

FARM FORUM

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CASE IH
AGRICULTURE

ALL-MAKES
OPTIONS FOR AFS
AUTOGUIDANCE



THE CASE IH
TIER 4A SOLUTION

NEW TRACTORS
MEET **NEW** DEMANDS

NEW CASE IH MAGNUM AND STEIGER TRACTORS MEET NEW EMISSIONS
REQUIREMENTS WITH HIGHER EFFICIENCY AND LOWER OPERATING COSTS

BE READY WITH CASE IH

As an agricultural producer, you're facing challenges like never before. It seems that just about every variable, from weather to world trade, is changing in unpredictable ways. But underscoring all the uncertainty is the fact that every day, the world consumes more food than it did the day before.

The World Population Clock, maintained by the U.S. Census Bureau, clicks away at more than one person per second. As more people are born into this world, the clock ticks faster. Our current global population of approximately 6.87 billion is expected to reach 10.5 billion by 2050.

Over the next decade, there will be more than 1.2 billion new people to feed. Will you be ready?

"Be Ready" is the foundation of a new focus at Case IH that recognizes the challenges you'll be facing in the future. Events such as the spike in demand for biofuels in response to 2008's high oil prices and Russia's recent halt of wheat exports due to drought have shown that current crop production levels are barely adequate to meet unforeseen events.

"There are a lot of macro issues coming together now," says Duane Nelson, Case IH director of global branding and marketing.

"World population growth, the demand for renewable alternative energy, the decline in available land, food security issues, the global economy and climate change are among the factors that tomorrow's producers will face. At Case IH, we intend to do our part to help you Be Ready."

The company's "Be Ready" initiative includes the continued development of equipment and services that will help farmers be more productive, lower-cost producers of food and fiber, and sharing information that will give farmers greater insight into global issues.

Case IH products are at the forefront of the technology revolution that has helped North

American farmers respond to the world's increasing demand for food. For example, Quadtrac tractors help producers get field work accomplished at critical planting and harvest times, even in tough field conditions.

Innovative new tillage equipment such as vertical tillage and zone tillage implements provide effective seedbed preparation and residue management while reducing per-acre fuel use.

The efficiency of the 1200 Series planter seed meter and the Early Riser row unit help high-potential seeds germinate promptly and thrive in a maximum-yield environment.

Patriot sprayers enable timely, accurate and environmentally responsible applications of crop protectants.

Axial-Flow combines, with their higher productivity and superior threshing performance, put more high-quality grain into the food chain.

Case IH AFS Precision Farming Systems hold the key to further efficiencies with unprecedented levels of accuracy, analysis and repeatability.

These types of performance gains were impressive in the past. In the future, they'll be vital to meet the global food challenge.

As we enter this unprecedented era for food production, information will become evermore valuable. Case IH has introduced a new Web site at CaseIH.com/BeReady to share a wealth of articles and resources on population growth, governmental regulation and the challenge of growing more on less land.

"We know farmers are avid consumers of information. Our new Web site will have timely content on these global issues, and will become a public forum where leading researchers and producers can discuss the biggest issues facing agriculture," Nelson says. "It's another example of how Case IH puts farmers first."

**CASE IH IS
DEVELOPING
THE EQUIPMENT,
SERVICES AND
INFORMATION
YOU NEED
TO MEET
TOMORROW'S
CHALLENGES**



**ON THE COVER:**

New Steiger models deliver up to 660 peak engine horsepower. They meet stringent new emissions requirements with Selective Catalytic Reduction for overall operating cost reductions of up to 10 percent compared to previous models.

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OUR MISSION:

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

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YOU DESIGN, CASE IH DELIVERS

Have you ever asked yourself, "Why don't they have farmers design these?" as you're working with a piece of equipment? At Case IH, that's exactly what we do. We have in place a process to deliver what you want to see in new farm equipment.

We apply state-of-the-art engineering technologies to turn farmers' input into products that exceed expectations.

Called Global Product Development, the process begins with Customer Driven Product Definition. Through surveys, focus groups and one-on-one meetings, we gather input from farmers around the world

about new equipment concepts and designs that will help them do their jobs faster, more efficiently and with more operator comfort and convenience.

This information is compiled into "Voice of the Customer" lists that are the foundation for a new product progression that includes benchmarking against competitors, digital mockups, virtual reality testing, concept reviews with customers, and extensive lab and field testing.

An excellent example of what this process can achieve is the MultiControl Armrest featured in the new Steiger, Magnum and Puma models. Producer input drove the overall shape, feel and functionality of the MultiControl handle. Farmers even used modeling clay to help describe their ideas.

We see this process of listening to your needs, then applying our world-class design and engineering resources to turn your vision into reality, as a key way to help you meet the challenges you face to feed a growing global population in the face of increasing regulations and limited resources such as available land to farm.

It's part of our Putting Producers First initiative that challenges the entire Case IH organization to help you Be Ready by supporting you with innovative products, value-added people and a best-in-class distribution network ... your Case IH dealer.



Jim Walker

Jim Walker
Vice President
North American Case IH
Agricultural Business



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

ADVANCES IN **PRODUCTIVITY**

**NEW CASE IH
MAGNUM AND
STEIGER TRACTORS
MEET NEW EMISSIONS
REQUIREMENTS WITH
HIGHER EFFICIENCY
AND LOWER
OPERATING COSTS**

NEW TRACTORS MEET NEW DEMANDS



The new series of Case IH Magnum and Steiger tractors have new producer-driven features for overall enhancements in power, productivity and operator environment. To meet stringent Tier 4A emissions requirements, these new models use Selective Catalytic Reduction (SCR) for its advantages of improved fuel efficiency and reduced operating costs.

The five new Magnum tractor models and 10 new Steiger tractor models include the most powerful Case IH models ever offered: the Magnum 340 at 280 PTO hp and the Steiger 600 at 600 engine hp, 660 peak hp.

Producer input has always played a key role in Case IH product development. For these new models, farmers from around the globe shared their insights into features they'd like to see in high-horsepower tractors. Operator comfort and productivity is becoming increasingly important to them for this class of tractors, they say, because of the extended hours spent in them during peak planting and harvest periods.

To meet these expectations, the Magnum and Steiger cabs offer an enhanced operator environment. Farmers were literally hands-on in designing the shape and function of the new MultiControl Armrest console. The result is a MultiControl Armrest that's exceptionally comfortable to use, and puts six key functions used 80 percent of the time at your fingertips. With it, all current Case IH tractors above 100 hp now use this same Multicontrol Armrest functionality, making it easier for operators to switch between tractors.

A new optional four-point cab suspension uses springs, shock absorbers and torsion bars for a comfortable ride that's controlled laterally as well as vertically. Seat cushions are softer and have new fabrics that breathe better and are easier to clean.

Other cab refinements include new frameless doors that seal



Magnum and Steiger cabs have new features to enhance comfort and productivity. A new MultiControl Armrest puts six key functions at your fingertips. The new AFS Pro 700 color display is integrated into the armrest, and features a large touchscreen with a smaller overall profile for increased visibility.

more tightly and are easier to open and shut, and rooftop mounting points for radio and GPS antennas with antenna cable running into the cab.

