

# FARM FORUM

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**CASE IH**  
AGRICULTURE

**NEW RTK  
SIGNAL  
OPTIONS**

**CLICK IT  
TO GET IT**

**CASE IH EXPANDS 24/7  
PARTS ORDERING CAPABILITIES**

**DEFINITIONS ABOUND, BUT AT ITS CORE, SUSTAINABILITY  
IS ABOUT FARMING AND RANCHING MORE EFFICIENTLY**

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## ON THE COVER:

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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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## FARM FORUM COMMENT

# CASE IH AND SUSTAINABILITY

Chances are you're hearing the word "sustainable" more frequently these days. Sustainability is a concept that's taking hold in many aspects of our economy, ranging from building and manufacturing, to agriculture.

As this issue's lead article on sustainability describes, "sustainable agriculture" is defined in many different ways. At Case IH, we see it as an ongoing drive to help our customers work more efficiently... to produce more output with fewer units of input such as labor or fuel, or to maximize the value of inputs, like providing an ideal environment for each seed planted.

This view of sustainable agriculture underpins how we develop and provide new products and services for you. For example, every new model of a Case IH product will deliver efficiency gains compared to the model it replaces. It will use fuel more efficiently. It will require less time to adjust and service. It will work the soil and crop residues more effectively. It will manage seed and fertilizer more precisely. It will provide you with a better operating environment, with automation that improves accuracy and machine function while reducing your workload.

Even product support is becoming more efficient as our online parts ordering capabilities expand, allowing better use of your time, and with downtime assistance available 24/7 through a phone call to Max Service, no matter where you might be.

At Case IH, sustainability is an issue we take seriously. It's among the challenges agricultural producers will face as you're asked to feed a growing world population under constantly evolving regulations, expectations and demands.

We will do our part to help you thrive in this environment with equipment, services and dealers you can count on. We'll help you be ready.



*Jim Walker*

**Jim Walker**  
Vice President  
North American Case IH  
Agricultural Business



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# SUSTAINABLE AGRIC

## SUSTAINABILITY DEFINED

According to the USDA, the term “sustainable agriculture” means an integrated system of plant and animal production practices having a site-specific application that will over the long-term:

- + Satisfy human food and fiber needs.
- + Enhance environmental quality and the natural resource base upon which the agriculture economy depends.
- + Make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls.
- + Sustain the economic viability of farm operations.
- + Enhance the quality of life for farmers and society as a whole.

## DEFINITIONS ABOUND, BUT AT ITS CORE, SUSTAINABILITY IS ABOUT FARMING AND RANCHING MORE EFFICIENTLY

**W**hat could be more sustainable than agriculture? As a farmer or a rancher, every year you work with nature to deliver food and fiber. And you do so in a way to make sure you can do it again. “Sustaining” the land and its resources comes naturally to you; it’s the key to your livelihood.

But in the last few years, the phrase “sustainable agriculture” has taken on new meanings.

An Internet search of sustainable agriculture brings a tremendous range of resources and discussions. Interestingly, “sustainable” practices are championed by everyone from major agrichemical companies, describing how their products play a key role in sustainable agriculture, to independent

groups eschewing the use of any type of non-natural crop input.

Emotions run deep on food issues. The words “wholesome” and “nutritious” are often aligned with small-scale “sustainable” production. Alternately, many food-interest groups cite commercial-scale agriculture for a host of sins including producing resource-intensive, unhealthy food.

These discussions aren’t likely to end. As commercial agriculture continues to consolidate, look for continuing public discussions about “sustainable” agricultural production.

So what does that mean for you, as a commercial-scale producer? Should you forego the practices and inputs that have helped North American farmers and ranchers produce more food, with higher levels

of food safety, while reducing soil loss from erosion, year after year?

This doesn’t have to be a black-or-white issue. The USDA has a formal definition for sustainable agriculture (see sidebar). It recognizes the value of economically viable production of food and fiber and presents an increased awareness of the efficient use of resources and quality of life.

Generally, any farming practice that reduces inputs while sustaining output, or that generates more output while holding inputs constant, can fall under the sustainability umbrella.

Sustainable practices typically bring economic benefits. Chances are you’re making these types of moves as part of the natural progression of your business. Any accompanying environmental or social benefits make the practices even more desirable.



# CULTURE

Earlier this year, Case IH assembled a panel of experts with different insights into the sustainability issue who spoke at a session immediately prior to the opening of the AG CONNECT Expo in Orlando, Florida. The speakers acknowledged that consumers have an increasingly keen interest in food, and in this electronic age, they have the ability to communicate rapidly.

Annie Weber is Senior Vice President and General Manager, GfK Roper Public Affairs, a company that continually monitors consumer attitudes and opinions. She described several macro factors facing agriculture. These include the revolution in communication and "an environmental movement that's gone mainstream, and isn't going away," she says.

"There's another huge consumer trend, which is Americans' focus on health and wellness through diet and lifestyle choices," she adds. "There's also skepticism about the motivation of big business and large institutions."

In her opinion, agriculture fares well against this scenario, because "agriculture is part of our heritage.

As farmers, your image is favorable and positive."

To maintain this valuable positive image, she encourages connecting with consumers on shared values such as thrift, hard work and taking care of resources. "And, you have to be transparent. Nothing makes consumers more suspicious than a lack of transparency."

Another panelist, Jim Nussle, who is a former Iowa congressman and current President and CEO of a public policy consulting firm, The Nussle Group, reminded the audience that agriculture is increasingly targeted by public policy, and public policy is not necessarily driven by fact. "It's based, sometimes, on emotions, fads and trends," he says. "We don't know what perspective it's going to carry, but public policy is coming after you, and it may come from places you probably aren't familiar with," he says. He cites potential involvement of the Environmental Protection Agency and the Department of Energy as examples.

