

WINTER 2007

**CASE IH**  
FOR THOSE WHO DEMAND MORE™

# FARM FORUM



## MIDRANGE PERFORMERS

**New midrange tractors are ready to handle most any task**

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### EQUIPMENT PROTECTION PLANS

**New tools to help you manage expenses**

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### TIME IS MONEY

**Are you making the most of it?**

## Case IH value

**H**ow do you measure value when you're considering new equipment? Chances are you wonder if it will do the job you want it to. You want to know that it will be reliable, that it will help you be more productive. Those are good measures of overall quality and value.

At Case IH, we focus considerable effort on delivering products to meet these expectations. But in today's challenging agricultural environment, we recognize that you need more than just the in-field performance that a product delivers. That's why we're continually strengthening other aspects of Case IH product ownership that add value to you. Here are some examples.

- u Financing and other acquisition options can greatly impact your cost of ownership. Through CNH Capital, we strive for competitive rates, flexible terms, and prompt and professional loan servicing.

- u Technology provides accuracy, control and efficiency. Witness a Steiger tractor that will shift automatically to meet load demands, generate up to 584 hp, perform up to 15 end-of-row functions at the touch of a button, and do so while meeting tight new EPA emissions guidelines, even on B5 biodiesel blend. Expect to see more class-leading technology on Case IH equipment.

- u All equipment needs service. Improving service expertise and parts fulfillment is an ongoing priority. Our service resources are extensive and increasingly Web-based for immediate and accurate information. New parts depots are putting parts closer to where they're needed.

- u The Case IH logo and the color red mean a lot to all of us. We're pleased to introduce the stronger, bolder Case IH logo and more extensive use of red on our 2007 models. It's part

of an across-the-board strengthening of the Case IH brand image consistent with the company's heritage of innovation and leadership.

- u It takes great people to support a great brand. Case IH employees strive to understand your business and your needs to be able to act with your best interests in mind.

- u Many Case IH dealers represent a commitment to the brand that's rooted two and three generations deep. And, we have new dealers who see a strong future with the Case IH brand. All share a common vision of excellence in product knowledge, service and customer support.

- u New systems are redefining the basic process of preparing, planting, protecting and harvesting crops. Case IH AFS Advanced Farming Systems pioneered site-specific yield monitoring and mapping systems. Today, AFS represents integrated precision farming solutions of proven hardware and software including AccuGuide autoguidance systems.

Make note of all these factors when you consider new equipment. Together, they represent an extraordinary brand that places Case IH products in a class of their own.



*Jim Walker*

*Jim Walker*  
Vice President

*North American Case IH Agricultural Business*

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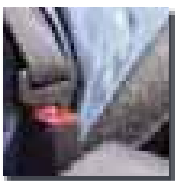
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### ON THE COVER:

This Case IH Puma 210 tractor tops the line of Case IH midrange tractors. Select from more than a dozen models of tractors from 80 to 180 PTO hp with systems ranging from simple mechanical controls to sophisticated electronics for maximum productivity.



### OUR MISSION:

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

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# MIDRANGE PERFORMERS

**New midrange tractors are ready to handle most any task**

Remember when a 100-hp tractor was news? It was nearly 40 years ago that classic tractors such as the International Harvester Farmall 1206 and Case 1030 broke the 100-hp barrier.

Now with row-crop tractors commonly in the 200-hp range and four-wheel drive tractors topping out at 500 engine hp, the capabilities of tractors in the 100-hp range are sometimes overshadowed.

They shouldn't be. With rising fuel costs and tightening margins, it makes more sense to use the most efficient tractor for the job. Changes in cropping practices are driving new applications for tractors. For example, you may find yourself performing one or two jobs that need a lot of horsepower, such as in-row ripping and no-till planting, and other tasks with much lighter horsepower demands, such as spraying and mowing.

That's why there's been a lot of attention focused on the midrange tractor segment. For example, Case IH currently offers 13 models from 80 to 180 PTO hp. Befitting the broad range of applications they can handle, there are models ranging from value tractors equipped with basic "no frills" equipment to full-featured tractors designed for maximum comfort and productivity.

We've identified a couple of applications to show how there's a midrange tractor that's perfectly matched to the task.

**APPLICATION:** Primary tractor for mid-sized cash grain operations

**REQUIREMENTS:** High-load drawbar performance, three-point hitch, high-capacity hydraulics, powershift transmission, operator comfort.

**TRACTOR:** Puma 210

**OVERVIEW:** One of the newest tractors in the Case IH line, the Puma 210 is a full-featured tractor powered by a 6.75-liter electronically controlled engine driving through an 18-speed full powershift transmission. It's rated at 180 PTO hp. Power Boost of 25 hp, Auto-Shift transmission, configurable hydraulics, electronic draft control, and hitch capacity up to 15,873 pounds make these tractors capable row-crop performers. Full electronic instrumentation, programmable end-of-row functions and options such as a Smart Suspension front axle and Positive Response heated seat provide a very comfortable operating environment.





**APPLICATION:** Chore tractor for cash grain operations

**REQUIREMENTS:** Ease of operation, economical, three-point hitch and PTO capabilities

**TRACTOR:** Maxxum 110 Pro

**OVERVIEW:** The lowest horsepower tractor in the Maxxum line, the Maxxum 110 Pro is rated at 90 PTO hp from its 4.5-liter engine. It puts power to the ground through standard MFD. The 16x16 semipowershift transmission provides on-the-go shifting, power shuttle and programmable performance features. The engine's Constant Engine speed "cruise control" maintains steady engine rpm, ideal for PTO work. A roomy cab with two-door access is standard.



**APPLICATION:** Primary tractor for hay and/or livestock operations

**REQUIREMENTS:** Maneuverable, excellent loader performance, able to handle large balers, operator comfort

**TRACTOR:** Puma 180

**OVERVIEW:** The Puma 180 is designed for hay and livestock operations at 150 PTO hp from its 6.75-liter electronically controlled engine. Its 18x6 full powershift transmission with AutoShift shifts automatically based on conditions for greater efficiency. Power Boost and Constant Engine speed control are ideally suited to powering large round or square balers. Add the optional suspended front axle and suspended cab for smoother, faster load-and-carry loader work.



**APPLICATION:** Value tractor for hay and/or livestock operations

**REQUIREMENTS:** Maneuverable, economical, good with a loader

**TRACTOR:** Maxxum 115

**OVERVIEW:** This model offers solid, basic power, at 95 PTO hp from its 6.75-liter mechanically controlled engine. Its 12-speed synchroshift transmission includes a mechanical shuttle for smooth loader operation. Optional 24x24 or 16x16 transmissions provide convenient power shuttle. Choose either two-wheel drive or MFD models. ROPS versions provide a clear unobstructed platform; the optional cab includes two-door access.



## PRODUCTIVITY BOOSTERS

For lots of the tasks midrange tractors handle, it's all about getting the job done faster and easier. That's why Case IH offers some unique features designed to boost productivity.

- **Turn-Assist.** When engaged, Turn-Assist gives a faster steering ratio; the front wheels turn faster with the same degree of input from the steering wheel. Saves time and effort in loader operations.

See a demonstration of Turn-Assist at [www.caseih.com](http://www.caseih.com).

- **Programmable transmissions.** Full powershift and semipowershift transmissions have features such as autoshifting, reverse gear programming and sequential shifting. Tailor them for efficient operation for field work, road transport or loader work.
- **Suspensions.** Depending on the model, choose suspended cabs, suspended front axles, seat suspensions, and ride control for three-point hitch mounted implements. Cover ground faster and more comfortably.

## CASE IH MIDRANGE TRACTORS

**Puma Series:** Four models from 135 to 180 PTO hp using new 6.75-liter electronically controlled engines. These are premium full-featured tractors for row-crop, hay and forage and general farming applications.

**Maxxum Series:** Eight models from 90 to 120 PTO hp and 4.5-liter four-cylinder or 6.75-liter six-cylinder engines. Highly adaptable tractors for loader, livestock and row-crop applications. Several models are available in "Pro" versions that include productivity enhancing features such as electronic engines with Power Boost, MFD, and advanced hydraulics.



## NEW LX700 LOADERS

LX700 loaders attach to Case IH midrange tractors using an automatic spring-loaded lock system. An electrohydraulic joystick includes a slow function for precise

control. A load-sensing accumulator helps cushion and control the ride when traveling with a loaded bucket. Choose grapples, forks and spikes to meet your needs. ■

# AUTOGUIDANCE OPPORTUNITIES

Cut input costs, adopt new practices, add more land, and go home relaxed



Are you considering autoguidance? You're not alone. Autoguidance systems are rapidly being adopted by growers throughout the country. New, higher horsepower tractors and combines are being designed for easy installation of guidance systems, either in the factory or at the dealership. And farm equipment dealers, farm co-ops and even groups of farmers are pooling their resources to build towers to share accurate RTK signals.

