replacing worn parts with genuine Case IH components including Earth Metal maintains the products' superior performance. ■

Agronomically Superior Replacement Parts

EARTH METAL DISK BLADES

Count on Earth Metal disk blades to cut tough residues and penetrate hard soils. These blades are designed to run on their edges, causing soil to explode off the front of the blade with minimal backside pressure and reduced compaction. Opt for Super Sharp blades for hard-to-cut residues.

Earth Metal VT Wave and Barracuda blades bring Earth Metal benefits to the "slice and mix" action of the True-Tandem vertical tillage implements.



EARTH METAL CULTIVATOR SWEEPS

Use Maxi-Point, Maxi-Grip and Maxi-Point Plus Earth Metal cultivator sweeps to condition soils, eliminate early weed growth and mix fertilizers and crop protectants prior to planting. Working together with the new shank assembly on the Tiger-Mate field cultivator, these durable sweeps provide 100 percent coverage at a consistent depth to deliver a smooth, level subsurface floor.



TIGER POINTS

Case IH Tiger Points* "lift, twist and roll" to shatter compaction layers, relocate nutrients to the root zone and relocate soil particles for improved air and water movement. Tiger Points are designed to run deep in the soil. The points break and lift the hardpan; the Tiger Point wings twist and roll the soil for aggressive soil fracturing. Super-hard boron alloy steel tips and welds strategically placed on high-wear surfaces greatly increase durability.

**Not Earth Metal*



NEW PRODUCTS

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

The Nutri-Tiller 955 strip-till applicator manages crop residues, enhances soil tillth and provides precise fertilizer placement for maximum nutrient efficiency.

This one-pass tillage and application tool produces a 10-inch-wide, perfectly tilled, ready-to-plant berm. Residues from the prior crop, or a cover crop, are undisturbed in the row between each berm.

For each row, a large 24-inch coultter slices through residues ahead of a pair of row cleaners that clear a path for the Case IH High-clearance Shank for Strip-Till. The 1.25-inch-by-2-inch edge-bent shank is designed to maintain consistent depth for a smooth subsurface floor and to track in the precise alignment needed for strip-till.

Berm Build'r sealing disks run behind the shank to catch the tilled soil to build and shape a consistent berm. Each berm



is leveled and firmed by a Berm Condition'r conditioning basket.

The Nutri-Tiller 955 is offered in widths from 20 feet to 60 feet and in eight-, 12-, 16-, 24-, and 30-inch rows.

Expand the productivity of the 30- and 40-foot Nutri-Tiller 955s with a factory-

equipped air package. It includes hoses, splitters and diffusers to deliver one or two dry products from a Case IH Precision Air 5 series air cart. The carts, working with the AFS Pro 700 display, have prescription-based variable-rate capabilities and AFS section and rate control for every two rows.

New next-generation Maxxum tractors are well-suited for a wide range of applications, including hay operations, loader work and general utility as well as tillage, planting and seeding. Choose from five models ranging from 116 to 145 engine hp, delivering 95 to 125 PTO hp, including 2wd and MFD versions. Transmission choices include the new ActiveDrive 8 dual-clutch transmission with eight powershift speeds in three electronically shifted ranges. The middle range, with working speeds from 2.5 to 10.7 mph, covers most field operations and allows electronic power shifts among the speeds without torque interruptions. Other choices include the ActiveDrive 4 semi-powershift transmission with 16 or 17 speeds and the user-friendly CVXDrive continuously variable transmission. AFS AccuGuide autoguidance is optional for ActiveDrive 8 and CVXDrive models. Maxxum tractors can be equipped as a basic value tractor or a premium tractor with cab features similar to Case IH Puma, Magnum and Steiger models. One of these features is the Multi-Control Armrest.



Choose new L10 series premium loaders for more productive live-stock feeding and material handling chores. New chamfered and embossed loader arms provide improved visibility and harmonize with Case IH tractor styling. The overall loader components are stronger and more durable. Features such as protected hose routing and easy access to tractor maintenance items add to the loaders' overall convenience.

Improved hydraulic efficiency delivers faster cycle times while generating less heat and using less fuel. In-cab control includes mechanical or electronic joystick operation; hydraulic response is adjustable with the electronic joystick control. With best-in-class hydraulic couplers, the loaders can be added or removed from the tractor in less than a minute.