Farmers, he says, "are impacted every day by what's going on in the minds of the consumer and right now, they are agitating about this word, sustainability."

One organization evaluating sustainability from the perspective of production agriculture is called Field to Market: The Keystone Alliance for Sustainable Agriculture. It's comprised of producers, agribusiness, food and retail companies, and conserva-

## DEVELOP YOUR OWN SUSTAINABILITY MISSION STATEMENT

Developing and posting a sustainability statement for your farm can help define future steps and signal to suppliers and customers that you are mindful of sustainable issues. A good statement would reflect your expectations about the manner in which you produce crops and livestock with sustainability issues in mind. Here's an example:

**// (Farm name) is committed to pursuing and adopting new practices that will help make the most efficient use of crop inputs, conserve soil and water, and produce safe, wholesome agricultural products while maximizing net economic returns. //**

tion organizations whose collective vision is to "Champion solutions for tomorrow's safe, accessible, and nutritious food, fiber and fuel in thriving ecosystems."

Field to Market efforts include identifying "resource indicators" for crop production. These include land use, soil loss, water use, energy use and climate impact (greenhouse gas emissions) in corn, cotton, soybean and wheat production. Using these indicators, the group has developed an on-line tool called Field Print which growers can use to calculate how production practices and input choices impact resource efficiency.

Field to Market's national-scale analysis of these indicators from 1987 to 2007 has shown overall improvements. For example, all four crops showed that soil loss efficiency trends have improved by 30 to nearly 70 percent as conservation tillage-based practices became more widely used. With tools such as the Field Print calculator, the group hopes to help farmers identify and create best practices that can drive economically and environmentally friendly food and fiber production.

While there are "sustainability" gains to be made in production

agriculture, there are also ample opportunities and resources for growers who want to step into organic production, community supported agriculture, or similar types of arrangements that respond to consumers' interest in having a closer connection to their food and food providers.

Regardless of what approach you take toward sustainable agriculture, Case IH's Jim Walker, Vice President, North America, says providing equipment that supports your efforts is part of Case IH's overall product initiatives.

For example, he says innovative new tillage tools give you effective ways to handle a broad range of soil management challenges. Precision farming systems are continually being refined to provide higher levels of control in the delivery and placement of crop inputs. And, Case IH is involved in a number of research projects aimed at different aspects of sustainability such as biomass harvesting.

"At Case IH, we recognize that ag sustainability is a balance between agronomics, economics, and the environment," he says. "We're committed to helping farmers create more value from sustainable farming systems." ■



## NEW CELLULAR/INTERNET-TRANSMITTED RTK SIGNALS PROVIDE NEW OPTIONS FOR SUB-INCH AUTOGUIDANCE

# NEW RTK SIGNAL OPTIONS

The addition of new RTK networks utilizing cellular technology and an Internet connection to deliver signals – both publically and privately owned – is adding more options for growers wanting to utilize the benefits of RTK's sub-inch accuracy for autoguidance and site-specific operations.

These new networks utilize a series of RTK base stations, commonly referred to as a CORS (Continuously Operating Reference Stations) network – configured as either a Single Base Solution or a Networked RTK Solution. Depending on the configuration, accuracy is either a) a function of the distance the vehicle is from the base station being utilized (Single Base Solution), or b) sub-inch accurate anywhere in the network coverage area (Networked RTK Solution). Both types of networks use cellular communication technology to deliver the correction signal, rather than the 450 or 900 megahertz radio signals currently used by most RTK networks.

It's kind of like checking your e-mail using your Blackberry device, but instead you're connecting your GPS receiver to a server to obtain your RTK signal. Both use a cellular data connection and the Internet.

These cellular-based services hold several advantages over current radio-based RTK systems. Most significantly, the cellular signals don't need the "line of sight" clarity required by radio-based RTK signals. They're not as affect-

ed by natural obstructions such as trees and rolling terrain as are the radio-based signals.

The new public networks are being established by several state transportation departments and similar government agencies, mostly in the Midwest. As public entities, these networks are also available for public use, typically with no subscription fee.

A private enterprise version of this cellular-based technology includes the Trimble VRS Now Ag service, introduced in late 2009 and currently offered in nine states. Trimble is the technology partner for Case IH AFS Precision Farming & Guidance products.

Trimble VRS Now Ag uses its own network of advanced RTK Base Stations for its correction signals, and provides a Network RTK solution, providing sub-inch accuracy as long as the vehicle is within the coverage area.

While the words "no subscription fee" sound appealing, there is a cost involved with these cellular based services. They require a cellular modem to receive the signals for your autoguidance or site-specific farming equipment, just as you need the radio receiver using a traditional 450/900 MHz network. These modems retail from approximately \$1,500 to \$3,000, depending on what's needed to receive signals in your locale. And in order to activate the modem, you need a dedicated cellular data plan for it.

Privately owned networks typi-

cally require an annual subscription fee. For example, Trimble VRS Now Ag subscription retails for \$1,200 per year which provides RTK correction for the U.S.-owned GPS satellites. Provided you have a Glonass capable receiver, the RTK correction signal including Glonass satellites retails for \$1,500 per year.