A new AFS Pro 700 color display – with its customizable touchscreen – sits at the end of the armrest in an integrated mount where it's easy to see and reach. It manages overall tractor functions such as hydraulic flow using AFS Field Performer plus AFS AccuGuide autoguidance systems and ISO 11783-compatible implements.

EFFICIENT POWER

The Magnum and Steiger cabs sit four inches taller to provide an enhanced view over new hoods that are taller, wider and much more sloped. This new look is a clue that something bigger lurks underneath. As part of the move to SCR technology, Case IH has introduced a new family of engines from its corporate partner, FPT Powertrain Technologies. Three six-cylinder in-line 24-valve engine platforms, at 6.75*, 8.7 and 12.9 liters, all feature advanced technologies for maximum performance in demanding agricultural applications.

Fully electronic high-pressure common rail fuel systems give these engines fast response to changing loads even at lower rpm and deliver the exceptional Power Growth Magnum and Steiger tractors are known for. On Magnum tractors, the Power

Growth under full load is in the 13 to 14 percent range, with Power Boost up to 35 engine hp when needed. Power Growth on the new Steiger models averages 10 percent, or up to 60 more hp. On the Steiger 600, that's a massive 660 peak engine hp.

It's important to note that while these engines have new state-of-the-art electronics and induction systems, they are proven designs that have been used in agricultural and truck applications for much of the past decade. An engine from this same family, at 10.3 liters, was introduced on Case IH 8010 Axial-Flow combines in 2004; the 8.7-liter engine is used in 7120 Axial-Flow combines; and the 12.9-liter engine has seen duty in

previous Steiger tractor models. All have proven to be strong and fuel-efficient performers.

On the Magnum tractors, the new sloped hood with its improved forward visibility is made possible by a unique new cooling package consisting of single-layer radiators, rather than traditional in-line radiators.

In addition to the lower hood profile, these single-layer radiators reduce the power it takes to pull air through them, making 5 to 7 hp available that was otherwise consumed by the fan.

As with each new series of Magnum and Steiger tractors, these new models offer a wide range of refinements large and small. Features such as fuel tanks sized for at least 15 hours of running and a factory-installed engine brake option on all models plus lockable service access panels, a battery cutoff switch and durable high-gloss automotive grade paint on Steiger models are among the ways these tractors bring innovation, power and performance to help you be ready, no matter what.

Turn the page for more details on each new model.

** Used in Magnum models 180, 190, 210 and 225 introduced in 2009.*

NEW CASE IH MAGNUM TRACTOR MODELS

MODEL	PTO HP	ENGINE HP	MAX ENGINE HP	DISPLACEMENT
Magnum 235	185 @ 2000 rpm	232 @ 2000 rpm	264 @ 1800 rpm	8.7 liters
Magnum 260	205 @ 2000 rpm	253 @ 2000 rpm	285 @ 1800 rpm	8.7 liters
Magnum 290	230 @ 2000 rpm	280 @ 2000 rpm	312 @ 1800 rpm	8.7 liters
Magnum 315	255 @ 2000 rpm	307 @ 2000 rpm	342 @ 1800 rpm	8.7 liters
Magnum 340	280 @ 2000 rpm	335 @ 2000 rpm	369 @ 1800 rpm	8.7 liters

NEW CASE IH STEIGER TRACTOR MODELS

MODEL	ENGINE HP	MAX ENGINE HP	DISPLACEMENT
Steiger 350	350 @ 2000 rpm	385 @ 1800 rpm	8.7 liters
Steiger 400	400 @ 2100 rpm	440 @ 1900 rpm	12.9 liters
Steiger 450	450 @ 2100 rpm	495 @ 1900 rpm	12.9 liters
Steiger 450 Quadtrac	450 @ 2100 rpm	495 @ 1900 rpm	12.9 liters
Steiger 500	500 @ 2100 rpm	550 @ 1900 rpm	12.9 liters
Steiger 500 Quadtrac	500 @ 2100 rpm	550 @ 1900 rpm	12.9 liters
Steiger 550	550 @ 2100 rpm	605 @ 1900 rpm	12.9 liters
Steiger 550 Quadtrac	550 @ 2100 rpm	605 @ 1900 rpm	12.9 liters
Steiger 600	600 @ 2100 rpm	660 @ 1900 rpm	12.9 liters
Steiger 600 Quadtrac	600 @ 2100 rpm	660 @ 1900 rpm	12.9 liters

NEW STEIGER TRACTORS



Steiger tractors continue to be available in two frame sizes and with the choice of wheels or tracks to best match their efficient power to the task. A new lower hood profile improves forward visibility. In the Surveyor cab, the operator's seat and integral MultiControl Armrest swivel 40 degrees to the right for easier viewing of implements.



New Case IH Steiger tractors build on the Steiger legacy of maximum power and performance with new models topping out at 660 peak engine hp. The new line includes 10 models from 350 to 600 rated engine hp. The 350-hp Steiger 350 is powered by an 8.7-liter engine; all others have a 12.9-liter engine. A lower hood profile enhances forward visibility.

All new Steiger models meet Tier4A emissions requirements with Selective Catalytic Reduction (SCR) for operating cost improvements of up to 10 percent compared to the models they replace, and oil service intervals are increased to 600 hours.

Two frame sizes let Steiger tractors match their power to the task. All Quadtrac models and wheeled models at 500 engine hp and higher sit on a 154-inch wheelbase; the 350-, 400- and 450-engine hp wheeled models have a 148-inch wheelbase and a narrower frame for row-crop capabilities.

Case IH has taken advantage of the smaller dimensions of the lower-horsepower models and new increased flexion tires to offer configurations well-suited to handling the biggest row-crop planters. The Steiger 350, 400 and 450 can be

specified with 480/95R50 RCI 49 tires for tread settings as narrow as 60 inches.

Exclusive to Case IH, these tires can run in 30-inch rows with low inflation pressures for minimal compaction, and ample traction with up to five lugs on the ground. At harvest, use these tractors' optional PTO and overall power to handle the largest grain carts.

At the top end of the Steiger power spectrum, the Steiger 550 and 600 have massive 5.5-inch axles and 18-bolt hubs and wheels to handle the most demanding applications. A two-stage turbo-charger provides increased boost to maintain maximum torque rise and power.

Throughout, the new Steiger models have new features that help sustain their place as the industry's best high-horsepower tractors. New front-opening hoods provide easy engine access to components including coolers that fold down for cleaning. Sight gauges and ground-level service points provide for easy daily service. A new 24-volt starting system delivers more cranking power, and can be boosted by a 12-volt vehicle, if needed.

New electronic positioning remote control hydraulic valves

provide more precise flow and repeatability. Choose an optional 113-gallon-per-minute parallel flow hydraulic system to meet the demands of big planters and seeders. A new steel fuel tank is integrated into the tractor frame, with capacities up to 470 gallons.

A new MultiControl Armrest – designed with input by farmers – puts the most commonly used tractor functions at your fingertips. The new AFS Pro 700 color display is integrated into the armrest and moves with the tractor seat. The seat swivels up to 40 degrees to the right for easier viewing of implements.

The Steiger Surveyor cab has new frameless doors that close with less effort and seal more effectively. A new suspended cab option controls both vertical and fore-aft motions. An optional lighting package features bright HID lights which can be easily customized to the task for highly effective illumination.