Whether you choose an assisted steering system such as EZ-Steer suitable for primary and secondary tillage, spraying and fertilizer spreading, or fully integrated systems such as Case IH AFS AccuGuide with accuracy levels to within an inch, you'll see improvements through easier, more precise operations.

If you're still looking for justification, consider these ways that autoguidance can help you.

## Easier operation

"Less stress" is the feedback autoguidance systems users frequently mention first. Autoguidance systems free you from

constantly concentrating on steering. You can spend time managing equipment operation, rather than staying on the row.

Less stress translates into being able to comfortably run a few hours longer. With multiple operators, you can run 24-hour shifts, if you need to. Autoguidance will accurately steer your tractor or combine, day or night, whenever there's enough visibility for you to safely monitor the vehicle. Rely on autoguidance to help get more crop in, or out, ahead of the weather.

You can tap into a wider pool of operators. Any competent operator can run without skips, overlaps or cultivator blight, thanks to autoguidance.

## More options

Autoguidance opens the way for new types of cropping systems. Various types of operations that require in-row repeatability can be accomplished with autoguidance. Whether it's in-row ripping, in-row fertilizer placement or integrated strip-till systems, the accurate repeatability of autoguidance makes these practices possible.

Irrigators can switch to efficient buried

**University studies are showing that autoguidance systems are a productivity tool. With autoguidance, you can get more work done in the same amount of time. You can reduce labor costs, or use the same equipment on more acres, increasing revenues and reducing per-acre equipment costs.**

drip systems and count on autoguidance systems to keep tillage tools at a safe distance from the tape.

Mechanical weed control in row crops becomes a more viable option with autoguidance. You're not totally dependent on crop protection chemicals.

With these new practices comes the potential for reduced input costs, improved environmental considerations and improved margins.

## Improved equipment utilization

Less stress, improved accuracy, higher speeds, the ability to spend an extra hour or two in the field . . . it all adds up to getting more work done from the same equipment. With autoguidance, you can be more timely with the same size equipment. Or,

add more acres with the same equipment.

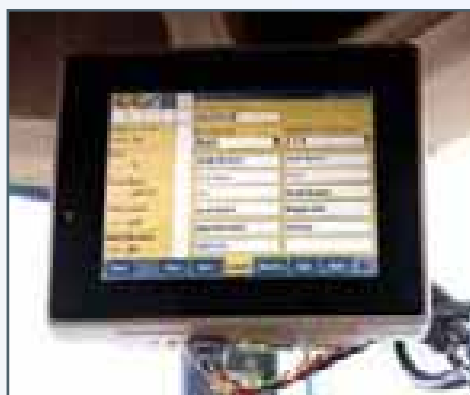
Equipment indexing – having everything set to work in multiples of 4 or 6, for example – isn't an issue with autoguidance. Your 16-row planter and 12-row cultivator will work together just fine.

### More opportunities

Would you want to be able to handle a few more acres if they become available? Autoguidance can give you advantages similar to having bigger equipment, through more efficient operation.

In fact, that was one of the findings of several widely quoted Purdue studies into the economics of autoguidance systems in row-crop operations. One analysis identified 1,660 acres as the optimum farm size for a hypothetical grower following a conventional tillage system with one 12-row 30-inch planter, one 30-foot grain drill and one six-row combine. The addition of an autoguidance system bumped the optimum acreage to 1,830 acres. The 170-acre difference is the result of being more timely due to increased speeds, reduction in tillage overlap, and expanded hours worked per day for unpaid labor.

**As accurate as it gets: Field prep and planting performed with the "within an inch" accuracy of RTK signals is faster, more efficient and less stressful on the operators.**



**Use the new Case IH AFS Pro 600 display to control AFS AccuGuide autoguidance systems, 1200 Series planters, and Axial-Flow combine yield monitoring and mapping systems.**

The study also assumed cash rent of \$180 per acre. It concluded that a non-autoguidance farmer would have no appetite for cash rent beyond 1,660 acres, whereas the autoguidance user could afford to pay \$180 per acre until 1,830 acres were reached.

These are generic results that can vary widely based on your own circumstances, but the overall conclusion is there are "potential returns to autoguidance systems" and the ability to cover more land without upsizing equipment. ■

## Increase your asset turnover ratio

"The advantage of autoguidance isn't in cost cutting. Its real value is what it does to increase utilization of your machinery assets," explains Micheal Boehlje, Purdue University Professor of Agricultural Economics.

"It allows that same machinery investment, with only a modest capital outlay for autoguidance, to be used over more acres."

Boehlje notes that agriculture suffers from lower rates of revenue generated by the asset base, compared to other industries.

"It's what we call the asset turnover ratio. We see autoguidance as one of the technologies that allows farmers to increase that turnover ratio."

The recent uptick in commodity prices makes the benefits offered by autoguidance more valuable, Boehlje suggests.

"In today's environment, the ability of autoguidance to help get a crop planted in a timely fashion becomes even more valuable."

In his discussions with farmers about the financial impact of autoguidance, Boehlje has also heard first-hand accounts of the benefits of stress reduction. "People say they're less tired at the end of the day... they say that autoguidance really does reduce their stress levels."

## Compute your savings online with the Case IH AFS ACCUGUIDE CALCULATOR

Use the Case IH online calculator to determine the savings in time and expense, return on investment and payback period you might achieve by adding a Case IH AFS AccuGuide autoguidance system. Plug in your costs and other relevant information to see which of the four types of AFS AccuGuide systems is right for you.



Access the AFS AccuGuide calculator at [www.caseih.com](http://www.caseih.com). Select Products † Precision Farming † AFS AccuGuide Autoguidance Systems † AFS AccuGuide Tools † AFS AccuGuide Calculator.





# GEARING UP

**An Illinois family prepares to handle a 40 percent jump in acreage**

“Twelve hundred acres is a lot to bite off, but we’re pretty well prepared,” says Glenn Faber of LaMoille, Illinois. With a few key additions in equipment and some changes in cropping practices, he’s confident he’ll handle 4,100 acres of corn and soybeans in the same amount of time he’d been farming 2,900 acres.

Last year, Glenn’s father-in-law and brother-in-law, who had farmed together nearby, decided it was time to turn over their operation to someone else. His father-in-law retired and his brother-in-law chose to step aside for health reasons.

Glenn, who farms with his wife, Jane, and his father, Fred, talked it over, met with the in-laws’ land owners and figured they could take on the added acreage.

Like many cash grain farmers, the Fabers have expanded as land became

available and relied on larger equipment to handle it. When Glenn began farming with his father out of high school, they farmed about 1,600 acres. Fred retired in 1999 and continues to help out at planting and harvest times, along with one full-time employee. Fabers’ son, Cole, helps too, as his college schedule allows.

Glenn intends for this same workforce to handle 4,100 acres. New agronomic practices will help. Two years ago, they went totally no-till on the 30 percent of their acreage they devote to soybeans, all glyphosate-resistant. “It’s been quite a time savings, with little difference in yield,” he says.

Similarly, glyphosate-tolerant corn makes weed control in that crop easier and more timely. For about eight years, the Fabers have used a self-propelled Patriot sprayer which was a giant step up

from their previous pickup truck sprayer. “As we added land, we needed to be faster, and we can spray when the crop’s taller,” Glenn explains.

While Glenn takes full control of his chemical spraying, he doesn’t hesitate to hire services that he thinks can save him time or money. For example, he has the local co-op apply anhydrous ammonia because the family’s time is at a premium in the fall.

Most of the Fabers’ corn is continuous. In addition to fall nitrogen applications, they run an ecolo-tiger 9300 disk ripper, and disk as needed with a 32-foot RMX340 disk. They run a 50-foot tiger-mate II field cultivator ahead of the planter. Even with the added land, Faber figures they’ll have ample capacity for these tasks. Their tractors include an STX480 Steiger, an MX275 Magnum and an MX200 Magnum.

The areas where he’d need the most help, Glenn decided, was getting the crop planted, and harvested. Bigger equipment, he reasoned, would help cover the added land in the same amount of time.

## 10-day planting

He’ll plant the 2007 corn crop with a new Case IH Early Riser 1250 24-row planter, which he bought to replace the 16-row 1200 Series planter he’d been using. “We thought about two planters, but running one is a better fit for us,” he explains.