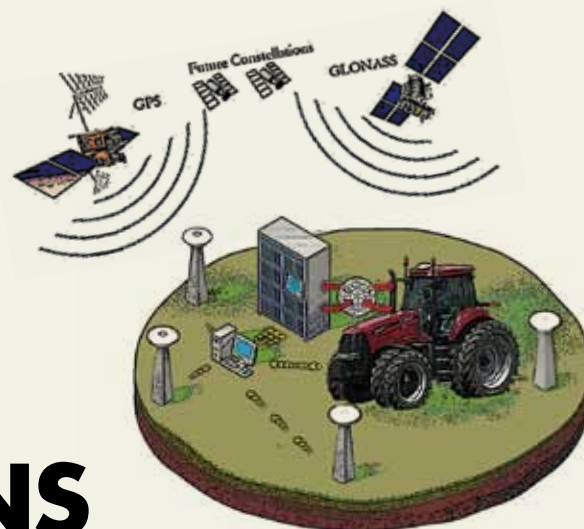
In return for this subscription, you have a provider whose primary mission is maintaining the signal, 24/7, for agricultural users, backed by dedicated customer service. The public networks may lack this high level of focused customer service. Also, the public networks are established for a broad user base without an emphasis on meeting the unique demands of specific users, such as agriculture's priority on uptime during critical crop stages.

RTK signals delivered by a cellular data plan need a robust and reliable cellular signal. And although cellular service is con-

tinually being expanded and improved, there continues to be significant agricultural areas with limited or no cellular service. For these areas, a traditional RTK base station or local area network provider is your best option for sub-inch accuracy.

A traditional RTK base station network remains the premier RTK solution, particularly when vertical accuracy is required. If you're currently successfully using a radio-based RTK system, either with your own base station or as part of a network, this will continue to be a solid solution for the foreseeable future.

However, if you're getting into Precision Farming as a new user in an area not covered by a traditional RTK network, want to use RTK, and farm in an area having good cellular coverage, it's worth determining if your area is covered by a cellular-based network and what the subscriptions costs may be. ■



**COMPARISON OF TRADITIONAL RTK VS. SINGLE BASE AND NETWORKED CELLULAR SYSTEMS**

	Traditional RTK Solution	Single Base Solution	Networked RTK Solution
Signal Transmission	450/900 MHz Radio	Internet Access to Central Server	Internet Access to Central Server
Accuracy	Function of Distance from Base Station	Function of Distance from Base Station	Within specified accuracy anywhere under network coverage
Typical Ownership	Private	Private or State	Private or State
Annual Subscription	Yes (unless user owns the base station)	Private – Yes State Owned – None	Private – Yes State Owned – None
Vehicle Equipment to receive RTK Signal	450/900 MHz radio	Cellular Modem	Cellular Modem
Cellular Data Plan Req'd	No	Yes	Yes
Base Stations Networked Together	No	No	Yes

# CLICK IT TO GET IT

## CASE IH EXPANDS 24/7 PARTS ORDERING CAPABILITIES

Do you find yourself doing your desk work in the evening? You're not alone. Case IH reports "high traffic" times to their online parts ordering system are between 5:00 and 10:00 pm.

"That's exactly what we hoped to hear," says Dean Devore, Channel Marketing Manager, CNH Parts & Service. "We've initiated on-line ordering capabilities so that Case IH equipment owners can make the most efficient use of their time. They can order parts whenever it fits their schedule."

Continual upgrades to the "Parts & Service" category of the Case IH Web site, [www.caseih.com](http://www.caseih.com), have provided for easier and more detailed parts ordering. On it, you can identify parts, see any related components, select and pay for parts, and arrange for pickup or shipment to your farm.

Here's a look at what's available to you now, 24 hours a day, 7 days a week.

Start by going to [www.caseih.com](http://www.caseih.com). This is the main page for all Case IH information. Selections at the top of the opening page include "Parts & Service." Point your cursor here to see the pulldown menu for your next selection, "Online Parts Store."

As the Online Parts Store page opens, you'll be asked to choose your nearest participating Online Parts Store dealer. Select the Case IH dealer you want to use for your parts purchases.

After you've selected the dealer, you're entering that dealer's site which is supported with information from the CNH Parts Group.

You have several options for locating your parts. If you know your part number, simply enter it into the

red box to start the process. This is the quickest way to obtain ordering information about a specific part.

If you're unsure about the part number or need assistance in identifying a specific maintenance item, select the "Parts Catalog" heading in the list running across the page below the dealer identification.

Work your way through the prompts to identify your equipment. Then, you can reach exploded views of your component.

For example, you believe your tractor or combine has a cooling system leak. By using the Parts Catalog head-

ing, you can see exploded views of the area you believe to be leaking. You can see all the parts in that area and how they fit together.

You can also see if any related pieces are needed in order to do a complete repair that might avoid further downtime.

As you scroll over each item, its part number and price appears. Click on it to add it to your order. And, you can print the page you're viewing to use as reference when you're making the repair.

After you've filled your "shopping cart" you can check out using the same payment options on line that you have in person at the Case IH dealer you're ordering from, including the CNH Commercial Revolving Account.

You'll also find options for delivery, including having the parts shipped to your farm, with shipping charges quoted. Or, your parts order can be ready for pickup the next time you're by the dealership. This also makes it easier for another

### CHOOSE GOLD VALUE PARTS FOR MANY FARM EQUIPMENT MODELS

Case IH dealer Online Parts Store sites include a heading for Gold Value parts. Here, you'll find good quality value-priced parts for all brands of tractors, combines and implements working on North American farms. High-quality Gold Value parts are manufactured to fit your machine and deliver dependable performance, regardless of your equipment brand.

family member or employee to pick up, as the transaction is complete; there's no chance of them asking for the wrong item or dealing with payment.

In addition to the parts ordering function, Case IH dealers can also display seasonal parts, service offers, plus details on

new tools and shop products on the site.