Six models of the new L10 series premium loaders are available for Case IH Farmall, Maxxum, Puma and Magnum tractors.

A new front-boom high-capacity sprayer joins the Case IH application equipment family. The Miller 7310 sprayer provides a solution for corn growers performing late-season application of fungicides and other crop protectants. With tank capacities of either 1,000 or 1,200 gallons, boom widths to 135 feet and a 285-hp 6.7-liter FPT engine, the Miller 7310 has the capacity to cover big acreages, quickly, with fewer refills. Its hydraulically adjustable height provides from 72 to 78 inches of crop clearance. Learn more about Miller sprayers at Case IH Application Equipment distributors and select Case IH dealers.



New 4400 series narrow-row corn heads, available in 12-, 16- and 18-row models, join the Case IH 4400 series of corn headers. Offered in 20- and 22-inch versions, these new narrow-row models are designed to pick cleaner, harvest faster and handle down corn better.

The individual row units have features designed to pick the crop more cleanly by reducing material other than grain entering the combine. They save more grain with features that help pick up down corn, reduce ear loss and provide smoother crop flow. Case IH exclusive CornLouvers efficiently channel corn ears and loose kernels into the combine. This improved crop flow allows for faster harvesting speeds in high-yielding corn to match the performance of Case IH Axial-Flow combines.

A new power flow system drives these narrow-row corn headers from gear boxes in the center of the header. Separate drivelines run left and right, providing more efficient power flow to the row units and choppers, and additional protection to the drivelines.

With an all-new frame, these headers weigh up to 2,000 pounds less than competitive models for reduced compaction. Chopping and nonchopping configurations are available.



Precision Disk 500T single disk air drills can be equipped with tank-mounted weigh scales to measure the weight of seed available in the on-board mounted 70- or 100-bushel tanks. The scale sends weight information to the AFS Pro 700 display or other compatible displays and includes a display mounted on the rear tank platform as convenient reference for loading. All Precision Disk single disk air drills feature parallel-link row units with 8.5 inches of upward travel and 11.5 inches of downward travel for maximum ground-following capability. A new grease point for the packer arm on both the Precision Disk 500T and 500 row unit improves packer arm movement in the most challenging conditions; a new extended-wear gauge wheel option provides added durability. Choose Precision Disk 500T single disk air drills in 25-, 30- or 40-foot widths. The Precision Air 500 air drill is available in 30-, 40-, 50- and 60-foot widths to be matched with seven models of Precision Air 5 series carts from 350 to 950 bushels.



Utility Farmall C series tractors include six models powered by 3.4-liter 4-cylinder engines from 64 to 117 engine hp, 50 to 100 PTO hp. Choose from 2wd or 4wd models and cab or open-station models with foldable ROPS. Several transmission choices all include mechanical or power shuttle. The Farmall C series tractors are part of the overall Farmall line of compact, utility and vineyard tractors from 20 to 140 engine hp.



Customer Driven Product Definition Earns AE50 Awards

Annually, the American Society of Agricultural and Biological Engineers selects approximately 50 products for its AE50 Awards.

The award-winning products are those ranked by ASABE as being highest in innovation, significant engineering advancement and their impact on the market served.

Four Case IH products earned recognition for 2018. Developed through the Case IH Customer Driven Product Definition (CDPD) process, each of these winning products supports the High-Efficiency Farming principles of maximizing the productivity of every field operation.

The [Trident 5550](#) liquid/dry combination applicator is engineered from the ground up to be changed from liquid to dry and back again throughout three seasons of use. Quick changeover times, automatic and in-cab adjustments, and precise application technology give a flexible equipment solution to protect and feed your crops at the optimal times.

In addition to earning its AE50 award, the Trident 5550 liquid/dry combination applicator was named one of the top three innovative products among the AE50 honorees and received the inaugural Davidson Prize, co-presented by ASABE and the Association of Equipment Manufacturers.

The [CVXDrive transmission](#) for Steiger tractors is awarded the first continuously variable transmission designed for articulated four-wheel drive tractors.

The in-cab split-row lift system for [2140 series Early Riser](#) planters makes it easier and faster to switch between 30-inch row and 15-inch row spacings. Raise or lower the split-row units using touch-screen control on the AFS Pro 700 display. These pivot-fold planters are available in ultra-narrow 15-, 20- and 22-inch row spacings.

