

FARM FORUM

THE MAGAZINE OF **CASE IH** WINTER 2015



AXIAL-FLOW 240
TOP RANGE

FPT CURSOR 16
DIESEL OF THE YEAR 2014

AFS CONNECT 2.0
NEW TELEMATICS SYSTEM



NEW AXIAL-FLOW[®] 140 / 240 BECAUSE DURING HARVEST TIME IS NOT ON YOUR SIDE.

Harvesting windows have narrowed. With weather ever more unpredictable, reliability has never been so important. The revolutionary Axial-Flow[®] system uses fewer moving parts; so there's less to go wrong, wear out, or to service. Add AFS guidance and a wide range of headers, and you've got an efficient, productive combine can rely on, especially when you're working against the clock.



THE NEW AXIAL-FLOW[®] 140 & 240. SIMPLY ADVANCED

www.caseih.com

CASE IH
AGRICULTURE

CONTENTS

- 03 Editorial
- 04 New Case IH Axial-Flow® 240 combines: Top-range harvesting technology
- 06 New headers on the European market
- 08 Case IH AF 7230 with Trac drive belt
- 09 New Case IH Axial-Flow® 140 combines launched in Europe
- 10 Presence in growing East African market significantly increased
- 12 Case IH is a "Partner for Food"
- 13 New Cursor 16 from FPT INDUSTRIAL IS "Diesel of the Year 2014"
- 14 Reportage: Diversified, innovative – and enthusiastic!
- 16 Recover straw and forage efficiently
- 18 Interview: Agricultural technology and feeding the world
- 19 Case IH Magnum 380 CVX awarded „Tractor of the Year 2015“
- 20 The new Magnum CVX 370
- 21 The new Case IH Farmall A
- 22 - Innovative service
- ISOBUS compatibility check
- 23 - New MultiSwath+ function available
- Cesar Data Security System – Label and register
- 24 AFS Connect™ 2.0 for increased efficiency in agricultural machinery
- 26 Magnum 2015 series – The high-efficiency solution
- 27 150,000th Case IH magnum delivered in June 2014



EDITORIAL

PRODUCING FOOD EFFICIENTLY FOR THE GROWING WORLD POPULATION

DEAR READER,

What do the new Case IH 140 and 240 series combines have to do with our commitment in Kenya as a "Partner for Food" of the German aid organisation Welthungerhilfe? Although it may not be so obvious at first glance, the articles in this magazine actually address different aspects of the same issue: Agriculture – and by extension agricultural engineering – is all about producing food for the growing world population and, given the limited availability of resources such as soil, water, nutrients and energy, achieving this as efficiently as possible. This applies to agriculture the world over!



Given the ways in which individual farmers handle this task and the solutions that a company such as CNH Industrial needs to provide for individual countries, regions or businesses, a wide range of highly customised solutions is required.

On the one hand, this is evident in the article about our new combines, which are customised to the yield and crop conditions found in different climates and farming regions. On the other hand, this can also be seen in Case IH's commitments in Kenya. In donating two tractors to an aid project while simultaneously expanding our dealer network in Kenya, Uganda and Tanzania, our main aim is not to use AFS to achieve the highest precision possible – in many cases, our activities focus more on the initial introduction of efficient agricultural machinery, replacing the strenuous and unproductive manual labour that was previously commonplace on small-scale farms that, until now, could only produce enough to feed the farmers themselves.

These two examples from this magazine demonstrate the wide spectrum of challenges facing the agricultural engineering industry we operate in. However, despite the wide range of challenges faced, they all have one thing in common: We are focusing our attention on each individual customer and their unique situation – and, along with our dealers, we are working hard to find the right solution every time. To achieve this, we are providing more comprehensive product portfolio than ever before!

I wish you every success and, needless to say, I hope that you enjoy reading this issue of FarmForum!

Kind regards,
Matthew Foster
Vice President & General Manager for Europe



TOP PERFORMER FOR EUROPEAN CONDITIONS

NEW CASE IH AXIAL-FLOW® 240 COMBINES: TOP-RANGE HARVESTING TECHNOLOGY

WITH THE INTRODUCTION OF THE NEW CASE IH 7240/8240 AND 9240 MODELS, THE AXIAL-FLOW® HARVEST TECHNOLOGY HAS REACHED A NEW DIMENSION. ENGINE POWER AND ROTOR EFFICIENCY HAVE BEEN FURTHER IMPROVED TO OPTIMISE THROUGHPUT WITH HIGH-YIELD CROPS IN EUROPEAN HARVESTING CONDITIONS. "THE NEW CURSOR 11 ENGINE IN THE 7240 COMBINE AND THE CURSOR 16 ENGINE IN THE 9240 PROVIDE THE BASIS FOR UNRIVALLED PERFORMANCE AND EFFICIENCY", EXPLAINS PAUL HARRISON, CASE IH HARVESTING COORDINATOR DURING THE PRESENTATION OF THE NEW SERIES IN CHARTRES.