"This is all about convenience," explains Devore. "There are more than a million parts items available for online ordering, and we're continually adding more parts, more images, and more categories." ■



**SITE-SPECIFIC YIELD MAPPING PROVIDES A BASIS FOR THIS NEW YORK GROWER'S DECISION MAKING**

# CONSTANT IMPROVEMENT



**This Magnum 305 tractor is a recent addition for Maybury. With front duals and weights, it's set up to handle a 12-row strip-till planter. Mindful of compaction, Maybury matches tractor weight and tire inflation pressures to the job.**

Back in 1995, Bruce Maybury watched as the new site-specific yield monitor on his 2166 Axial-Flow combine showed widely varying yields as his combine harvested that year's corn crop.

The maps he generated from the yield monitor confirmed how much variability there was in his fields. They appealed to Maybury's analytical nature, and gave him a basis for future decision making.

"The site-specific yield mapping has definitely been worthwhile," he says. "It's been a key to making decisions on what works and what doesn't."

Maybury heads up a cash grain operation near Waterloo, New York, that comprises about 5,500 acres of corn, soybeans, wheat and hay, plus a milling business that serves dairies and livestock producers throughout New York and northern Pennsylvania.

Like lots of adopters of site-specific yield monitoring, Maybury identified soil compaction, drainage, and lime among the variables he could manage to increase yields. "It's all about the basics," he says.

Improving drainage and balancing soil pH levels have involved straight-forward solutions. Tile installation has been an ongoing process, and his fields are grid-sampled for pH levels and fertility every two years.

Managing compaction, on the other hand, has involved multiple steps. The most basic way to

manage compaction, Maybury says, is to avoid causing it.

"We try to be disciplined enough to not be out on the fields when we shouldn't be," he says. "Then, we do as much work as we can when conditions are right."

This is easier said than done, he adds. Having equipment parked while neighboring farmers may be running takes a lot of restraint. "Sometimes we can't wait,



**Maybury's farm near Waterloo, New York includes the milling business that serves dairies and livestock operations throughout New York and northern Pennsylvania.**

but we do analyze the situation."

Recognizing the impact that equipment can have on compaction, Maybury says he's paid much closer attention to how he selects and uses tractors.

A recent example was his evaluation of a high-horsepower four-wheel drive tractor versus a larger track-type tractor. Maybury and his Case IH dealer ran detailed comparisons of the two tractors using the Case IH interactive Weighting and Ballasting program and other Case IH engineering data.

Based on the anticipated draft loads for Maybury's applications,

they determined that ground pressures would be only 2 psi higher for a Magnum 305 tractor compared to the track-type tractor, using duals and the recommended weight and tire pressures. Based on that analysis, Maybury selected the Magnum 305 tractor.

Reduced tractor weight factored into his latest tractor purchase, a Puma 195 CVT. With a base weight of 16,200 pounds, it works with a lighter footprint when maximum traction isn't required, and it can be weighted to effectively use all its 165 PTO hp when needed.



**Bruce Maybury heads up an operation that includes 5,500 acres of cash crop and a milling business. Analytical by nature, he was an early adopter of site-specific yield monitors, and has used the data for land improvements and to make better variety selections. He's recently added autoguidance to his tractors and sprayer based on anticipated savings in seed, fertilizer and herbicides.**



Mindful of the effects of compaction, Maybury says his operators adjust tractor weight and tire inflation pressures when changing from one task to another so the tractors are always at their lightest weight for the job.

Since 2003, Maybury has used strip tillage for its efficient one-pass seedbed preparation and reduced soil erosion on his rolling fields. This year, strip-till operations will be more efficient with the addition of autoguidance steering systems.

He sees autoguidance bringing efficiencies beyond the accurate, repeatable steering. For example, he's added row unit clutches which use the same autoguidance signals to shut off

individual row units as his planters come up to point rows.

"I'm expecting to save on seed and fertilizer. I have lots of irregularly shaped fields. With this corn seed at \$3 a thousand, I don't want to waste any."

The row shut-offs are another step toward greater control over costly inputs. Maybury has used the AccuBoom function on his Case IH Patriot 3185 sprayer which automatically shuts off sprayer boom sections when it approaches previously sprayed areas. "It's worked well," he says.

The new autoguidance systems will give him the same type of "as applied" maps for planting that he's had from his sprayer. This additional detail will help him in his ongoing analyses of varieties and practices.

"When we evaluate new practices, I want to see multiple replications before I decide what works and what doesn't," he says. Autoguidance and as-applied mapping will make these replications and analyses easier and more accurate.

Simply finding fields is another benefit Maybury anticipates from the autoguidance systems. His operations include about 150 fields, all of which are mapped. When the maps are imported into tractors' autoguidance monitors, his employees can confirm they are in the intended field, and can see the field's boundaries displayed on the map.

The Puma 195 CVT and Magnum 305 tractors join an equipment fleet that's primarily Case IH, which Maybury credits to the service and support of his Case IH dealer as well as the product performance. Additional red equipment includes a Maxxum 115 tractor he uses for hay work; a pair of Axial-Flow combines, a 2377 and a 2366; a 33-foot Case IH air hoe drill for seeding no-till beans and wheat; and older IH model tractors including his father's Farmall 806 that handle a lot of chore work. "With the good dealer support, we can still count on these older models. They're low-cost power for us."

Maybury was one of the first

Axial-Flow combine owners in New York, with a 1460. "Those combines have come a long way," he says. The Axial-Flow combines' threshing performance is especially helpful for the milling quality wheat Maybury grows. "We dry this wheat, so we want to harvest as soon as it will go through the combines. The Axial-Flow combines help us get an early start," he says.

Maybury says his ongoing focus on managing compaction and reducing tillage has improved overall soil tilth. Only rarely does he need to enlist a plow or disc. He's recently added one more field pass in the form of shredding corn stalks in the fall. "With these higher yields, I'm having issues with corn stalks. I've tried disking, but it appears that mowing them early is going to work better."