The [High-speed Low Disturbance](#) (HSLD) row unit for the Nutri-Placer 930 and 940 fertilizer applicator is capable of superior agronomic performance at speeds up to 11 mph. In extensive Case IH field testing, the HSLD coulter provided better residue cover and a more level surface finish than other coulter-style applicators.

Case IH Tops in Brand Loyalty Survey

Every three years, Farm Equipment magazine conducts a survey of farmers for its brand loyalty study.

The survey evaluates the importance of how brand loyalty plays in farm equipment purchase decisions. The magazine which is written for dealers, says the survey is also designed to show the role equipment dealers play in helping producers throughout the equipment buying process and ownership cycle.

In the most recent survey, conducted in 2017, the percentage of farmers favoring Case IH ranked the highest of all brands

included in the survey.

Specifically, of those farmers who say Case IH is their primary brand of equipment, 80 percent describe themselves as “brand loyal.” For farmers generating more than \$1 million in annual revenue, 83 percent call themselves brand loyal.

The survey noted significant gains in brand loyalty by Case IH owners. In Farm Equipment magazine’s 2014 survey, 74 percent of Case IH owners identified themselves as brand loyal, and in 2011, just 35 percent of Case IH owners identified themselves as brand loyal.

“Since the 2011 study, Case IH has made significant strides in improving their standing with farmers using their machines,” according to the magazine.

Jim Walker, Case IH vice president North America, says the survey validates the performance improvements that Case IH dealers have strived to attain.

“We thank our dealers for making these impressive gains possible,” Walker says. “Case IH dealers are the ambassadors of the brand. They go to work every day to deliver the right solutions and best-in-class service to our customers.”

Case IH Autonomous Tractor Receives GOOD DESIGN Award

The Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press Ltd. named the Case IH autonomous concept tractor one of its GOOD DESIGN winners for 2017.

The museum's prestigious annual GOOD DESIGN Awards recognize the most innovative and cutting-edge industrial, product and graphic designs produced around the world.

Case IH unveiled the world's first high-horsepower, cabless autonomous concept tractor in 2016, marking a revolutionary step forward in tractor design.

The Case IH autonomous concept tractor was produced by the CNH Industrial Design Center, with both the Style Centers in Turin, Italy, and Burr Ridge, Illinois. These teams worked in close collaboration and used the most advanced design software.

Based on the current Case IH Magnum series tractor, the concept's design was focused on both form and function, reimagining it for a future autonomous era by eliminating the traditional operator cab.

After the reveal at the Farm Progress Show in August 2016, the tractor was shown at trade shows and events in France, Brazil, Argentina and Australia.



"From talking to customers in different countries, we see that for the near term, they want to have the flexibility of still having a cab on the tractor. This is the direction we are taking because we want our customers to feel comfortable as they begin to delegate more tasks to the machines themselves," says Andreas Klauser, Case IH brand president.

"We have already begun to see some of the applications of this concept study being applied in our current lineup, such as AFS AccuTurn, and there are more introductions on the horizon.

This award marks a satisfying conclusion to the celebration of our 175th anniversary," says Klauser. "The autonomous concept tractor is perhaps the best illustration of how we are living up to the anniversary's tagline – Celebrating the Past by Looking Toward the Future."

Case IH Tractors, Corn Heads Named Among Highest Retained Value

In its third annual Highest Retained Value Awards, EquipmentWatch has named two Case IH products projected to retain the highest percentage of their original value after a five-year period, based on the comprehensive EquipmentWatch market activity database.

The Case IH [4400 series](#) corn headers and [Steiger series Quadtrac](#) tractors were named the leaders in their categories of corn headers and track tractors.

EquipmentWatch, a world leader in data, software and insights for the heavy equipment industry, calculates residual values according to market depreciation standard and its proprietary algorithms, as well as fair market values and forced liquidation values.

"Retained value is one of the primary indicators of overall performance and reliability for any piece of heavy equipment," says Garrett Schemmel, vice president of EquipmentWatch.

"We are proud to announce our 2018 winners, each of which represents a world-class product. Models that have received our Highest Retained Value Award should inspire buyer confidence in both new and resale equipment markets."



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