The Fabers match this STX480 Steiger tractor to a disk ripper, disk and field cultivator to work corn-to-corn ground. Two MX Magnum tractors are used for planting and hauling grain. Larger planting and harvesting equipment – including a 24-row 1250 Series planter and an Axial-Flow 7010 combine – will help them cover their added acreage in the same amount of time.





As a longtime user of Case IH planters, Glenn says he's seen the advantages of the 1200 Series planters. "It can plant any size seed; it doesn't matter. And there's not much to adjust. We set it and go, and get a good stand."

The 1250 Series planter is earmarked for corn. The Fabers use a no-till planter for beans. Glenn runs it by himself while his employee and his father run and tend the corn planter.

"I'm shooting for getting everything planted in 10 days. We're capable of doing it," Glenn says.

The Fabers increased their harvest capacity by upgrading their Axial-Flow 2388 combine and its eight-row corn head to an Axial-Flow 7010 combine with a 12-row corn head. It's also paired with a 36-foot Case IH draper header, which they demoed last year.

"We ran the draper header alongside our old 30-foot header last fall. We saw a gain of 2 to 5 bushels per acre through reduced header loss," Glenn says. "The draper header costs quite a bit more, but I think it will put more dollars in our pocket. I was really impressed."

Increasing combine capacity is only as valuable as the ability to move grain away from the combine. The Fabers are addressing that point with a new 1,000-bushel grain cart that will unload in 80 seconds. With the new cart, two semis (including one owned by Glenn's brother-in-law who will help part time), plus one or two more semis hired as needed, the Fabers figure they can keep up with the 12-row combine. On-farm drying and storage plus several nearby elevators gives them options to dump grain.

The new grain cart also represents son

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**"We've been farming nearly 3,000 acres with three people. Now, with the bigger equipment, we'll do more."**

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Cole's first financial step into the family business. Fred says they've handled generational transfers by simply having the younger person buy more equipment as the older person sells

out. For example, the 2388 combine was the last piece of equipment Fred owned; now Cole will start buying equipment that needs upgrading or replacing.

### **Solid support**

As he describes his plans for handling the added acreage, Faber stresses that it's the efficiency of his family and employee, plus having good suppliers, that gives him confidence.

Jane handles the financial side of the business and the landowner communications. "The work she does lets me take care of day-to-day operations," Glenn says.

By maintaining production records through a farm management program hosted by the University of Illinois, the family

is able to compare their financial progress against operations similar to theirs.

"That's been a great help to us," Glenn says. "If I see something that's way out of kilter, I know we need to look at it."

Seed and crop input suppliers both provide knowledgeable input on agronomic matters. "I'm out in all my fields at least once a week throughout the growing season. If there are problems, these people help figure out what it is."

The Fabers say they count on several good Case IH dealers to keep them updated on what's new and to support the equipment as needed. Even with good dealer support, Glenn strongly prefers keeping late-model equipment for reliability and minimal repair costs, with combines traded annually and tractors turning every two to three years.

My theory is to run with newer equipment, trade more often, and not have to worry about breakdowns," Glenn says. "We've been farming nearly 3,000 acres with three people. Now, with the bigger equipment, we'll do more." ■

**Fred, Glenn and Cole Faber are planning to farm 1,200 more acres with the same workforce. Larger equipment and hiring custom services such as anhydrous ammonia application should make it possible, they figure.**



# MAINTENANCE BY THE PROS

**Case IH dealer  
maintenance services  
are a simple,  
cost-effective way  
to boost uptime**



Ever take a nonfarm visitor on a tour of your farm? While you're instinctively scanning your feeder cattle for their overall condition, your visitor might be asking what time of day do you milk those Herefords.

That's a bit like how Case IH dealer service technicians size up your equipment. Certainly you have much more equipment knowledge than your nonfarm visitor has about cattle, but a dealer service technician looks at a machine with the insight that comes with doing something for a living. He or she knows where to look, and what to look for. They spend many hours each year in Case IH service training classes to support your equipment.

You can tap into their skills with Customized Maintenance Inspections, commonly known as CMIs. These are bundled service packages designed by Case IH and your dealer to be a detailed inspection of all of a machine's systems.

CMIs are very popular for combines because of their complexity and the need for reliable service. Dealers can also offer CMIs for tractors, planting and seeding equipment, balers, cotton pickers and application equipment, and others.

The CMI checklist is developed and updated by Case IH Service Marketing. It's based on extensive field input and updated as needed. "We involve our Technical Support Services group, who are the product experts, to ensure we have all of the important checks on the product specific inspection forms," says Bruce

Boebel, Service Marketing Specialist for Case IH. Dealers can further tailor the list to meet their specific needs. For example, combines harvesting abrasive rice in axle-deep mud have maintenance needs different from those harvesting dryland wheat. The basic combine checklist includes more than 100 items.

Your Case IH dealer's CMI service can range from a basic inspection that gives you the confidence that all systems have been checked to an inspection that's bundled with regularly scheduled maintenance services such as oil and filter changes.

There's a strong case to be made for "repair before failure" of components, based on observed wear or based on general expectations of the component's life. Replacing items that stand a good chance of failing during the next season of use while the machine's in your dealer's shop, rather than the field, has several benefits: the service is handled by trained technicians; genuine Case IH replacement parts are used; any related components can be identified and replaced; and field time isn't affected.

Dealers may also offer "field-ready" services that go beyond an inspection, to include all the adjustments, services and replacements it takes to have your piece of equipment turnkey ready for the next season.

Case IH dealers offering these field-ready services explain that farmers like CMIs for the time savings in addition to the technical competence provided by the dealer. "Around here, a lot of farm-

CASE IH

## UPTIME Action

CERTIFIED MAINTENANCE INSPECTIONS

HERE'S WHAT DEALER SERVICES SUCH AS CUSTOMIZED MAINTENANCE INSPECTIONS OFFER:

- Budgeted maintenance costs
- Inspection and repairs by trained Case IH service technicians
- Use of genuine Case IH replacement parts
- Inspection lists based on extensive field experience
- Documented maintenance

ers have side jobs," says one Corn Belt dealer. "They're busy with other things. But when harvest comes, they want to be ready to go."

CMIs and other types of bundled services generally cost less than services performed individually. Particularly in off-seasons, dealers may offer discounts on service or parts. Additional incentives may apply, courtesy of the CNH Capital Commercial Revolving Account, such as extended terms that can help with your cash flow.

As equipment becomes more complex, your time more valuable, and downtime more costly, letting dealer service technicians make sure equipment is ready to roll is an option more farmers are taking. ■



# CASE IH PLANT STAND MANAG

**Think all you want about seed selection, fertility, water availability, and the pressures of insects, weeds and diseases. All these variables can greatly impact yields. But underlying them all is the fact that nothing happens until the seed is in the ground.**

## HERE'S WHY.

### The early advantage

Putting seed in the ground as soon as soil temperatures are favorable lets the seed start working. It establishes roots, it begins taking moisture, it breaks the soil surface and begins photosynthesis.

Earlier seeded crops can take advantage of timely rains that can otherwise delay planting.

Earlier emergence means earlier establishment of a canopy with shade that helps retain moisture and suppress weeds.

Earlier crops have more vigor throughout the season. They can withstand stress better and generate full-potential yield.

When you evaluate the wide range of options available for seedbed preparation, a priority should be choosing systems that allow timely planting.

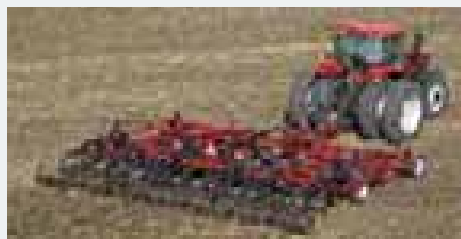
### The consistent advantage

Hand in hand with early emergence is consistent emergence and spacing so that plants compete equally for resources.

Your planter or seeder plays a key role here. Constant depth, good seed-to-soil contact, consistent in-row spacing and accurate population control are the qualities you want from your planter or seeder.

## HERE'S HOW.

**Case IH offers a full line of equipment for soil management, planting and seeding. Here are a few key products. Talk with your Case IH dealer about your specific product needs.**



**GOAL:** Seedbed preparation, weed management, chemical incorporation

**PRODUCT:** Case IH tiger-mate II

The Case IH tiger-mate II field cultivator is unmatched in its ability to mix crop chemicals and to make a high-quality seedbed. Its Split-the-Middle Sweep (SMS) pattern ensures uniform mixing; radiused C-shanks and standard or long-nose sweeps aggressively tumble and mix soil residue. Add an Advanced Conditioning System (ACS) Flat for aggressive clod sizing without firming; choose an ACS Round for moderate clod sizing and seedbed firming. Pull a P/T crumbler for a smooth, firm finish.