Overall, Maybury says he always looks for ways to increase yields and make operations more efficient. "Every year, we try to do something that will help us do a better job. This year, it's autoguidance." ■



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# KEEPING COTTON

## THIS WEST TEXAS FAMILY IS WORKING AND CHANGING TO KEEP COTTON VIABLE

Mark and Ryan Williams know that change is in the constant winds that blow across their West Texas farm. They know it each time one of their irrigation wells delivers less water than it did the year before, and each time they see headlines describing new challenges U.S. cotton producers face in the global market.

They know their future includes farming with less water. Beyond that, the crystal ball is less clear. Fortunately this father-and-son team is well positioned to make the most of what comes their way.

"We're diverse in our thinking," says Ryan. "My dad's looking five years down the road, and I'm thinking about this afternoon."

It's a unique relationship they both appreciate. Mark is active in a variety of agricultural groups, primarily in cotton. These duties take him away from home upwards of 50 nights a year. "I'm in a situation where I can do this, with Ryan here to farm," Mark says.

"He brings a lot of insight here about the big issues," Ryan counters.

The Williams run several farming operations near their Farwell, Texas home. Separately, they both grow corn, cotton and wheat with some sharing of equipment and labor. Total acreage approaches 12,000. Together, they graze out about 5,000 head of beef cows a year, and provide custom farming services for several large dairies.

But it's cotton that the Williams identify with the most. "We have a strong background in cotton, and we know how to make cotton work. We have the equipment, and a coop gin that we're part of. We want to see cotton stay viable here," Mark says.

Through reduced tillage, high-yielding varieties, and more efficient irrigation the Williams are reducing overall cotton input costs. Strip-till has been key, they say. "We tried no-till for a while, but when we lost our moisture, we couldn't plant," Mark says. "Strip till leaves a perfect seedbed we can plant into."

The Williams adopted strip-till several years ago along with their addition of autoguidance. They



till the strips, including applying in-row fertilizer, in early February, running 6 to 8 inches deep. Then they plant the first week of May using a pair of 12-row planters, including one Case IH 1200 Series mounted stackerbar model.

"Our next planter will be a Case IH model," Ryan notes. "Its design of pulling the openers is simply better. We get a better stand with it, especially in tough dryland conditions."

They say strip-till has greatly reduced wind erosion problems, both over winter and when the cotton plants are young and vulnerable to wind-blown sand dam-

**(from top to bottom) Ryan Williams and his father, Mark, continually explore ways to maintain cotton production in the West Texas plains, where the challenges include declining water availability and a 4,200-foot elevation. | The Williams graze out about 5,000 head of beef cattle annually, making use of good natural grasslands and wheat for pasture. | Mark Williams added this Case IH Flex Hoe 700 70-foot air hoe drill with a Precision Air 3430 cart to no-till seed more than 5,000 acres of wheat. | The Williams have adopted strip-till for cotton, tilling 6 to 8 inches deep several months ahead of planting. Autoguidance helps them plant at a 45-degree angle to last year's crop for added wind erosion protection.**

age. Often, they will plant at a 45-degree angle to the previous cotton stand. The old stems remain standing and act as windbreaks.

They also strip-till their corn, and see more efficient use of fertilizer. "Now we put 100 units of N down with the strip-till rig, and another 100 units post-emerge for 200 total. That compares to 280 units we were applying years ago. We're getting better placement and less loss," Mark says.

They're using a new Case IH implement, the Case IH Nutri-Placer 2800 applicator, for their sidedress applications of liquid fertilizer. This takes the place of fertilizer applied through the center pivots, and delivers much greater accuracy and control, they say.

New technologies are making their overall planting, seeding and

Series planter, they cut back seed rates with a tap on the screen as they enter the dry corners of pivot-irrigated fields. The AFS Pro 600 monitor also works with their SPX3320 sprayer's Autoboomb function to automatically shut off spray boom sections over applied

every week, they receive several truckloads of 300- to 400-pound cattle from a buyer in Mississippi. They move them to area feedlots for finishing at 800 pounds.

They farm near several large dairies milking more than 5,000 cows. The Williams have consulted



"Our Case IH dealer's probably sold our family about 100 tractors," Ryan says. "They have great mechanics and an excellent parts department. We like staying local with them. It's important to us."

Mark sees a different, to-be-determined future for cotton, based on recent rulings about U.S. cotton by the World Trade Organization. "The fact is our cotton program here in the U.S. will have to change with the next farm bill. All ag commodity groups are going to have to work to find plans that fit everyone. It's a big challenge for our policymakers to develop another farm program that will work as well as this last one has," he says.

"These issues are important to our livelihood which is why I've gotten involved," he says. "I'm interested in these topics, and feel like I have something to add to the discussion."

Mark's long-time involvement in the cotton industry led him to be honored as the 2009 Cotton Achievement Award Winner by *Cotton Grower* magazine.

Ryan has also earned national recognition, being named one of four 2010 National Outstanding Young Farmers by the United States Junior Chamber (Jaycees). The award recognized overall farm management, conservation, and community involvement.

In spite of cotton's challenges, the Williams' commitment to the crop remains high, but their eyes are open to every option available to them. For example, they're currently exploring options for pooling land for wind farm leases to serve a new switching station being built in Clovis. "The wind definitely blows here, and we're hoping to take advantage of it," Mark says.

It's part of their plan to keep their farming operation in Farwell, even as the water availability declines. "Our families are here, the schools are good, we like it here," Ryan says. ■



with the dairies to identify services that best serve each other's strengths. "These dairyman are really good managers of their cows, and they look to us to handle other aspects of their farms," Ryan explains.