All new Steiger tractor models are AFS AccuGuide autoguidance ready and include DieselSaver Automatic Productivity Management (APM) which automatically selects the optimum gear selection and engine speed for the most efficient performance. ■



NEW MAGNUM TRACTORS

Five new Case IH Magnum tractors provide new features for efficient power and operator comfort, convenience and productivity. The Magnum 235 to 340 Series include models from 185 to 280 PTO hp, with maximum engine hp ratings from 269 to 383 hp. All have Power Boost that provides up to 35 additional hp during transport to meet high mobile PTO and hydraulic system loads.

All are powered by Case IH 8.7-liter turbocharged and after-cooled engines with electronic common rail fuel systems and wastegate turbochargers.

They meet new Tier 4A emissions requirements using Selective Catalytic Reduction (SCR) which provides operating cost improvements of up to 10 percent compared to the models they replace. The efficient, clean-burning engines allow oil service intervals to be extended to 600 hours.

A new MultiControl Armrest – designed with input by farmers – puts the most commonly used tractor functions at your fingertips. The new AFS Pro 700 color display, featuring the industry's largest touch screen, is integrated into the armrest and moves with the tractor seat.

The Magnum Surveyor cab has new frameless doors that close with less effort and seal more effectively. A new suspended cab option controls both vertical and fore-aft motions.

A larger, wider Surround frame accommodates the new iso-mounted engines. Overall weight is increased by approximately 2,000 pounds to handle the higher horsepower with less need for added weight. The optional front suspension provides a smoother ride and helps keep the front tires engaged with the ground, aiding traction by up to 18 percent.

Transmission choices on the new Magnum 235 to 340 Series include

18- and 19-speed full powershift transmissions with top transport speeds up to 30 mph.

Four to six hydraulic remotes with newly designed hydraulic valves are standard. They provide electronic positioning sensing as well as lock checks in raise and lower ports.

All new Magnum tractor models are AFS AccuGuide autoguidance ready and include DieselSaver Automatic Productivity Management (APM) which automatically selects the optimum gear selection and engine speed for the most efficient performance. ■

NEW MULTICONTROL ARMREST HANDLE DESIGNED BY FARMERS, FOR FARMERS

It's no coincidence that the MultiControl handle in new Steiger, Quadtrac, Magnum and Puma tractors feels good in your hand and has controls perfectly positioned to your touch and command.



That's because it was designed specifically with farmer input. Over a period of several years, Case IH assembled a group of more than 30 farmers from North America and Europe to gain their insights into the new handle in a process called Customer Driven Product Definition.

Case IH developed the initial concept using high-tech tools including hours of video of hand motions in the tractor cab, and a cyber glove that tracks hand motions in the Virtual Reality Center at the Case IH engineering headquarters in Burr Ridge, Illinois.

Then, this group of farmers of-

fered their suggestions on what controls should be on the handle, and where they should be located.

Case IH designers gathered all this input to prepare a prototype handle for the farmers' review. Their consensus: very nice, but not perfect. Ultimately, the designers provided modeling clay to the farmers to mold and shape their ideal MultiControl handle. From those efforts, the current product was finalized.

Troy Bader, who operates Carousel Farms with his father and brothers near Monroe, Wisconsin, was one of the participants in the design process. "It really opened



my eyes as to what it takes to make an armrest control that will work well for farmers in all regions. Our input and a bunch of clay made the difference," he says.

Larry Johnson, a farmer from Christine, North Dakota, was another participant. "We saw the initial control and wanted something different. Now we step in the cab and see that Case IH listened."

Troy Bader was one of the farmers who worked with modeling clay as part of the Customer Driven Product Definition process. The result is the MultiControl Armrest handle, perfectly shaped and highly functional.

DOING IT BETTER

FOR FOUR GENERATIONS, THIS MISSISSIPPI FAMILY HAS EMBRACED NEW WAYS TO PRODUCE HIGHER QUALITY CROPS

On tracks, the Dulaney's' Axial-Flow 8120 combine handles pavement as well as it does the muddy field conditions they bought it for. As seed growers, the Dulaney's see firsthand the advantage of the Axial-Flow threshing system for delivering a clean, whole sample.



In the early 1970s, brothers Edwin and Terry Dulaney were proud to be the third generation working the ground their grandfather and his brother cleared for timber and began farming in 1913. They followed the same hands-on "do it right" approach to farming that began when that first ground was broken.

As Edwin and Terry managed the operation near Clarksdale, Mississippi, they wanted a way to keep their good help employed year-round, and to generate more income. Growing higher value seed crops – rice, soybeans and wheat – they reasoned, could be the answer.

"We knew we were growing crops that could provide good seed. We didn't have to change any agronomic practices, as we always tried to maintain high standards," Edwin recalled.

Dulaney Seeds was formed in 1991 and continues today with Edwin's sons, JD and Wayne, continuing a couple of family traditions ... seed production, hands-on operation, ag education at Mississippi State University, and a

desire to always do things better.

"Not all our cropland is in seed production, but we treat it all like it is," JD explains.

Today, the Dulaney's operate as two businesses: Dulaney Seeds, and their farming operation, "Gen 4 Farms" named to recognize their spot in the farm's progression.

Gen 4 Farms encompasses about 5,900 acres, nearly all irrigated, and grows all the rice, and most of the soybeans labeled as Dulaney Seeds. Their seed wheat also comes from their farm, as well as from contracted growers.

Having the seed business has given the Dulaney's reason to structure their operation a bit differently. Edwin and Terry have semiretired from the farm and actively promote Dulaney Seeds, working with university researchers and managing seed plots throughout the mid-South.

JD manages overall farming operations, and Wayne serves as lead agronomist for Dulaney Seeds. He also handles the farm's agronomic and marketing needs.

With all four family members focused on efficient, high-quality seed production, they're quick to adopt practices and equipment that will make a difference.

Timeliness underpins everything. Edwin says his father emphasized two things: Have good planting equipment and more harvesting equipment than you think you'll need.



To that formula, they've added autoguidance and site-specific precision farming capabilities.

"For overall efficiency, I'd say autoguidance has been our single biggest improvement," JD says. They invested in autoguidance in 2002, and found they could plant 1,600 acres of soybeans in the same amount of time with two tractors and planters that previously took three, JD says.

Another autoguidance advantage, he says, is doing precision bedding and planting. "We can put in a lot of hours and still do a good job." They plant with a pair of Case IH 1200 Series planters, set up to plant 17 30-inch rows, with their two MX275 tractors set to clear 90-inch rows. This tire setting provides ample clearance for mud when the tractors are working in rice.

"We're rowing 12 rows, planting 17 rows and harvesting eight rows," Edwin says. "Autoguidance has done away with the need to keep everything on the same row pattern."

They've used the accuracy of autoguidance to introduce other efficiencies. As their rice fields are precision land formed to manage



Wayne, JD and Edwin Dulaney, standing in one of their rice fields yielding more than 200 bushels per acre. All the rice seed they sell is grown on their farm.

water with straight levees, rather than contoured ones, JD sets his autoguidance in the tractor used for rice seeding to make six seeding passes, automatically skip 8 feet, then make six more seeding passes. "That 8 feet is where the levee goes, so I'm not planting ground I'm going to chew up with the levee plow. I'm saving that seed," JD says.