**GOAL:** One-pass seedbed preparation; compaction management

**PRODUCT:** Case IH 2500 Rip-Strip

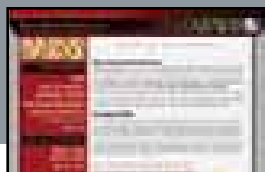
The adoption of autoguidance systems has spurred interest in strip till systems that prepare an ideal seedbed approximately 6 inches wide while leaving the rest of the field surface untouched. The Case IH 2500 Rip-Strip slices residues and opens the soil with 22-inch diameter wavy or flat coulters. Your choice of No-till or Minimum Residue Disturbance shanks run deep to fracture compaction layers for good root growth. Berm-build'rs catch the loosened soil; Row Conditioning System baskets manage clods and firm the seedbed.



**Learn more in person or online**

See your Case IH dealer for more details on how Case IH equipment can help you be a more efficient producer. You can also find more information and specifications at [www.caseih.com](http://www.caseih.com).





[www.Plantstandmanagement.com](http://www.Plantstandmanagement.com)

## AN ONLINE TUTORIAL ABOUT MAXIMIZING YIELDS WITH HIGH-QUALITY STANDS

The Case IH Crop Production Group has developed a website designed to help you better understand how the quality of your crop stand impacts yields.

Along with agronomic information, you'll find details of the "DeTerminator" planter. Case IH equipped a six-row planter with meters and row units from AGCO, Kinze, Precision Planting, and John Deere plus Case IH for true side-by-side comparisons of plant stand performance and yield.

It includes audio clips of interviews with Case IH planting and seedling product specialists as aired on AgriTalk radio, and video clips of farmers who have had experience with Case IH 1200 Series planters in a variety of conditions.

**GOAL:** High-performance row-crop planting

**PRODUCT:** Case IH 1200 Series planter

The Case IH Advanced Seed Meter on all 1200 Series ASM planters is unequalled in its ability to deliver precise populations and highly accurate in-row seed spacing. Mix or change hybrids, or use ungraded seed without time-consuming plate changes or vacuum adjustments. Early Riser row units provide for ideal seed-to-soil contact and perform in a wide range of tillage conditions. Case IH Universal Display Plus monitors provide touch-screen control of all planter functions including on-the-go population control. Choose from six-, eight-, 12-, 16- and 24-row versions in various configurations and row widths.



**GOAL:** High capacity, accurate small grains seeding

**PRODUCT:** SDX40 single disk no-till air drill

Produce an ideal seed environment for small grains and soybeans with the advantage of high-capacity air drill performance with a Case IH SDX30 (30-foot) or SDX40 (40-foot) single-disk no-till air drill. A large 22-inch diameter single disk opener runs at a 5-degree angle to slice cleanly through residues. Early Riser gauge wheels control seed trench depth. Match these drills to a Case IH ADX air cart with capacities from 180 to 430 bushels, dual or triple compartments, and dependable roller metering systems.



## THE DETERMINATOR SHOWS CORN PLANT STAND PERFORMANCE



Does planter performance affect plant stand? The Case IH Crop Production group built the DeTerminator planter to find out. This six-row planter carried row units and meters from White, Kinze, Precision Planting and John Deere and two from Case IH.

The DeTerminator planted 21 seed sizes at 18 planting speeds with three seed treatments in cooperative field trials with several seed companies and major universities.

More than 500 side-by-side comparisons were conducted in 10 plots in five states. Nearly 40,000 plant measurements were taken.

Plant stand measurements of population, in-row plant spacing and late-emerging plants were taken when plants were at the four- to eight-leaf stage. The results were expressed in terms of Net Effective Stand Percentage.

Categories measured included Net Effective Stand Percentages based on planting speed, seed weight and seed size. In all categories, the Case IH ASM meter and row units out-performed the competitors. Find complete details at [www.plantstandmanagement.com](http://www.plantstandmanagement.com).

### Net Effective Stand

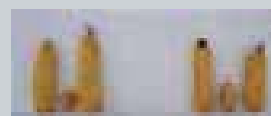
Case IH researchers identified Net Effective Stand as a way of measuring stand quality. It takes into account both seed spacing and emergence uniformity.

It's determined by: Total plant population (minus) late emerging plants (minus) poorly spaced plants (equals).

The Net Effective Stand percentage is: Net effective stand (divided by) total plant population.

Late emerging plants are subtracted as 0.5 (for one to two leaves behind), and 1 (for three or more leaves behind).

Poorly spaced plants are subtracted as 0.5 for doubles and 2.0 for triples.



The center ears (left photo) are from plants that were one leaf behind in June when most of the crop, including the plants that produced the ears on both sides, were at the four- to eight-leaf stage. The center ears (right photo) are from plants that were two leaves behind the plants that produced the ears on either side.



# CHANGE THAT COOLANT

**Diesel engine cooling systems don't take kindly to neglect.**

It's easy to overlook diesel engine cooling system maintenance. If the engine's running within its proper temperature range and the expansion tank shows coolant at acceptable levels, you might assume everything's fine.

You could be wrong. Diesel engine cooling systems don't take kindly to neglect.

Coolant handles a lot of duties within your engine. Maintaining proper operating temperature and protecting against freeze damage are two of the basics, but there's more.

In wet sleeve diesel engines, which have coolant flowing around each cylinder liner, coolant quality directly affects engine life.

Here's why. The cylinder liners vibrate with every power stroke. This causes tiny bubbles to form in the coolant. These bubbles attach to the cylinder liners, and then collapse. Their collapse is actually a miniature explosion with enough force to remove tiny amounts of metal.

Occurring millions of times, this bubble formation and collapse can eat away at cylinder liner surfaces, causing pitting or cavitation erosion. Pitting makes the cylinder liner more vulnerable to corrosion, which in turn makes it more vulnerable to deeper pitting. As the liner weakens, the extreme pressure from combustion ultimately can blow a hole through the liner, causing a

costly engine breakdown.

Proper coolant maintenance greatly reduces this potential problem. Coolants designed for heavy-duty diesel engines include additives that adhere to cylinder liner walls to form a hard protective layer. As the bubbles collapse, it's this protective layer that's sacrificed, not the metal.

Other coolant additives protect against corrosion throughout the cooling system, lubricate the water pump, prevent scale erosion, and protect against acid formation and coolant loss through boil-off.

These additives become less effective over time. That's why engine manufacturers recommend replacing coolant periodically. Case IH calls for coolant replacement on a two-year or 2,000-hour schedule, whichever comes first. Realize that although some of your engines may log only a few hundred hours per year, internal engine corrosion



Cylinder liner pitting is caused when bubbles, formed by vibration from combustion, attach to the cylinder liner and then explode. Changing coolant on the recommended intervals and using the proper coolant will minimize the chances of cylinder lining pitting. Case IH XHD heavy-duty coolant is the recommended replacement coolant for all Case IH diesel engines.

can be affecting them 24/7.

Case IH XHD heavy-duty coolant is the recommended replacement coolant for all Case IH diesel engines, sleeved and non-sleeved. It's available as a concentrate to be mixed with water, or as a 50/50 premix (half coolant and half deionized water) that can go directly into your cooling system. The 50/50 premix is a good choice if your water supply is less than ideal.

Some engines have coolant filters that may include coolant conditioners. Change these based on the service intervals stated in the equipment's operators manual. Adding conditioners other than those found in the coolant and coolant filters isn't recommended.

Proper cooling system care – specifically, timely coolant changes and using the proper coolant – is an important element of assuring long dependable service from diesel engines. Remember that your Case IH dealer can perform the coolant replacement for you – including proper disposal of the old coolant – if you prefer not to tackle the job yourself. ■



## COOLING SYSTEM MAINTENANCE

- Change coolant on the recommended intervals, using the proper coolant.
- Keep the radiator and external screens free of dust and chaff.
- Check hoses and clamps for overall condition. If a hose fails due to age, consider replacing all hoses of the same age.
- Remove the radiator cap and check coolant for any signs of coolant deterioration such as gelling, rust color, or corrosion on soldered connections. Don't assume the coolant in the expansion tank accurately portrays coolant condition.

# Time is money

## Are you making the most of it?

**T**ime. It's doled out equally to all farmers, no matter what the size of the operation. And while we all face the same hours on the clock, some producers seem to get a lot more done.

How do they do it? And, more importantly, how can you make the best use of your time? Bookstore shelves are filled with time management books, each promising to help you get the most out of your day. But your job poses some unique challenges. Time-sensitive projects like planting or harvesting bump up against the day-to-day chores.