The Williams' services to the dairies include harvesting, hauling, and packing hay and milo silage, and pumping, hauling and spreading manure. And, Mark has worked with dairies on land use arrangements including purchases and leasebacks.

Thanks to a long-time relationship with their local Case IH dealer, the Williams depend on a fleet that's nearly all red, including three Steiger tractors, two 435s and one 425; four Magnum tractors, a 335, a 305, a 275 and a 210; and three 7230 Magnum tractors. They use one combine, an Axial-Flow 2588, plus a Patriot 3320 sprayer with a 100-foot boom. Two recent additions include a 70-foot Flex Hoe 700 air hoe drill with a Precision Air 3430 cart, and an RB564 round baler.

areas. "AccuBoom has been a big savings for us. It's helped a lot," Ryan says.

Thanks to low energy precision application nozzles on drag hoses, the Williams say they've cut irrigation water use by nearly a third while getting the same or higher yields in cotton and corn.

But the fact is their available water is declining, so they are gradually switching to wheat for grain and grazing on land having lower-producing wells.

Both the wheat and their natural grasslands support the cow herd. "We're in some very good grazing country here," Ryan says. Most



crop protection operations more efficient. Their planters include automatic row shutoffs to avoid double-planting at point rows and row ends. Using the AFS Pro 600 monitor with their Case IH 1200

# FIRM FINANCIAL FOOTING

## TWELVE MANAGEMENT PRACTICES TO KEEP YOUR FARMING OR RANCHING BUSINESS MOVING FORWARD

The past few years have given farmers and ranchers a ride that even Disneyland would be hard to duplicate. After navigating your way through that period, you may be thinking more about your overall management skills and wondering what it takes to meet the challenges you'll face in the future.

Danny Klinefelter brings a lot of insight into what it takes to be a successful farm manager in challenging times. As a professor and Extension economist at Texas A&M University, Klinefelter has for 20 years hosted an annual event called The Executive Program for Agricultural Producers (TEPAP) that brings together progressive farm operators from across the United States and Canada for a weeklong session of learning and sharing. He also works with farmers at many other events and conferences.

From his research and his interactions with producers, Klinefelter identified these "Twelve Best Management Practices" that top operators can apply to keep their operations on firm financial footing.

**1.** Coordinated revenue and cost management. Rather than treating input costs and output pricing as two separate, unrelated events, focus on overall margin management.

**2.** "What if" scenarios and contingency planning. Think

about major events – good and bad – that could affect your business and develop action plans to meet them.

**3.** Monitoring and analysis. Your annual budget is a map, it's not locked in concrete. Review it monthly, and take action when things start to change.

**4.** Accrual adjusted profitability analysis. Include inventories, receivables, accounts payable including prepaids, and other accrual items on your balance sheet to gain a true picture of profitability. It's a fairly simple process and accrual adjusted accounting is recommended by the Farm Financial Standards council.

**5.** Autopsies. Review the results of major decisions. What went right, or wrong? Get everybody on your team involved. The best managers learn from successes and mistakes alike.

**6.** Benchmarking. Competitive markets try to drive average producer returns to breakeven. To be successful, long term, you have to stay in the top half of the pack. Compare yourself to the top 20 percent; just being better than average is not good enough. Use farm business or farm management associations to see how you are doing relative to other farmers.

**7.** The 80:20 rule. The notion is 20 percent of what you do gets 80 percent of your results. Determine your priorities; then put as much time as you can into those things that have the highest payoff.

**8.** The 5 percent rule. An analysis of producers after the

farm crisis of the 1980s showed the top 25 percent were only about 5 percent above average, but had dramatically better financial performance. Being a little better, consistently, adds up greatly over time.

**9.** Analyze what to stop doing. If you're getting 10 percent return overall, some part of your farm is likely returning 40 percent and another enterprise is losing 10 percent. Likely there are things you need to change or stop doing.

**10.** The E Myth principle. Business author Michael Gerber identified four constituents every business has: Employees, input suppliers, customers and lenders. Recognize what they want in order to be "the employer of choice, the customer of choice," etc. This differentiation will be a competitive advantage.

**11.** Peer advisory groups. Develop a group of five to 10 successful producers with operations similar to yours. Have structure in place to assure candor and confidentiality. Meet regularly to share challenges and seek new perspectives. When these groups are good, they raise everyone's level of performance.

**12.** Strategic alliances, pooling resources and alternative business models. You can gain economies of scale through interdependency with other producers. For example, together, several farmers can hire a veterinarian or an agronomist. Farmers can work together but still retain independence. ■

*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.*



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# 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.

## NEW 42-FOOT TRUE-TANDEM 330 TURBO

The Case IH True-Tandem 330 vertical tillage tool has rapidly gained favor as a one-pass residue management implement for reduced-till and min-till operations.

Its exclusive patented shallow-concavity turbo vane blades lift, size and mix soil and crop residues. It removes weeds and breaks soil crusts while leaving a level soil surface. The sliced, sized residues are less likely to cause hairpinning during planting or seeding.

Its easy-to-set single point depth control, hydraulic leveling and walking tandems all contribute to consistent and accurate depth control for working depths from 1 to 2 1/2 inches. This, together with the 330 Turbo's action of moving soil



Twenty-inch diameter shallow concavity turbo vane blades on 7 1/2-inch spacings run at just 1 1/2 to 2 inches deep to lift, size and mix soil and residues.



and residue laterally as well as up and down, makes it effective for incorporating lime and fertilizer.

New optional scrapers help the True-Tandem 330 Turbo perform even in sticky conditions, helping you be more timely with field operations.