In corn, Wayne says he strives for a net effective plant stand of 95 percent, and to make every ear fill out. "That's what you need to get the higher yields," he says, noting that most growers likely average 75 to 80 percent net effective stand in good corn.

The difference, Wayne says, includes giving the plants a good start. "We put down starter fertilizer with the planters, then come back shortly after emergence with a close sidedress of nitrogen," he says. Running injection knives on both sides of the plant, just 5 inches away, is another application where autoguidance enables an agronomic practice that would be much more difficult without it, JD notes.

Every year, the Dulaney look for more ways to bring precision farming practices into the operation. With more than a decade's worth of yield maps as reference, they're able to closely evaluate the cost/benefits of spray applications, fungicides and foliar feeds, and to make variable-rate applications of P and K.

Not that all their work is done by machine. To assure the purity

"For overall efficiency, I'd say autoguidance has been our single biggest improvement."

they maintain for their Dulaney rice varieties, their rice fields are hand-rouged by crews several times during the growing season. "We manually remove the off-types," Edwin says. "Every acre is walked at two different stages."

Like other mid-South farmers, the Dulaney's desire for ample harvest capacity has been shaped by a hurricane or two. The year Hurricane Rita came through, they had purchased a new Case IH 2388 Axial-Flow combine, and kept their older 2188, rather than trading it. "I didn't think we'd need

it, but it was paid for, and we figured it would be helpful if we added more acres," Edwin recalls.

As it were, they ran the two machines hard to finish all their rice the day before the storm. "Fields that were still standing were laid down flat like a roller went over them. You don't forget things like that," Edwin says.

Now, they're running four Axial-Flow combines: one 2188, two 2388s and a new Axial-Flow 8120 on tracks. They had demoed an 8120 when it was introduced, and liked it. During 2009's wet harvest, Edwin says they saw how an 8120 on tracks performed "while we were struggling with the mud, making a mess and getting stuck," he says.

That experience, plus their recent acquisition of additional land, prompted them to buy the Axial-Flow 8120 on tracks for 2010's harvest. "I've gotten into some mud with this machine and never knew it," JD says. "For us, in rice, it's doing what two and a half 2388s will do."

As seed growers, the Dulaney go way back with Axial-Flow

combines because of their ability to deliver whole grain and clean samples. Wayne says he also saw the difference as he took twice-daily samples from the combines of growers who grow some of their seed soybeans.

"We only accept seed growers with Axial-Flow combines," he says. "On other combines, the best I could get them to was about 92 percent uncracked seed, so that's starting with 92 percent germination. With the Axial-Flows, we can get 98 percent or better. There's a knack to setting them up, but once you learn an Axial-Flow combine, it's probably the simplest system out there."

JD says their initial experience with the Axial-Flow 8120 has shown it easier to clean out for the inspections by a seed improvement association inspector required each time they move to another field. "There are doors at the bottom of the augers, and it's more open overall. Cleanout takes much less time."

The Axial-Flow 8120 on tracks is the latest in the long line of improvements and practices that help the Dulaney do a better job of farming. Other examples include their ability to capture excess flood irrigation water and apply to several more fields before it's played out, thanks to a lock-and-dam type drainage system, and the specialized grain handling and storage structures that JD designed and built as a certified pipe and plate welder. They handle a lot of their own shop work, but with the equipment's increased level of technology, they increasingly count on their Case IH dealer for service and for advice about the equipment that will work best for them.

"Our Case IH dealer is a fine group to do business with," Edwin says. "They take care of any problems and they're interested in meeting our needs." ■

ALL-MAKES OPTIONS FOR AFS AUTOGUIDANCE



NEW ADDITIONS TO THE CASE IH AFS PRECISION FARMING AND GUIDANCE PRODUCT LINE PROVIDE OPTIONS FOR ADDING AUTOGUIDANCE AND OTHER PRECISION FARMING FEATURES TO MIXED-BRAND EQUIPMENT FLEETS

Precision Farming and Guidance products from Case IH are continually evolving to be easier to use and easier to integrate across the entire farming operation. Two recent additions are designed with value in mind.

The FM-750 display introduces autoguidance for producers who primarily want guidance performance as accurate as sub-inch plus section and rate control with record-keeping ability.

The AFS AccuGuide All-Makes kit provides a way to leverage the investment you have in an AFS Pro 600 display by being able to use its extensive capabilities in multiple tractors and selected Case IH sprayers.

FM-750 Display

The FM-750 display is a new addition to the line of AgGPS guidance displays that include the EZ Guide 250, EZ Guide 500 and FM-1000. All are GPS receivers with submeter accu-

racy and color screen displays to show your field position and progress. Other common features include assisted steering capability using the EZ-Steer system, guidance LEDs and office software compatibility.

The FM-750 introduces the convenience of touch-screen control and the ability to deliver sub-inch RTK autoguidance accuracy with its 220-channel GNSS receiver that's GPS and GLONASS capable. It supports Field-IQ crop input control systems for spraying, spreading, strip-till and planting, and accepts dual external video inputs. It provides manual and automated guidance with both the EZ-Steer assisted steering system and the Autopilot automated steering system.

With its big 8-inch screen, intuitive control, and sub-inch capability, the FM-750 is a good choice for mixed fleet owners seeking autoguidance and section control, with AFS Desktop Software compatibility.

AccuGuide All-Makes

The AFS Pro 600 display has earned a reputation as a full-featured display that can manage autoguidance plus planting and harvesting operations. The new AFS AccuGuide All-Makes kit provides a way to take advantage of the investment you have in the AFS Pro 600 system by using one AFS Pro 600 display in other tractors in your fleet, including John Deere 8000 Series and New Holland TG and TJ models as well as Case IH MX and STX models plus Case IH Patriot 4260, 4410 and 4420 sprayers.

The AFS AccuGuide All-Makes kit provides the components needed for autoguidance. Once installed, you can simply move your AFS Pro 600 display, receiver and NavController II to the tractor equipped with the All-Makes kit for full autoguidance performance and implement control functions including prescription planting. ■



The FM-750 (top) has touch-screen control and autoguidance signal choices including GLONASS. The AFS AccuGuide All-Makes kit has the equipment needed to use the full-featured AFS Pro 600 display (above) in multiple tractors for autoguidance and implement control.



EMISSIONS STANDARDS ARE GETTING TOUGHER. SO ARE PRODUCTION DEMANDS.

All of us want a cleaner environment. But how do you meet regulations without sacrificing performance? To be successful, you'll need technology that boosts productivity while it breathes cleaner. Equipment that does more work on less fuel. And partners you can trust who'll keep you one step ahead of the changing regulations. The world of farming is changing. And Case IH can help you be ready. To learn more, visit caseih.com/beready.

WILL YOU BE READY?

CASE IH
AGRICULTURE

CASE IH NEW PRODUCTS

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



NUTRI-PLACER 940 FOR EFFICIENT NH₃ APPLICATIONS

The new Case IH Nutri-Placer 940 applicator is designed for fast, dependable and efficient anhydrous ammonia applications. Offered in 60- and 65-foot widths – the industry's widest – the Nutri-Placer 940 is based on a five-section field flex and seven-section fold design for superior ground contouring and easy folding to 18 feet 9 inches wide and 13 feet 9 inches tall for transport.

The modular sections can be folded for working widths of 60 or 65 feet to match field conditions and tractor horsepower.