*Farm Forum* interviewed several farm management specialists to get their perspective on how you can get the most out of this irreplaceable resource called time.

To determine how to get the most out of each day, you need to determine the value of your time.

Often, farmers think they're the only ones who can get the job done, or more importantly don't consider the time spent on each task.

You can find yourself spending hours on jobs that could be set aside for a while or handed off to an employee, allowing you to spend your time on more profitable aspects of the business.

"We all know the activities that we do every day because we've always done them," explains Gregg Hadley, farm management specialist at the University of Wisconsin-River Falls and UW-Extension. "It's what I call the chore trap – doing the same things because it's always been done that way."

Good time management is largely driven by the personality of the individual, says Kevin Dhuyvetter, Extension farm management specialist at Kansas State University. "Some producers are better at order and organization, and tend to be better at organizing their time."

But while some farmers seem to be born with good time management skills, Dhuyvetter says all producers can work to hone their skills.

Technology has provided tools that have significantly increased the ability to better manage your time. Cell phones now allow you to make calls from the cab of a tractor, replacing a trip or two into town, or time spent making calls late at night or early in the morning. The Internet now allows you to check prices, e-mail correspondence, or research your purchases on your schedule. "It's a great tool that lets you manage your time better," Dhuyvetter says.

### Value your time

Time management is more than simply getting more work done. It's a matter of evaluating each job on the farm for its payback, and determining the jobs that are the most profitable for you to accomplish. That, in turn, helps you spend your valuable time on chores or projects that bring the most return, while limiting your time spent on routine chores.

Hadley says every job on the farm should be evaluated with the cost associated with it. "College graduates from UW-River Falls entering the field of farm management are securing salaries of \$32,000 to \$42,000 a year," Hadley says. "Producers should look at every job they do, and evaluate it as if they were paying someone to do the job for them. If you're writing a check for someone to do a job, it becomes clear which jobs are more valuable."

It all comes down to doing the jobs that are more profitable for you, the farm owner, or jobs that could be handled by hired labor.

"If you can hire someone at the milking parlor for \$8.50 an hour, and you do the job yourself, the value of your labor is only \$8.50 an hour," Hadley says. "If you are a manager, there are other activities that would probably pay more."

Time management of machinery also comes into play as you evaluate your hourly value. "Farmers should evaluate jobs that can be hired out, not only for the cost of the machinery, but also for the potential return to the operation," says William Brown, professor of agricultural econom-

**Good  
time management  
skills are an  
advantage for  
those who  
demand more.**

ics at the University of Saskatchewan.

"The good manager is always planning in advance," says Charles Cagley, University of Illinois Extension farm management specialist and the state coordinator of the Illinois Farm Business Farm Management Association. "He or she has a schedule and knows what they'll be doing, especially in the spring and fall."

Operators with good preventive maintenance programs face less risk of breakdowns in the field. This takes some planning because you have to take care of things before the season starts. But by doing so, Cagley says, valuable time at planting isn't being spent fixing machinery that could have otherwise been maintained during a less busy period."

Brown says machinery breakdowns can disrupt the normal schedule, and can cost huge amounts of time. "Certainly, machinery breakdowns can come at any time. But pre-planning, and preventive maintenance, can limit these time-burning tasks," Brown says.

Another way to protect against downtime, Brown says, is to keep newer equipment and have good dealer relationships.

Off-farm ventures are another way some farmers maximize the value of their time. "We find producers involved in trucking or hauling to try and fill their 'off time,'" Cagley says. "They are working to maximize the value of their time."

As a farmer or rancher, placing a value on your time can be difficult, but management specialists stress that it's imperative to know your value for each job. By knowing your worth, you can better evaluate the jobs you need to do, and the jobs that should be delegated. This puts an emphasis on your time, and helps you manage your day.

Another job assessment must include the overall time it takes to perform a certain task.

"There are probably things that you are doing right now that could be done by hired labor," Hadley says. "That not only frees up your time, but makes each hour more profitable for you by allowing you to spend your time in other areas of your operation."

Review each aspect of the farm to know what areas you are getting the most return on your time investment. "Time investment is a critical aspect of time management," Hadley says.

One way to determine what activities you should be doing, Hadley suggests, is to ask yourself, if you hired a manager for your farm, what would you want that person to do?

It's easy to say that if you're not paying someone to do a job, it's not costing you



anything. "But the amount of lost money in performance and opportunity costs can be huge," Hadley says. "Pushing the pencil on the next investment, reviewing marketing opportunities for your crops . . . any of this is going to return you more dollars than mowing the ditch line."

It can be difficult to change those habits. After all, that's the way it's always been done. "It is much simpler to keep doing the same routine with some subtle changes rather than coming up with an entire new system," Hadley says. "To do so, producers need to take a step back and look at their own habits and see where there is room for improvement."

The problem of good time management and self-evaluation is inherent in agriculture because of the routine nature of the job. "We have an industry based on routines, whether planting, harvest, tillage, milking or calving," Hadley says. "Breaking that routine can become extremely difficult."

The benefits of assessing your current management, and looking for areas of improvement, can be twofold. "For most pro-

ducers, the jobs that they truly enjoy doing are often the most profitable. Conversely, jobs that aren't as enjoyable are often those that are the least profitable for the farm," Hadley says.

But what if the enjoyable job isn't profitable? A little "tractor time" mowing weeds can be satisfying, if not exactly high value. "When you do those tasks, you should at least appreciate what the activity costs you," Hadley says.

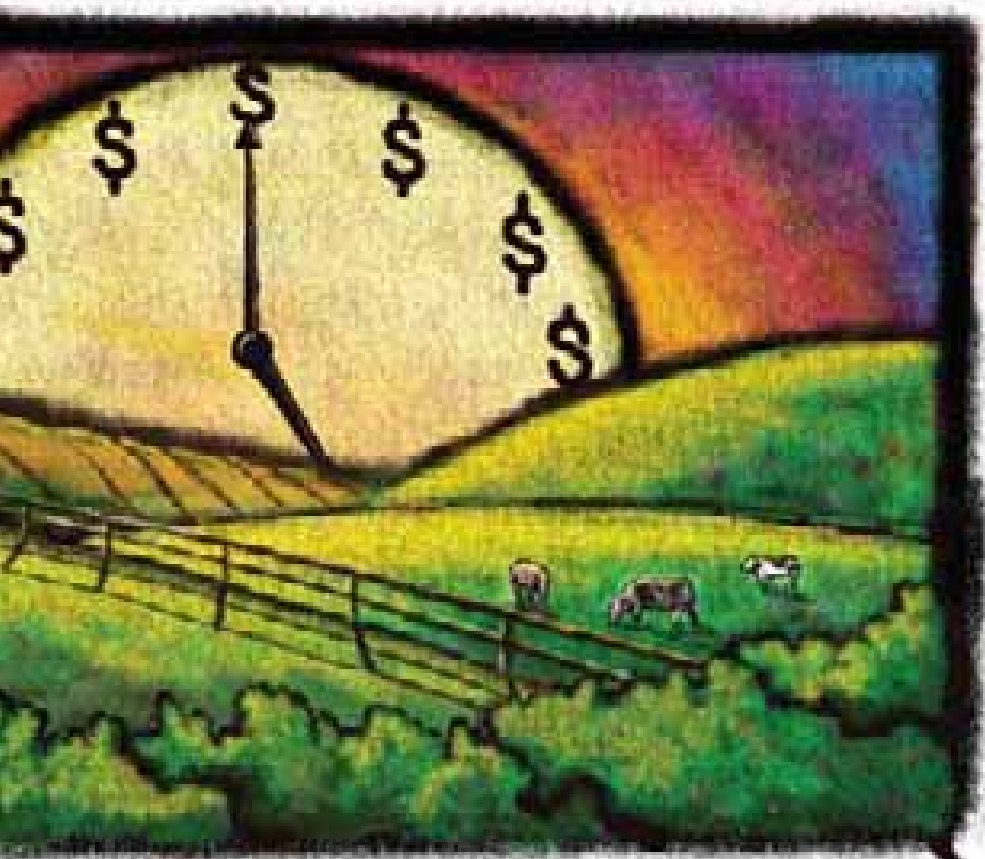
Reviewing each job on the farm and the corresponding time it takes will also indicate areas where you are the most profitable.

"Some areas take little time and potentially offer a great reward, while in other areas the payback is small," says Dwight Aakre, extension farm management specialist at North Dakota State University. "The goal is to minimize the time spent in small payback areas."

### **Have a plan**

The key is balance. "It's a case of knowing what needs to be done first, and taking the critical path approach," Aakre says. "Something





always has the highest priority, and needs to be done first. You can then move about in an orderly fashion."