The trailing Advanced Conditioning System is a rolling basket design with flat

bars to size clods and firm the soil surface. Its down pressure can be adjusted independently.

Designed to work most effectively at 7 to 9 mph, the True-Tandem 330 Turbo requires 6 to 10 PTO hp per foot. Its 20-inch diameter blades are set on 7 1/2-inch spacings.

A new 42-foot model is now offered in addition to the 22-, 25-, 31- and 34-foot models.



The Case IH AFS AccuGuide All-Makes autoguidance system lets you use the full-featured Case IH AFS Pro 600 monitor for autoguidance on legacy Case IH Magnum and Steiger tractor models and to control Case IH 1200 Series planter and air drills.

## AFS ACCUGUIDE ALL-MAKES SYSTEMS

Case IH dealers now offer a new AFS AccuGuide All-Makes autoguidance system. With this new system, you can use existing Case IH AFS components to add autoguidance to older Case IH Magnum and Steiger tractors and SPX Series sprayers as well as to John Deere 8000 Series tractors.

The existing AFS AccuGuide All-Makes components used include the Case IH AFS Pro 600 monitor and the Case IH 252/262 GPS receiver and CNH Navigation Controller II which will now interact with Trimble-sourced

machine platform kits available for these tractors and sprayers.

With these components, you can use the full-featured AFS Pro 600 monitor for autoguidance control on these older models, and to control Case IH 1200 Series planters and ISO compliant Case IH air drills at the same time. This allows you to get more use from your investment in an AFS Pro 600 monitor by being able to transfer it from newer equipment to these legacy Case IH and competitive models.



## CASE IH PATRIOT SPRAYERS DELIVER HIGH CAPACITY, HIGH COMFORT

Case IH Patriot sprayers are building a reputation as the sprayers to choose for maximum productivity and operator comfort.

The Patriot line includes three models: the new 3230 with an 800-gallon tank and 220 engine hp; the 3330 with 250 hp and a 1,000-gallon tank; and the 4420 at 290 engine hp with a 1,200-gallon tank.

All share Case IH Surveyor cabs with easy front access and ample glass for full vision. Rear-mounted engines keep noise and heat away for a more comfortable environment. An air suspension seat is standard.

Patriot sprayers are available with a full complement of features designed to help you work more productively and efficiently.

AutoBoom automatic boom height control uses ultrasonic sensors to continually monitor and maintain the desired boom height.

AccuBoom automatic boom section control automatically turns off boom sections when the sprayer enters areas that have already been applied, and turns them on again when leaving the applied area.

Autofold Plus, included with the 120-foot boom, provides one-touch unfolding and folding of the spray boom.

Optional AIM Command spray technology is the advanced Case IH spray system that maintains constant application rate and spray pressure independent of speed.

Mid-mounted solution tanks provide near 50/50 fore-aft weight balance. This puts equal weighting on all four wheels for reduced compaction and maximum traction in soft conditions. Four-wheel independent



trailing-link suspension with coil spring and shock is standard for a smooth controlled ride. The optional active suspension provides added comfort over rougher terrain and better traction in hilly conditions.

The AFS Pro 600 display can now be used for autoguidance and rate control on all three Patriot models. The AFS Pro 600 display can be moved to Case IH tractors and combines and sprayers to manage autoguidance and to control and monitor planting, seeding, spraying and harvesting operations, including variable-rate and site-specific operations. The AFS Pro 600 is ISO11783 compliant and will serve as a virtual terminal for any ISO11783 compliant implement.

Other sprayer control choices include the Case IH SCS 5000 and Case IH Viper Pro.

The Surveyor cab on Case IH Patriot sprayers provides an efficient and comfortable workplace. Use the Case IH AFS Pro 600 monitor to manage autoguidance and rate control on all three Patriot models.



The 220-hp Patriot 3230 with an 800-gallon is the newest model in Patriot line.



**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).

## ILLINOIS COUPLE ATTENDS AG CONNECT, WINS USE OF NEW MAGNUM 225 CVT TRACTOR

Attendees at the Case IH exhibit at the 2010 AG CONNECT Expo in Orlando, Florida, had the opportunity to register to win a free one-year lease (up to 300 hours) of a new Case IH Magnum 225 CVT tractor.

Dawn Enzinger, of Freeport, Illinois, entered the drawing, as did her husband, Lauren. And, Dawn's name was drawn as the winner in the promotion co-sponsored by Case IH and CNH Capital.

"We were so surprised," says Dawn. "You never hear about people winning these things."

The Enzingers combined a visit to the AG CONNECT Expo as part of a winter vacation that included a visit with relatives and a cruise.

"Lauren learned about AG CONNECT online and

thought we should stop there before the cruise," Dawn says.

The Enzingers farm about 700 acres of corn, soybeans and hay crops. Nearly half is organic, with the hay crops going to Amish organic dairies, and corn and soybeans sold to a broker who sells to organic users.

"The organic crops have been good for us," she says. "There's a price premium for them, and the input costs are lower, but there's also more labor involved."

The Enzingers have some experience with CVT transmissions similar to the one featured on the Magnum 225 CVT tractor they will be using; they've used a CVT-equipped tractor for several years.

"CVT transmissions are easy to shift, and they're efficient, especially for tillage," Lauren says. "I'm happy that this tractor's

equipped with the CVT."

New to the Enzingers is the Magnum tractor's optional Case IH AFS AccuGuide autoguidance system. "I'm anxious to use that," Lauren says. "I have a lightbar, but I've never used autoguidance."