The Nutri-Placer 940 is based on a heavy-duty welded frame designed to handle tough field conditions and higher ground speeds. Poly bushings used throughout reduce service needs.

A pair of walking tandem axles, each with four large tires, provide good flotation in soft conditions. The 60-foot model is supported by a total of 12 wheels; the 65-foot model has 14 wheels.

A Class 5 Perfect Hitch handles the power of the largest tractors. Its narrow profile "T-Bone" design permits tight turns, and its straight-through design keeps pulling points aligned to minimize lateral stress. The rear hitch has a 25,000-pound tow capacity rating and can handle single or double product hookups.

The Nutri-Placer 940 is available with 30-inch or 15-inch centers and can be equipped with shanks or shanks and coulters.

It's designed for high under-frame clearance and distance between coulters and shanks for ample residue flow in high-yield environments.

Iowa State University tests have shown the knife-based application system and sealing discs of the Nutri-Placer 940 will result in less nitrogen loss – from 3 to as much as 30 percent less – in the first 24 hours after application compared to coulter-based applicators.

The Nutri-Placer 940 is fully compatible with dry bulk fill systems for root-zone banding and variable rate applications of P and K fertilizers.



NEW 3020 FLEX HEAD GATHERS MORE CROP IN TOUGH CONDITIONS

The new 3020 flex head, available for the 2011 harvest, features a new TerraFlex flotation system that requires only minimal cutterbar downpressure to accurately follow ground contours. The benefit is its ability to stay on top of the ground in soft ground, across the width of the header. In these conditions, headers frequently dig in, or must be raised which leaves some low-growing crops such as soybeans in the field. The cutterbar includes new poly skid shoes which aid flotation over sticky soils and residues. A 26-inch diameter auger includes auger fingers for consistent crop feeding.

The 3020 flex head is available in 20-, 25-, 30- and 35-foot widths.

PRECISION AIR 3580 CART IS CASE IH'S LARGEST

The new Precision Air 3580 air cart is Case IH's largest air cart, at 580 total bushels. It has three compartments at 135, 183 and 262 bushels to give more seeding and fertilizer options or maximum seed capacity.

As with the other Case IH air carts, the Precision Air 3580 has a patented downdraft meter system that divides product into equal sections for each primary line. Air and

product are mixed in a parallel flow for smooth transition from the meter box to the distribution system, resulting in precise, reliable distribution of seed and fertilizer.

As one of the most accurate metering systems on the market, it's capable of delivering high rates at higher ground speeds.

All of the Precision Air 3580's systems can be controlled and monitored from the tractor cab using

Case IH displays including the new AFS Pro 700, AFS Pro 600 and AFS 300, or any ISO 11783-compliant monitor.

A large rear staircase provides easy access to top hatches. A 10-inch auger saves time on refills.

Options include ultrasonic bin depth sensors, a rear hitch to tow anhydrous ammonia or liquid fertilizer tanks, a transport beacon and a field lighting package.



The Case IH Precision Air air cart line includes seven models with capacities from 230 to 580 bushels.





THE NEW STEIGER® TRACTORS. MORE POWER. LESS EMISSIONS. NO COMPROMISE.

You don't have to sacrifice productivity for the good of the environment. New Case IH Steiger tractors reduce emissions, yet still perform with the power and fuel efficiency you need. Using Selective Catalytic Reduction (SCR) technology, they lower fuel consumption and maintenance costs, while delivering industry-leading horsepower to pull the widest, deepest implements. Plus all-day comfort in the industry's largest suspended cab, with intuitive controls for greater productivity. To find a Case IH dealer and learn more about Steiger tractors, visit caseih.com/beready.



BE READY.



CASE IH
AGRICULTURE



STEPPING INTO
**PRECISION
FARMING**

WITH IRRIGATION AND AMPLE EQUIPMENT CAPACITY, THIS KANSAS FATHER AND SON SEES PRECISION FARMING AS THE NEXT LEVEL OF EFFICIENCY.

Don Martin recalls running a Farmall F-20 tractor on steel wheels. Now, one of his newest purchases is a Case IH Axial-Flow 8120 combine. "I've seen a lot of changes," he says.

Don and his son, Tim, run Martin Farms near Clay Center, Kansas. Together, they farm about 4,000 acres of corn, soybeans and wheat and run a cow-calf herd. As Don winds down, Tim's taking the operation to the next stage of efficiency with investments in new equipment and autoguidance technology.

The Martins are longtime irrigators. More than two-thirds of their cropland is irrigated as they tapped into the groundwater under their fields near the Republican River. That's given them the assurance of predictable crops in return for higher input costs and labor. "All summer, I'm irrigating," says Tim, who tends to 32 center pivots and several hundred acres of subsurface drip irrigation.

With that predictability of a decent crop, their management focus has been mostly on timely field operations – simply getting the crops in, irrigated, and harvested. Now Tim's taking steps toward integrating precision farming into the overall operation. "Increasingly, the equipment we buy has the capability for precision farming. It's time to make it work to our advantage," Tim says.

Tim's path into autoguidance began with an EZ Guide Plus assisted steering unit for his Patriot SPX3185 sprayer. Receiving a basic WAAS signal, the assisted steering worked well enough for the sprayer and for drilling wheat and soybeans, using a 40-foot Case IH air drill when he transferred the unit to one of their two Quadtrac tractors.

As a strip-tiller, Tim upgraded to a subscription-based OmniSTAR XP signal, but the accuracy within 8 inches wasn't good enough to maintain accurate guess row spacing and consistently keep the 12-row planter centered on the ridges.

Based on his Case IH dealer's recommendation, Tim opted for RTK guidance and installed his own tower. He strip-tilled his row-crop ground last fall, then returned in the spring



Tim Martin is in his second year of making site-specific yield maps, with the goal of maximizing the economic yield of each field. The Martins' AFS AccuGuide autoguidance system with RTK accuracy is a good match for their strip-till planting and drip irrigation systems.



with the planter. "I found the strip-till lines and got back on them. I was pretty happy with how it worked."

Going to RTK made sense to Tim because it doesn't require a subscription fee, although he does have the investment in the tower.

"In the long run, RTK will cost less and provide better guidance," he says.

Because their newer Case IH equipment is AFS AccuGuide autoguidance ready, he's saving some money by using one navigation controller and 262 receiver. He moves it and the AFS Pro 600 display from his Quadtrac 435 tractor when it's through strip-tilling, to his Magnum 190 CVT tractor for planting, then to Don's Axial-Flow 8120 combine for autoguidance during harvest. When he upgrades his sprayer, it will be autoguidance-ready, too.

With this RTK system in place, the Martins began generating site-specific yield maps last year, and plan to build several years' worth of data before working with their ag chem dealer to develop variable-rate prescriptions.

"I see this yield data helping us maximize the economic yield of each field. That's where I want to go," Tim says.

The Martins go way back with red equipment. Don began farming with a Farmall M and kept current with the new IH models of the times, going from 350s and 450s to the 806s and 1206s, 1456s and 1066s, then into the Magnum tractors. He stepped into four-wheel drive tractors with an

IH 4366 and has stayed with them through the Steiger series.

Their move to rubber tracks began when Tim saw a demonstration of an early production Quadtrac model during a Case IH customer event in Arizona. "I figured if it could run in the tough conditions there, it could work for us here."