It all comes down to thinking the day through. "It doesn't have to be as formal as a written list of jobs every week," Cagley says. "However, if you have employees and want to get the most of their time, having a written list of jobs to do throughout the day can keep them on schedule instead of thinking about what to do next when one task is completed."

Dhuyvetter says the weekly meeting can be a great way to organize your time. "When I was growing up on the farm, I always thought that formal meetings on a regular basis, such as every Monday morning, were a waste of time," he recalls. "But whether it's a full meeting with all the employees of a farm, or a cup of coffee with your partner, it lets you plan your week."

Assessing what you need to do for the week helps you map the hours in the day, and lets you plan your workload, or the workload for your employees to get the most out of each day.

Aakre agrees that planning helps make the most of your time. If you have employees or partners, it's important to have a written plan so all the jobs are clearly defined and you can divide responsibilities," he says.

Auditing your day is a good practice to identify areas for improvement. "Review where your time was spent, look at your highest priority jobs and what had to be done; then review what needs to be done and how much time it should take," Aakre says.

Self-evaluation can be tricky, since it's easy to rationalize that a certain job needed to be accomplished, no matter what the payback. "If possible, get someone else to evaluate your day's work," Dhuyvetter says. "And take a look at each job you did, and the payback on each."

Force yourself to find out the value of your time. "Write yourself a check every month," Dhuyvetter says. "Find out what you are earning. That's the best way to review what your time is worth." ■

## TIME TOOLS

### Use technology.

- Use your cell phone to make calls when it's safe and convenient to do so. You're no longer tied to your desk for phone calls.
- Use e-mail for fast, documented correspondence.
- Use the Internet to check news, prices and weather on your own schedule.

### Value your time.

- Understand what your time is worth. Consider hiring someone to do jobs that are keeping you from generating higher returns from your own time.
- Know what tasks contribute the most value to your operation. Prioritize your time to handle them.

### Have a plan.

- Know what you want to accomplish each day.
- If you have employees, identify tasks that will make the most of their skills, and which will give you the time to apply your skills.

### Have a schedule.

- Set timelines and deadlines. They can help keep you focused and instill a sense of urgency.
- For recurring tasks, set a schedule that best fits your own style. For example, for paperwork, an hour early in the morning may be the most effective for you. Or maybe it's an hour after lunch. On days when you don't have an hour's worth of work, use the time for low-priority management tasks, or for exploring new ideas or concepts.

### Remove the barriers.

- Have equipment serviced and ready to work.
- Have tools and equipment organized to minimize time spent preparing for work.

### Be flexible.

- Know what else you can accomplish if unforeseen situations make your immediate plans impossible.



# MORE EFFICIENT, MORE TIMELY

**An Arkansas rice grower turns to technology for higher yields and greater productivity**

The way Gregg Griffin sees it, being successful as a rice farmer requires adopting new technologies and economies of scale. Substantial investments and a fair amount of stress come with the territory.

"I enjoy farming, but it's getting harder. It takes so much volume to make things work," he says.

Along with several family members and partners, Griffin farms 9,000 acres near Waldenburg, Arkansas, with 6,000 acres devoted to rice and the balance rotated to soybeans. "This is rice country, flat gumbo with no internal drainage," he says. "It won't grow much else."

With few other options, Griffin has focused on continually being more efficient and more timely in growing rice.

It was a wholesale switch to hybrid rice that prompted Griffin to adopt new technologies. He's entering his fourth year of planting hybrid rice. Now, nearly all his rice acreage is hybrid varieties. The hybrids deliver higher yields – as much as 50 bushels or more per acre compared to public varieties – and have disease resistance that can lower fungicide costs.

The hybrid seed is much more expensive, but is seeded at much lower rates. "We went from broadcasting 135 pounds an acre to seeding less than 30 pounds per acre," Griffin explains.

To get a higher level of seeding accuracy, Griffin purchased a pair of Case IH SDX40 single disk air drills with 260-bushel hoppers. They delivered the population control and seed placement he wanted for seed that costs nearly \$3 a pound, along with the capacity to cover big acreage. To make seeding more efficient, he added au-

toguidance systems on the Case IH STX Steiger tractors he puts on the drills.

"The autoguidance systems take a lot of stress out of operating these drills," he says. "We can run for 12 hours or more, at night, if we need to, and it's a lot easier than having to steer it yourself."

Griffin also added autoguidance systems to his sprayer and his fertilizer truck, and a GPS-based mapping system to his airplane, which he says has been a big help. "We don't need flaggers anymore," he says.

Having an airplane for aerial applications of crop protectants isn't common for growers, he acknowledges, but says it has proven economical and convenient. "We do a lot of airplane work, since the crop is flooded after it's about 6 inches tall," he says. It's piloted by a young man who wants to get established as an aerial applicator.

Griffin has reduced the amount of tillage he does for rice to the point of no-tilling, where possible. But he doesn't hesitate to work the fields with disks and field cultivators if fall conditions prevented burning stubble, or to manage deep ruts. He uses several Case IH tiger-mate II field cultivators and RMX340 disks sized to his four

Gregg Griffin has embraced hybrid rice for its higher yields, and upgraded his overall farm technology to take full advantage of the costly seed. Three AFX8010 combines harvest the crop; MX Magnum tractors (below) and STX Steiger tractors handle the fieldwork.



STX Series four-wheel drive tractors.

"I've looked harder at matching implements to tractors. If I'm paying the money for a 400-hp tractor, I want implements that will use all that power," he says.

Getting the crop seeded in a timely manner is critical, Griffin adds. "Invariably, the first rice I plant is always the best," he says. "Anytime after March 20th, we're out there."

The timeliness factor is the reason why Griffin says he trades equipment often. He



upgrades tractors every couple of years and trades combines annually. Along with the STX Series Steiger tractors used on the air drills, tillage tools and grain carts, Griffin uses four MX Magnum tractors for the land planes and levee work, and an MXM120 tractor for chores.

"I believe that having new equipment is the way to go. I'm not dealing with repair bills and older equipment being down when I need it. It's important to get that crop in."

He credits his Case IH dealer for helping him identify equipment that best meets his needs, and for determining when trades are most cost-effective.

Griffin harvests with three Case IH AFX8010 combines. He traded for them after a brief stint with another he purchased when he wanted a step up in capacity over the Axial-Flow 2388 combines he was running. Extensive field demos proved to him that the AFX8010s could handle higher ground speeds – 5 mph or better – with 28-foot strip-

per headers in 200-plus bushel rice.

"On a good day, we're cutting 20,000 bushels of rice with one combine," he says. It's this kind of capacity that has him seeing value in these big-ticket machines. "In my mind, a big combine is a bargain because we can cut so many bushels with it."

In another move toward efficiency, Griffin is expanding his on-farm storage, nearly doubling it to about 1 million bushels. This will eliminate harvest bottlenecks and commercial storage bills. "The bins will pay for themselves," he says.

Griffin says it takes this kind of efficiency to stay ahead of escalating costs such as irrigation. "We're pumping water from mid-May to mid-August. Sixty-five pumps, mostly diesel, are running at 4 gallons an hour, up to 1,000 hours a season. It's a huge expense," he says.

On the positive side, his large late-model equipment helps him get more work done with minimal repair costs, and less labor. "I'm fortunate to have good help, including my two sons and some good friends who work with me. They can handle the technology like these air drills and autoguidance systems," he says.

All these advancements, Griffin says, have helped make getting the crop in, and out, more efficient. "We're keeping costs down by covering more acres with the same equipment and people."

And, he credits hybrid rice with boosting returns. "Four years ago, I went out on a limb and planted half my crop to hybrid rice. The bottom line is it's been good because of the yields. It's the major thing that's kept us in business." ■

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**"In my mind,  
a big combine is a  
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bushels with it."**

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# IS YOUR COMPUTER KEEPING UP?

**Here's why it might be time to upgrade**

Time flies, especially in the world of technology. If your computer's more than a couple of years old, you could be ready for an upgrade, especially if you're getting more involved in mapping, site-specific management or digital imaging.

Your computer's memory is often the first factor that limits performance. "As files get larger, the more memory you have means that your system will work faster," says Mark Strickland, professor of agricultural and biological engineering at Purdue University.

Upgrading memory can be a simple solution. Most computers can handle additional memory, and an upgrade can be relatively inexpensive. But be sure that the memory upgrade you purchase can be used in your system. "There are a lot of memory options out there, and they are not interchangeable," Strickland says.

Next in line is hard drive limitations. "If you're generating yield data every year, you're consuming more space on the hard drive," Strickland says. As with memory, adding space is simple. "Additional hard drive space is relatively inexpensive and can be added easily, either through a new internal or external hard drive," Strickland explains.