**Case IH tractor marketing manager Dave Bogan presents the keys to a new Case IH Magnum 225 CVT tractor to Dawn Enzinger. Her name was drawn as the winner in a co-promotion with Case IH and CNH Capital for the free one-year lease of the tractor.**



## "MONEY WELL SPENT" PROMOTION EARNS A SCOUT FOR A NEBRASKA FARMER

Taking advantage of Case IH dealers' off-season maintenance inspection programs always pays off with the added confidence of having equipment that's professionally serviced and field ready. Pat Mullally gained that – plus a new Case IH Scout utility vehicle.

Mullally, of Utica, Nebraska, was automatically entered in the CNH Original Parts promotion, "Money Well Spent," when he scheduled his Case IH Axial-Flow 7010 combine for an off-season maintenance inspection at his local Case IH dealership, Nebraska Equipment, in Seward. The national promotion encouraged farmers to schedule a qualifying machine inspection before December 31, 2009, with the Case IH Scout as the prize.

Mullally was the sole winner of the Case IH Scout, with entries representing the more than 1,000 Case IH dealers across North America.

"I was very surprised," says Mullally, who farms 2,300 acres of corn and soybeans. "The Scout will really be handy with irrigation and just getting around. We can just throw some tools in back and go."

Mullally also owns Case IH Magnum 335 and 305 tractors, and puts them through his dealer's maintenance inspection program, too. "Whether they need it or not, we don't want to end up having a breakdown in the field," he says.

The new Case IH Scout utility vehicles are offered in two-wheel or four-wheel drive models, in two- or four-passenger versions, and with gasoline or diesel engines.

**A new Case IH Scout UTV like this one was awarded to Nebraska farmer Pat Mullally, who won it in the recent CNH Original Parts "Money Well Spent" promotion.**



## ONLINE EXCLUSIVE FIRST OWNER REPORT

# 'A WELL-BALANCED, WELL-HANDLING TRACTOR'

**THIS WISCONSIN COUPLE CHOOSES A NEW MAGNUM 180 TRACTOR FOR IMPROVED HYDRAULIC PERFORMANCE AND OVERALL COMFORT AND EFFICIENCY**

A new planter prompted Dennis and Anne Volbrecht to think about replacing the Case IH 7120 Magnum tractor they owned since it was new. In 2008, they bought a six-row 30-inch Case IH 1200 Series planter to replace their Cyclo Air planter.

The greater hydraulic load posed by the new planter's vacuum system required the older tractor to run at full rpm to drive the vacuum system and to raise and lower it.

So when the couple saw the new Magnum 180 tractor at an open house at their Case IH dealer, they were interested.

The Volbrechts farm about 550 acres of corn, soybeans and hay near Eau Claire, Wisconsin. They feed about 80 beef cows and farrow about 35 sows.

They also have "Anne's Animals"... a collection of exotics ranging from buffalo and llamas to fainting goats, pygmy goats, Jacobs sheep, miniature and standard donkeys and goats, guinea fowl, ostriches, peacocks, ducks, cats, and a dog.

"We have preschoolers and kindergartners visit in the spring," Anne explains. Plus, the couple say they simply enjoy having the animals.

They also work off the farm. Dennis heads up manufacturing for a regional building supply company; Anne is a labor and delivery nurse.

It all makes for a busy schedule that has them

place a priority on productive, reliable equipment.

The Magnum 180 tractor the Volbrechts bought is one of four new models added to the Magnum tractor line in 2009. The Magnum 180, at 150 PTO hp, plus the Magnum 190, Magnum 210 and Magnum 225 at 165, 180 and 195 PTO hp, respectively, share features with the higher-horsepower Magnum tractor models including the Surveyor cab, the front cast iron Surround frame and 118-inch wheelbase, and a similar 18-speed full powershift transmission.

When their Wisconsin soils warmed this spring, they coupled their new tractor to the 1200 Series planter, and put it to work.

"I'm planting at 6 mph, at 1,200 to 1,300 rpm. I'm able to cut back on engine speed, gear up, and still have the power to pull the planter and keep the vacuum up," Dennis says.

In addition to planting, the Volbrechts will use the Magnum 180 for hauling manure and chopping corn for silage. They're using it without weights on the front, and say it works well with the planter on their hills. "It's a well-balanced, well-handling tractor," Dennis says.

You can read more about the Volbrechts' experiences with their Case IH Magnum 180 tractor along with more photos online at [www.caseih.com/farmforum](http://www.caseih.com/farmforum).



## CASE IH TO USE TWO-FOLD SOLUTION TO MEET TIER 4A EMISSIONS STANDARDS

Manufacturers of off-road farm and construction equipment sold in the United States are required to meet new more stringent level of exhaust emissions standards beginning in 2011.

Called Tier 4A, this new standard requires a minimum 90-percent reduction in particulate matter and up to a 50-percent reduction in nitrogen oxides compared to current Tier 3 requirements. Case IH is meeting these requirements with Selective Catalytic Reduction (SCR) on medium- and heavy-duty engines (greater than 100 hp), and Cooled Exhaust Gas Recirculation (CEGR) for light-duty engines (less than 100 hp).

SCR involves injecting urea-based diesel exhaust fluid into the exhaust stream after it has left the engine and does not interfere with engine function. It's simple and cool-running solution compared to other emissions-reduction options.

The Fall issue of *Farm Forum* will have detailed coverage of this important advancement in clean air technology.

**Case IH will meet new Tier 4A emissions requirements with Selective Catalytic Reduction on engines over 100 hp and Cooled Exhaust Gas Regeneration on engines under 100 hp.**

**Dennis and Anne Volbrecht chose this Case IH Magnum 180 tractor, at 150 PTO hp, for planting, hauling manure, and chopping corn silage on their Wisconsin farm. Their livestock includes Jacobs sheep and other exotics.**



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