Don liked the benefits of reduced compaction and smoother ride the Quadtrac tractor offered, so they bought a pair of Quadtracs. The two Quadtrac 435s they're running now are the ninth and tenth Quadtracs the Martins have owned.

"We have a lot of flood irrigation with those big furrows, and we can run across them with a disk behind the Quadtrac and feel like we're riding down a flat road. That was the convincing thing for us. There's a tremendous difference in ride with the tracks," Don says.

The Martins have replaced their disk with a 34-foot Case IH True-Tandem 330 Turbo vertical tillage tool. Tim says it's proven to be very effective in leveling fields where cattle have pastured on stalks, and for managing corn residues prior to strip-tilling corn or drilling beans. "It's a good match for the Quadtrac 435, being pulled around 8 mph; we really like it," Tim says.

The key benefit of irrigation is consistently higher yields, and thanks to new varieties and practices, the Martins now count on corn yields well above 200 bushels. They've increased their harvesting capacity significantly by moving

from a pair of 2388 Axial-Flow combines to two larger models: an Axial-Flow 8120 owned by Don, and Tim's Axial-Flow 7010.

"Dad traded for our first 7010 while I kept my 2388. We saw a big jump in capacity with the 7010. It's a combine made to handle more bushels per hour," Tim says.

After seeing the side-by-side performance difference, Tim traded his 2388 for the 7010; Don traded his 7010 for an Axial-Flow 8120 in 2009. Equipped with a 12-row corn head, the 8120 handles all their corn. They have a pair of flex draper heads, in 35- and 30-foot widths, to run both machines in soybeans and wheat.

The Martins use CNH Capital to finance their equipment. "It's easier, working through the dealer on financing, and CNH Capital has been good to work with," Tim says.

Competitive financing is part of the overall dealer relationship that they say keeps them running Case IH equipment. "The way our dealer treats us is why we buy equipment there. They are in the business to keep people farming," Tim says.

The Martins say their current lineup of equipment may be a bit more than they need, but it meets their goals. Don says they have the capacity to add more land, if the opportunity arises, and Tim says they can get landlords' crops harvested in the timely manner they expect.

"Plus, I have four kids at home," Tim says. "I like spending time with them. There's more to life than working all the time." ■



RAM TRUCK BRAND AND CASE IH WOULD LIKE TO RECOGNIZE THE HARD WORK AND CONTRIBUTION OF FARM PRODUCERS AROUND THE WORLD. TOGETHER, WE SALUTE YOUR DETERMINATION, AND COMMIT TO PROVIDING YOU WITH THE TOOLS NEEDED TO GET THE JOB DONE. SEE YOUR CASE IH DEALER TO LEARN HOW CASE IH QUALIFIED EQUIPMENT PURCHASES COULD YIELD A \$1,000 SAVINGS* ON SELECT RAM TRUCKS.



APPARENTLY, FOLKS WHO
WORK THE LAND FOR A
LIVING PLAN ON DOING SO
FOR A WHILE LONGER.



RAM





*Offer valid on purchase or lease of select 2010 and 2011 Ram models after purchase of eligible new Case equipment on or after July 1, 2009. Must take retail delivery of eligible Ram vehicle by January 3, 2011. Offer may be combined with most other national offers. See your dealer or visit www.caseih.com for full offer details. Cummins is a registered trademark of Cummins, Inc. Ram is a registered trademark of Chrysler Group LLC.

THE CASE IH TIER 4A SOLUTION

SELECTIVE CATALYTIC REDUCTION WITH DIESEL EXHAUST FLUID IS THE MOST EFFICIENT SOLUTION FOR HIGH-HORSEPOWER ENGINES



Engineers at the Case IH engineering headquarters in Burr Ridge, Illinois were smiling and positive during a media event as they described the solution Case IH engines will use to meet the stringent Tier 4A emissions requirements for off-highway diesel engines above 100 hp. The requirement goes into effect for equipment built beginning January 1, 2011.

The engineers' enthusiasm was driven by their satisfaction in presenting engines tuned for maximum performance, rather than being a compromise between performance and emissions compliance.

The Case IH engines in 2011 Magnum and Steiger tractors will use Selective Catalytic Reduction (SCR) which manages emissions by treating the exhaust with liquid urea – called Diesel Exhaust Fluid or DEF – after it's left the engine. This means the combustion process can be tuned for maximum

power and efficiency. After passing through an SCR catalyst, the treated exhaust becomes harmless nitrogen and water vapor.

Exhaust Gas Recirculation (EGR) is another approach to meet Tier 4A emissions requirements. EGR recirculates a portion of the exhaust back into the engine's intake air. A filter in the exhaust stream captures particulates. The filter is periodically cleaned with an injection of diesel fuel to burn accumulated particulates in a process called regeneration, with temperatures exceeding 1,200° F.

Case IH has selected SCR on its higher horsepower models (100 hp and above) for these key reasons:

- **More efficient performance.** The engines breathe clean, fresh, fully oxygenated air and burn an air/fuel mix proportioned for maximum power and efficiency.
- **Lower operating costs.**

CASE IH DEF

As a necessary input for many new on- and off-highway diesel engines, Diesel Exhaust Fluid (DEF) will be widely available.

Case IH dealers offer DEF in 2.5-gallon containers, 55-gallon drums, and 275- or 330-gallon totes, and pumps. DEF is classified as "minimum risk" by the EPA and can be transported without any requirements or restrictions.



The Selective Catalytic Reduction system allows engines to be tuned for maximum performance rather than emissions management. In the new generation of Case IH tractors, it's estimated that for every gallon of Diesel Exhaust Fluid consumed, 2 to 3 gallons of diesel fuel are saved. This is a direct result of the enhanced combustion efficiency allowed by DEF-enabled Case IH SCR technology.

Because engines are more fuel efficient and cleaner burning compared to both the Tier 3 engines they replace and Tier 4A EGR engines, Case IH has extended oil change intervals to 600 hours. Based on this extended service interval and improved fuel economy, overall operating costs are reduced by approximately 10 percent, compared to similar Tier 3 engines.

• **Cooler operation.** Tractors, combines, and other powered equipment using EGR systems must manage the higher heat levels of the recirculated exhaust and regeneration. This requires increased cooling capacity and more heat shielding of exhaust components. SCR systems do not pose higher heat loads.

SCR is an effective and prov-



en technology. SCR has been used in heavy-duty on-highway trucks in Europe for several years. Several manufacturers of heavy-duty trucks for the North American market began offering engines with SCR technology in January 2010.

The only operator requirement for equipment with SCR technology is to maintain adequate DEF levels. DEF consumption rates will range from 3 to 6 percent of diesel fuel consumed, depending on engine load. A high-horsepower MFD tractor using 10 gallons per hour of diesel fuel and working 400 hours per year will consume 100 to 200 gallons of DEF.

Just like fuel, DEF is required for normal engine operation. If the DEF tank runs out, the engine will run in derated mode with enough power to maneuver the vehicle and return

to a convenient refilling location.

DEF will begin to crystallize and freeze at 12° F. DEF tanks on all Case IH models with SCR include heating elements to quickly thaw the fluid. The emissions system senses the cold temperature and allows normal engine operation while the DEF thaws. The DEF tanks are designed to accommodate the expansion of freezing.