However, Strickland cautions that you don't view a bigger hard drive as a better place to store files data. "If something ever happens to your hard drive, it's very difficult, if not impossible, to recover that data," he says. And while it's possible to recover data from a damaged hard drive, it's a time-consuming (and costly) process that doesn't always work.

"The bottom line is to back up your data on a CD-ROM or DVD disk," Strickland says. "And I would stress that you should have duplicate copies of your data, if not three sets of backup data."

The hard drive should be used to store computer programs, and data that you are currently working with. "I can't stress enough that you archive data. Once lost, it can't be replaced."

Your monitor might also be ready for an upgrade, especially if you're looking at more and more yield maps on a 17-inch monitor. "Larger monitors are easier to read, especially if you're spending hours analyzing yield data," Strickland says. A new flat-panel display will give bright, crisp images and opens up more space on your desk.

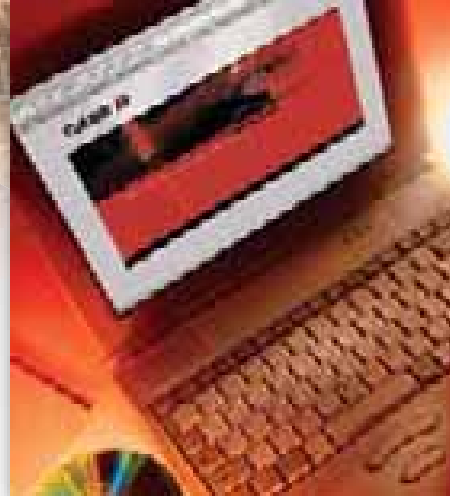
But what if you're at a point where new software simply won't run on your current machine? That's when a totally new system makes sense. Before getting one, check with the providers of programs you currently use – or plan to use – to learn their system recommendations. These can include your accounting and tax consultants and providers of farm management software.

For example, system recommendations for current Case IH Advanced Farming

## EXPECT MORE ELECTRONIC INTERACTION

A capable computer is becoming a must-have for farm businesses. The ability to communicate via the Internet and e-mail will only grow in importance as suppliers push to all-electronic communication.

At Case IH, for example, the Case IH website [www.caseih.com](http://www.caseih.com) is continually gaining new interactive content. Recent examples include the online AFS AccuGuide online calculator, the MachineBuilder to build and price equipment, and online parts catalogs that include downloadable parts diagrams. Tutorial interactive DVDs such as "Fundamentals of the Combine" are another type of electronic communication that requires a current DVD-capable computer.



Systems software include Microsoft's XP Home Edition, with at least 512 megabytes of RAM.

"Having more memory allows the computer to work faster, and is better able to handle software upgrades," notes Kelly Kravig, platform marketing manager for combines and headers. "And the larger hard drives mean you can have more data accessible as you review data."

Kravig says mid-range computers currently available are more than adequate to handle most farming software, including Case IH mapping software. "And, newer computers have better, faster processors that can run multiple programs more efficiently."

Newer systems also have built-in compact flash card readers, allowing for seamless transfer of yield data. "That makes it pretty simple to manage, transfer and download data," Kravig says.

"If you're getting more sophisticated with your yield maps, including overlaying aerial photographs or fertility maps, you'll find that additional data will take up more hard drive space. He echoes Strickland's advice for backing up data to a CD or DVD.

"The more you do, that's when you may want to think about upgrading the entire system with better graphics and a better processor," Kravig says. "And ensure that there is a way to archive the data, whether it's a CD-ROM, DVD or extra hard drive."

It's all a matter of having a computer that can handle the data you're crunching. "When I look at a computer system, I want to ensure that the computer can run the software," Strickland says.

If you are at the point of making a new purchase, go shopping with your specific needs in mind. "At a computer store, there are a lot of options, and a lot of bells and whistles that you may not need," Strickland says. ■





# BUCKLE UP FOR SAFETY

## Seat belts keep you in the 'zone of protection'

Clicking the safety belt is a couple of seconds of effort that greatly reduces your risk of significant injury, whether on the tractor or in the pickup truck.

Still, studies indicate that safety belt usage in rural areas lags the suburban and urban communities.

"Farmers are in a hurry, and unfortunately some view buckling the seat belt as something that will slow them down," explains Dan Neenan, manager of the National Education Center for Agricultural Safety.

Traveling around the farm, or driving down the road from farm to farm is done many times, every day. That repetition, and perception that it's just a short trip down the road, also leads to lax seat belt use. "The unfortunate statistic is that the majority of vehicle accidents occur within 10 miles of home," Neenan says.

Safety belts reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent. For light truck occupants, safety belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.

Recent data from the U.S. National Highway Transportation Safety Administration shows that rural use of safety belts in vehicles is on the rise, but there's still room for improvement.

In June of 2005, safety belt use in the United States reached 82 percent, the highest level recorded and an increase over the 80 percent use rate from the previous year.

Safety belt use rates in rural areas was measured at 79 percent in 2005, a jump of 3 percentage points from 2004, but still below the usage rates of motorists in urban and suburban areas.

### The zone of protection

Seat belts keep you in the vehicle, in what's called the zone of protection. That's important. Many rural accidents are single-vehicle rollovers that fling the occupant from the vehicle. NHTSA data indicates

that in fatal crashes in 2005, 75 percent of passenger vehicle occupants who were totally ejected from the vehicle were killed.

Staying in that zone of protection helps keep you safe during a tractor rollover. ROPS alone will not provide full operator protection in the event of a tractor rollover. Without a seat belt, the operator may be crushed by the tractor or even the ROPS itself.

"The only protection a ROPS offers is that it maintains a zone of safety in which you will not be crushed in the event of a rollover," says Dean Anderson, president and CEO of the Farm Safety Association. "Without using the seat belt, you could be ejected and crushed."

Anderson says that his group doesn't see many serious injury accident reports involving a tractor rollover and operator who was wearing a seat belt. "You might bang a head or arm, but in many instances, wearing the seat belt keeps you in the zone of protection," Anderson says.

Rollovers that don't involve the use of seat belts are usually much more serious. "That's when we see farmers crushed or pinned beneath the tractor or even under the ROPS," Anderson says.

Safety experts continue to stress the importance of wearing

safety belts, whether on the tractor or in vehicles. "There's a lot more awareness for use of seat belts in vehicles than in tractors," Anderson says.

The safety belt remains a key link in keeping operators safe, whether operating a truck or a tractor. And it's only good if it's used. Safety experts will continue to push that message.

Neenan says, he's encouraged by data that shows rural seat belt use is on the rise.

It's all a matter of moving the needle. "It will take a consistent message to farmers," he says. "But it's an important message that we will continue to stress – seat belts save lives." ■

### NEED ANOTHER REASON? IT'S THE LAW.

Seat belt usage by drivers and passengers is required by law in 49 states and every Canadian province. New Hampshire is the only state without a seat belt law.



# EQUIPMENT PROTECTION PLANS

## New tools to help you manage expenses

Ever attend a farm business management seminar or workshop? If so, chances are you heard recommendations on how to manage risks, reduce variables and lock in profits before the first coffee break.

Farm management consultants urge you to confirm income and manage expenses because your farm business is so vulnerable to unforeseen events that can affect your cash flow. The tighter your budget, the more important this becomes.

The traditional tools to manage income include forward contracting a percentage of your production to at least cover your costs. On the expense side, locking in seed, fertilizer and chemical costs when suppliers present the opportunity can help you budget more accurately.

Equipment ownership offers you cost management options, too. There's an expanding list of ways to help reduce unforeseen equipment expenses. Popular choices include keeping equipment new enough to be under the manufacturer's base warranty; leasing; and using extended service contracts.

All have their advantages. Keeping new equipment gives you the benefits of full warranty plus depreciation deductions.

Leasing offers set expenses that can be factored into your budget. And, it's a good way to have equipment available for a specific time frame without a long-term obligation.

Service contracts are evolving from simply being a way to protect your equipment beyond the manufacturer's base warranty period to financial tools that can be a valuable part of your cash flow projections. CNH Capital Insurance Agency has introduced a new program called the Case IH Protection Plan that offers many



### CASE IH PROTECTION PLANS

- Provides coverage beyond the manufacturer's base warranty period for engine-powered equipment including tractors, combines and application equipment.
- Can be purchased at any time up to four months beyond the expiration of the base warranty period.
- Choose the plan option and deductible that best fits your needs and budget.
- Eligible repairs made with genuine Case IH parts installed by authorized Case IH service technicians.
- Transferable to a new equipment owner.
- Available for all new Case IH equipment and most other makes of used equipment.

new features in response to farmers' requests for more customization.