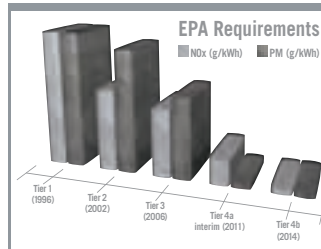
Like SCR, EGR meets the mandated emissions requirements. In fact, most off-road diesel engines used EGR to meet Tier 3 emissions standards beginning in 2006, recycling about 10 percent of the ex-

haust through the engine.

However, meeting Tier 4A with EGR requires up to 30 percent of the exhaust to be recirculated.

Because more exhaust is recycled through the engine, Tier 4A EGR engines deal with higher heat. Accommodations commonly include higher capacity radiators and intercoolers to cool the exhaust gas prior to being recycled. Components in and near the exhaust system must also be capable of handling the high temperatures during regeneration.

Case IH has selected EGR systems for its equipment with engines



TIER 4A LIMITS NOX, PM

The Tier 4A emissions requirements are more stringent than Tiers 1, 2 and 3 combined. The regulations set forth in the Clean Air Rules of 2004 called for reducing nonroad diesel engines emissions by more than 90 percent by 2014, finalizing the nonroad diesel engine emission requirements that began with the Tier 1 requirements in 1996.

The regulations require reductions in particulate matter (PM) and nitrogen oxides (NOx). At their maximum efficiency, engines produce minimal PM, but high NOx. They can be tuned to reduce NOx, but doing so increases PM. The only way to reduce both simultaneously is using EGR to reduce PM or SCR to reduce NOx.

SCR uses Diesel Exhaust Fluid (DEF), a mix of 32.5 percent urea and 67.5 percent deionized water, injected into the exhaust stream to cause a chemical reaction that transforms NOx into harmless nitrogen and water vapor. Because engines are tuned for maximum combustion efficiency, they produce minimal PM.

EGR recycles part of the exhaust back through the engine to reduce the combustion temperature and the amount of NOx produced. However, excessive particulates are produced. These are captured in a filter and burned periodically with an injection of diesel fuel. This automatic regeneration varies based on use, but may often occur in intervals of around 10 hours.

rated at 100 hp and under. The fuel economy advantage SCR technology brings to high-horsepower equipment is less of a factor for lower horsepower equipment because of their lower fuel consumption, and the heat management issues posed by EGR are less demanding on the smaller engines. ■

LEARN MORE. ASK QUESTIONS.

See a detailed explanation of the Case IH SCR system at:
www.caseih.com → **About Case IH** → **Tier 4 Emissions Solutions.**

The site includes a form for submitting Tier 4 questions to Case IH engineers.

LIKE HAVING EYES



ZAEVOS7MDCL2A - includes 7" LCD Observation Monitor, 2 CMOS Color Cameras and installation hardware.

IN THE BACK OF YOUR CAB.



TAX INCENTIVE ENCOURAGES EQUIPMENT PURCHASES

A NEW ACT EXPANDS THE BENEFITS OF THE POPULAR SECTION 179 DEDUCTION

As the national economy continues to search for firm footing that will return it to growth, the U.S. government is providing incentives to encourage small businesses, including farmers and ranchers, to purchase capital goods.

In late September, 2010, President Obama signed into law the Small Business Jobs Act of 2010 (the "Act").* It extends the bonus depreciation provision included in both the 2008 and 2009 Economic Stimulus laws. This allows businesses of all sizes to immediately write off 50 percent of the cost of new qualified depreciable property purchased and placed into service anytime during 2010.

This new Act also includes a provision that increases Section 179 expensing on new and used equipment for two years by increasing the expense limitation to \$500,000 – up from the previous \$250,000 limitation – with a phase out threshold of \$2 million for years 2010 and 2011. The previous threshold had been \$800,000. If you purchase more than \$2 million worth of equipment, the amount you can deduct drops dollar for dollar.

For agricultural producers, the introduction of this new Act offers compelling reasons to purchase new or used equipment. Virtually all farm equipment is eligible for the deduction, as is related equipment such as precision farming equipment, off-the-shelf software,

and shop equipment.

Applying the Section 179 deduction lowers the amount available for depreciation, which can give you more "appetite" for depreciation in subsequent years if the Section 179 deduction is not extended.

Bryan Cox, a farmer from Bethany, Missouri, says tax considerations such as Section 179 are worth being aware of. "Incentives like these are good," he says. "This big farm equipment is expensive, and having ways to write it down faster lets us purchase equipment that's more efficient and more productive."

Cox says a meeting with his accountant is part of his decision-making process for any major equipment purchase. "How an equipment purchase will affect our bottom line is something we consider with every purchase," he says.



Missouri farmer Bryan Cox says consultation with his accountant is part of any major equipment purchase decision. Having tax incentives such as Section 179 can help justify purchases, he says.

Like an increasing number of larger producers – he farms about 3,500 acres of cash grains – Cox focuses on his net profit per acre. Frequently trading his primary equipment, combines

and large tractors, helps give him more predictable equipment costs, and avoids major cash outlays for equipment that can happen if the "trade gap" gets too large.

"In our operation, we don't put on a lot of hours, so a machine could get old before the hours get high. We try to keep the hours and the years together to make the machine more marketable," he says.

In addition to touching base with his accountant, Cox talks with his Case IH dealer to identify when his equipment will be most desirable on the used market.

"Incentives that will help us justify trading more often helps the dealer sell good used equipment that will do a good job for the second owner."

For Cox, the bottom line is cost per acre. "Faster depreciation allows for better cash flow."

The clock is ticking on purchases eligible for expensing using these current incentives. The equipment must be purchased and put into service in tax years beginning after December 31, 2009 and before January 1, 2011.

Contact your tax advisor or accountant soon to get their opinion on the effect of your 2010 net income, as well as future year depreciation, with new equipment purchased this year. Also bear in mind that in most cases, the equipment you purchase will increase your overall efficiency through lowered operating costs, increased capacity, or a combination of both. ■

THE INCREASED SECTION 179 DEDUCTION CAN BE COMBINED WITH NORMAL FIRST-YEAR DEPRECIATION TO GREATLY REDUCE TAXABLE INCOME.

Eligible purchases	\$1,000,000
Section 179 deduction	\$500,000
50% bonus depreciation	\$250,000
Normal first-year depreciation (10.71%)	\$26,775
Total first-year depreciation deduction	\$776,775

POTENTIAL TAX SAVINGS \$271,871⁺

⁺Example based on seven-year useful life MACRS Depreciation and Half-Year Convention. If the mid-quarter convention applies, the normal first-year's depreciation deduction amount shown may be reduced. Potential tax savings assumes a 35 percent tax rate.

*CNH Capital and Case IH Brand dealerships do not provide tax, legal or accounting advice. Customers are strongly encouraged to seek their own professional advice on the proper treatment of these transactions.

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



ANNOUNCING SHOPCASEIH.COM

YOUR ONLINE DESTINATION FOR ALL THINGS **RED!**

Just in time for holiday gift giving, Case IH is showcasing its expanded line of merchandise on a new website, www.shopcaseih.com.

This exciting new shop on the Web brings together products for the collector, the tractor enthusiast, and the farm family. Whether you're looking for wearables including authentic logo shirts, sweats, tees, hats, and vests, or tools, toys, scale models and home decoration and entertainment items, it's all conveniently available, online.