The basic component of this plan is coverage for equipment repair costs, other than regular maintenance, for terms up to five years or 5,000 hours, including the original base warranty term.

The plan's unique aspects include a wide range of options that can help you with your annual budgeting. For example, you can purchase this program at the time you purchase your new equipment. If you're financing the equipment through CNH Capital, the Protection Plan costs can be added into the retail contract as part of your overall loan expense. Or, if you pay cash, you're paying in today's dollars for a service that could benefit you up to five years later.

If you initially plan to keep the machine only for the term of the factory warranty pe-

riod but later decide to keep it longer, the Case IH Protection Plan is available for purchase at any time up to four months beyond the expiration of the manufacturer's base warranty period. Assuming a two-year new-machine base warranty, this gives you up to three more years of machine usage without the risk of major repair costs.

Your cash flow projections for equipment enrolled in the Case IH Protection Plan only needs to include maintenance and depreciation expense plus an estimate for a few deductibles, if you care to be that precise. For example, a \$12,000 shop bill for eligible parts and repairs will cost you only the amount of the deductible. Deductible options range from zero to \$750, which you can select at the outset of the plan.

The Case IH Protection Plan is also available for most brands of used equipment, including Case IH and other makes. This gives you the benefit of reduced equipment purchase price, compared to new, with the advantage of protection against unforeseen expenses.

You can choose from two program options: Level 1 provides protection for all lubricated parts of the engine, transmission, driveline, differential and final drives. Level 2 (available on new equipment only) adds protection for the steering pump, hydraulic pump, hoses, valves and cylinders, and electronic controls.

Both plan options are transferable to a subsequent owner at no additional fee. This further enhances the value of the plan and the resale value of your equipment. ■

*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 nearly 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.*



## CASE IH PLAYS A ROLE IN *EXTREME MAKEOVER: HOME EDITION*

Tractor donation helps Iowa farm family

Out of adversity, the saying goes, comes opportunity. For an Iowa family, adversity has been replaced with tremendous opportunity, thanks to the television series *Extreme Home Makeover* and dozens of sponsoring companies including Case IH.

Shawn and Amy Kibe wanted a change in lifestyle that would give them more time to spend with their three sons. Neither Shawn nor Amy were "farm kids" but they felt farming could be the way to make a living and work together as a family.

They moved from Waterloo, Iowa, to a farmstead near Gladbrook, Iowa, with the goal of building a cow-calf herd, first with beef cattle, then moving into replacement heifers for dairies.

The Kibes say progress was slow, but they were making progress. "It was difficult, but fun," Shawn says.

Then a fire destroyed their home and possessions. Rather than return to town, they moved into a camper trailer and continued to pursue their dream.

Their determination and family focus caught the attention of the producers of *Extreme Makeover: Home Edition*. In September, the producers sent the Kibe family away on a week-long cruise while hundreds of volunteers built a new farm house in exactly one week.

Among the many contributions was a Case IH JX1100U tractor and LX252 loader to replace the family's 1940s-era tractor.

"We appreciate everything that everybody did," Shawn says. "ABC was great. Hubbell Homes (the builder) was great. But no way did we even remotely expect the tractor. That was by far the biggest shock."

The *Extreme Makeover: Home Edition* episode featuring the Kibe family aired October 29. Kyle Russell, Case IH regional sales direc-

**Shawn and Amy Kibe with Case IH regional sales director Kyle Russell. The Kibes received this Case IH tractor as one of the many contributions associated with the *Extreme Makeover: Home Edition* television show. A refinished barn and a small herd of Angus cows were included in the project, along with the new house.**

tor, was shown on the program delivering the tractor and loader to the farm.

"Case IH has an ongoing commitment to the communities where we do business, and this was an ideal opportunity for us to give back to agriculture and help a great family pursue their farming dreams," Russell says.

Anyone who viewed the show couldn't help noticing Shawn Kibe's height. At 6 feet 8 inches, he had to duck through every doorway. But Kibe says his new Case IH tractor is just the right size.

"I've never had enough legroom on anything we've ever owned," he says. "But this tractor is comfortable. I can't believe how convenient everything is on it."



Case IH recommends the use of a falling object protective structure for loader operations.

*Extreme Makeover: Home Edition*, which has won back-to-back Emmy Awards as Outstanding Reality Program, is in its fourth season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer and David Goldberg is the president of Endemol USA.

## NEW ONLINE CUSTOMER PARTS CATALOG

A new electronic parts catalog helps you to identify parts you need for maintenance and repairs, and place parts orders more accurately at your Case IH dealer.

Access the catalog at the Case IH website, [www.caseih.com](http://www.caseih.com). There, select "Parts and Service" in the left-hand column, select "Search for Parts" in the center column, and then select "Begin your search for parts right here."

You'll find a box to enter model information such as "8940" for your 8940 Magnum tractor. Enter the model number; then click to see a menu listing the equip-

ment's systems, such as Engine, Fuel System, Electrical System, etc.

Suppose you need a new cooling system thermostat. With only a few more clicks, you can find that the 8940 takes two of them, and they are Case IH part numbers J928639.

A line drawing appears to help you identify the part. It also shows how the assemblies fit together.

You can print the line drawing and the parts list for reference at your Case IH dealership's parts counter, and in your shop if you're performing the repair yourself.

The Case IH website, [www.caseih.com](http://www.caseih.com), is continually updated with information to help you make better machinery management decisions. Visit it often.

## THIS FARMER'S A WINNER



George and Pauline Grovert with daughter Lisa Lang holding granddaughter Morgan; and employee Jay Appleby. The Groverts won 100 hours' use of this Case IH Magnum MX305 tractor in a Farm Progress Show drawing.

George Grovert, who farms 2,000 acres of corn, seed corn and soybeans west of Shellsburg, Iowa, has said he never wins anything. He can't say that now.

Grovert was one of nearly 1,000 Iowa farmers who attended the 2006 Farm Progress Show in Amana, Iowa, and stopped at the Case IH display to register to win 100 hours' use of a new Case IH Magnum MX305 tractor. When the entries were pulled, his was the winner.

In late October, Dan McCarville, Case IH business manager in Cedar Falls, Iowa, and Tom Less of Quad City Implement, the Case IH dealer in Blairtown, Iowa, delivered the new tractor. "This will get the neighbors talking," Grovert chuckled.

Grovert used the Magnum MX305 tractor to haul grain during harvest and for deep tilling to prepare for spring planting.

## CASE IH USES BIODIESEL FOR FACTORY FILL

Case IH has announced plans to use biodiesel blends as the factory fill for all its equipment.

All Case IH engines are warranted for approved B5 blends and most engines are warranted up to the B20 level.

"One hundred percent factory fill of a biodiesel blend is a logical next step in the process of embracing biodiesel," says Randy Baker, president of Case IH North America. "Adding to the demand for soybeans while producing the crop is the type of strategy our customers like to pursue," Baker says. "It's good environmental stewardship, and it's good business."

When approved supplies of biodiesel blends are available, every engine powering Case IH equipment globally is leaving the factory with a biodiesel blend in the tank.

Case IH agricultural equipment fully supports use of B5 blends (5 percent biodiesel and 95 percent petroleum-based diesel) for all engines it manufactures. In addition, the use of 20 percent blends (B20) is approved for all Case IH engines other than common rail. In addition, field testing is being conducted to determine performance levels of blends up to 100 percent biodiesel as part of a program to ensure maximum productivity and engine durability.

## NEW LOGO BUILDS ON CASE IH HERITAGE

You'll be seeing more of the new Case IH logo that began appearing on 2007 model equipment last fall.

The updated logo, along with the new tagline, "For those who demand more," is the latest evolution of a company that traces its roots to the beginning of mechanized agriculture.

More than 175 years ago, in 1831, Cyrus McCormick invented and patented the mechanical reaper, a step that led to the formation of International Harvester Company. In 1842, Jerome Increase Case began selling threshers under the J.I. Case brand. In 1985, Case acquired International Harvester to become Case IH.

The new logo includes a red driver "I" in the black and

red IH logo. It draws on the powerful red brand recognition of International Harvester and the company's renewed focus on customers, dealers and employees.

Together with the tagline "For those who demand more," the new logo represents power, heritage, productivity and approachability to producers worldwide.

On equipment, the new logo is a premium three-dimensional treatment in silver and black with the red driver "I".

The company is also introducing a new product identification system that links the brand, model name and model number to emphasize the brand and product names.

Examples include "Case IH Axial-Flow 2588 combine" and "Case IH Magnum 305 tractor."



FOR THOSE WHO DEMAND MORE



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