These products capture the rich history of IH Farmall tractors and the modern performance of Case IH equipment.

Shop from the comfort of your home or office, purchase securely online, and have your purchase shipped anywhere ... all in time for the holidays!



THE 'ONLY WAY' TO CLEAR SNOW

When 2 inches or more of snow falls on suburban Ottawa, Ontario, a fleet of 30 Case IH tractors fans out to clear more than 4,000 driveways in Kanata and Stittsville, quickly and efficiently. And, as the snow falls throughout the winter, the homeowners aren't buried with mounds of snow. By using snow blowers rather than blades, Kodiak Snow Blowing of Stittsville, provides the welcomed benefit of evenly spreading the snow across their customers' lawns, rather than plowing it into big piles on the corners of their driveways and tearing up their sod in the process.

"It's the only way to clear snow. It's far superior to a truck and a blade," says J-P Giasson, co-owner of Kodiak Snow Blowing.

The fleet includes Case IH Maxxum 110 tractors and Farmall 105U tractors, both rated at 90 PTO hp. They're matched with 92-inch-wide inverted snowblowers that collect from the front, rather than the rear. This way, the drivers blow snow as they drive forward, rather than in reverse. A blade mounted on the rear of the snowblowers lets the drivers remove snow right up to garage doors.

Kodiak is developing their own GPS units for the tractors that let management track progress on the drivers' routes, which average about 150 driveways per tractor and are cleared in four to five hours. Homeowners will also be able to see the tractors' location in real time on the company's Web site.

The tractors are equipped with electronic three-point hitches for easier, more precise control of the constant raising and lowering of the snowblowers, and calcium in the front tires helps aid traction and balance. Drivers report the cabs stay warm, with good visibility.

"We like the Case IH tractors," Giasson says. "They do a good job. And, the service from our Case IH dealer is great. They keep us going, which is good, because when it snows, our customers want that snow gone!"

ROBO-SHARPENER SHARPENS TRUE-TANDEM 330 DISK BLADES

An innovative new tool available through Case IH dealers lets you easily sharpen the wavy tillage blades on the popular Case IH True-Tandem 330 vertical tillage tool.

Called the Robo-Sharpener, this new tool uses a pendulum action and its own weight to maintain a steady force of the grinder wheel against the disk blade. The Robo-Sharpener hangs from a rail which simply hooks onto the frame of the True-Tandem 330; it has a drive wheel that slowly and steadily turns the disk blade as it's being sharpened.

The steady movement and controlled pressure of the grinding wheel restores an effective cutting edge without creating any hot spots or reduc-

ing blade diameter.

The ability to sharpen blades to like-new performance, rather than replacing them, provides a significant cost savings.

Case IH dealers have the Robo-Sharpener available to sharpen customers' blades in their shop or on-site. As more of the patent-pending tools are produced, the Robo-Sharpener will be available for sale.

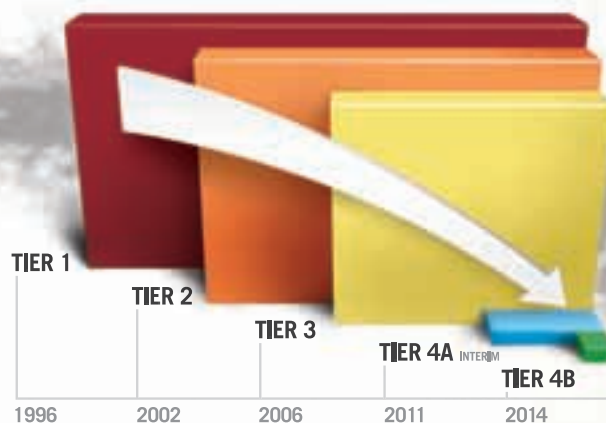




MORE PRODUCTIVITY, LESS FUEL

Starting in 2011, Case IH meets the new government Tier 4 emissions regulations in high-horsepower tractors with fuel-saving Selective Catalytic Reduction (SCR) technology – allowing an average operating cost savings of 10% through enhanced fuel economy.

A dramatic reduction in air pollutants is required by 2011.



EPA allowable levels of emissions (PM/NOx).

HOW IT WORKS

Engine exhaust passes out of the engine into a catalytic chamber where it is sprayed with a non-toxic, colorless mixture of chemical urea and purified water, known as Diesel Exhaust Fluid (DEF).



When DEF combines with hot exhaust, the exhaust breaks down into simple, harmless water vapor and nitrogen.

THE RESULTS: EFFICIENT POWER

Fuel is burned completely and engine oil stays cleaner, resulting in:

- Lower operating costs through outstanding fuel efficiency.
- Reduced maintenance and maximized uptime.
- The engine is tuned for power and performance without exhaust gas recirculation.



**CASE IH EMISSIONS BONUS
CASH BACK FOR EARLY BUYERS***
SAVE \$4,000
ON MAGNUM TIER 4 MODELS 180-225



FREE
275-GALLON
TOTE OF DEF**
(DIESEL EXHAUST FLUID)

Offers valid on purchases of new generation (Tier 4A) Magnum tractors made August 18 through December 31, 2010 at participating Case IH dealerships. For commercial use only. See your Case IH dealer for details and eligibility requirements. Taxes, freight, set-up, delivery or additional options not included. Offers subject to change or cancellation without notice.

* Cash Back offer applies only to models listed above. Cash Back offer may be used in addition to or in coordination with any other retail offers in effect at the time of purchase. Dealer Instructions: Please deduct the Cash Back Bonus dollar amount from the retail selling price and, if applicable, from the settlement amount with CNH Capital America LLC using Program No. 2123.

** Free 275-gallon tote of DEF is valued at US\$2,500 (CA\$2,750). Offer valid while supplies last. Dealer Instructions: Please refer to Program No. 2125 for details and instructions. DEF offer valid on each tractor purchase if more than one tractor is purchased during the offer period; transfer pump offer is for first tractor only. Offer does not apply to Bid, Fleet, Harvest lease or rental agreements.

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**GET 0% FINANCING
ON SELECT
CASE IH PRODUCTS.**

**MAXIMIZE YOUR
DEPRECIATION DEDUCTION**

Consult your tax advisor regarding
the NEW \$500,000 Section 179
expensing and first-year
50% bonus depreciation.[†]



At Case IH, we know that successful farming is about being ready, with the right equipment, the right technology, the right support. And we're helping you be ready for next season in a big way. At the Case IH Big Red Event going on now, pre-order new 2011 Steiger® and Magnum™ tractors, Axial-Flow® combines and Patriot® sprayers at some of the biggest savings of the year. And every remaining 2010 model is priced right and ready to go from the lot to your farm. Like we said—it's big.

HURRY! THESE OFFERS WON'T LAST. SEE YOUR CASE IH DEALER TODAY FOR DETAILS.

For commercial use only. Customer participation subject to credit qualification and approval by CNH Capital America LLC. See your Case IH dealer for details and eligibility requirements. CNH Capital America LLC standard terms and conditions will apply. Down payment may be required. Not all customers or applicants may qualify. Offer good for a limited time at participating Case IH dealers in the United States. Taxes, freight, set-up, delivery, additional options or attachments not included in suggested retail price. Offer subject to change or cancellation without notice.

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