"With the 16-litre Cursor 16 engine, CNH Industrial in-house engine specialist FPT Industrial has developed a powerhouse of efficiency — a 16-litre high-performance engine in a 13-litre package, offering a peak power of 634 hp, fitted on the new top-end 9240 combine.

The new variable-speed cooling fan operates at a reduced speed if not all cooling power is required. This reduces engine noise and frees up power to be used where it is needed.

Together with the design of our Axial-Flow® rotor, which has now been optimised even further, the throughput and performance of these combines set new standards. This is also true with regard to Tier 4 final emissions: The HI-eSCR technology patented by FPT Industrial cuts emissions by 95% while further increasing performance, fuel efficiency and reliability", Harrison points out.

The engine power on all models of the 240 series meets the demands of large modern farms and

contracting businesses: high-capacity harvesting, increased separation capacity and the capability to work smoothly, even in the most challenging of conditions. The capacity of the grain tank is now 14,400 litres.

■ LATEST-GENERATION HEADERS

240-series combines can be operated with the latest generation of Case IH VariCut headers, which are available in widths of up to 12.5 m.



These headers are designed specifically for European conditions and allow Case IH customers to make the most of the capacity offered by the combines.

"We offer our customers a wide selection of headers for our combines", explains Harrison. "This includes headers with variable blade positioning, 'Terra-flex' headers with flexible blades, draper headers for combinable cereal and legume crops, sensor headers for specialised crops and multi-row maize headers for sunflowers. All headers are capacity-matched to our combines to deliver ultimate productivity."

TRACTION AND COMFORT – TWO MORE EXCITING FEATURES

Farmers and operators pay attention to ground pressure. Case IH Axial-Flow® combines are offered with the latest tyre technology from Michelin and Mitas, utilising low tyre pressure to support high cyclical loads. This results in a large footprint, reduced ground pressure and undamaged fields, even when large headers are used.

Case IH is now also introducing fully suspended Trac belt conveyors for combines in the 7240, 8240 and 9240 series. These are available in two widths, 610 mm and 724 mm, giving a

total width of just under 3.5 m for the 610 mm version. As well as providing soft suspension on rough surfaces and streets, the additional fourth idler wheel enables a wider ground contact area, thereby reducing the ground pressure. 14,400-litre grain tank.

"There is no combine simpler or more comfortable to operate than the latest Case IH 140 and 240 series Axial-Flow®", says Harrison. "The operator is in full control, as all key external functions are available via the Multifunction Propulsion Control Lever. Grouped and arranged in the most ergonomic and logical layout on the right-hand console, the commands follow the combine from front to the back. All header and unload auger functions are easy to operate. This enables long, productive and comfortable days on the field", Harrison says.



NEW AND UNIQUE — CHANGEOVER FROM THE CAB AT THE PRESS OF A BUTTON*

- Windrowing
- Wide placement of long-stalk straw for faster drying
- Chopping
- * With the 230/240 series Axial-Flow®



ABSOLUTE PRECISION AT 2.5 CM

- Rated most precise guidance system in the DLG-Focus Test 29% more accurate than average
- Accurate to within 2.5 cm, year after year
- Comprehensive RTK network across Germany
- xFill technology for fail-safe operation
- 100% compatible with all reputable manufacturers



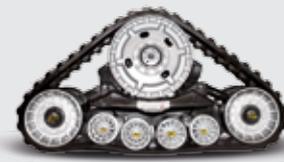
INCREASE YOUR YIELD BY APPROX. €25/HECTARE*

- Thorough and gentle threshing
- Proportion of broken grain under 1%
- Effective residual grain separation
- Gentle grain transportation
- Perfect straw quality
- Higher throughput, even in challenging conditions
- * Compared with a combine with a conventional thresher



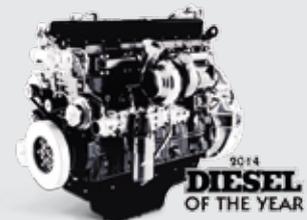
LOSS-FREE EVEN ON A SLOPE*

- Screen box slope compensation up to 12° as standard
- The largest screen area, at 6.5 m²
- Perfect crop
- * With the 230/240 series Axial-Flow®



50% LESS GROUND PRESSURE*

- Noticeable reduction in ground pressure per cm²
- Less damage through compression
- Optimum adjustment to the ground and the best driving comfort thanks to state-of-the-art suspension
- Case IH triangular geometry for the best traction
- Narrow transport width of only 3.49 m for 61 cm drive belts
- 1.54 m² footprint (61 cm drive belts)
- * With the 230/240 series Axial-Flow®



DIESEL OF THE YEAR 2014

- Euro Tier 4B thanks to SCR and AdBlue technology
- Maximum power: 498 to 634 HP
- FPT technology
- Harvest for 18 hours on the AF 7240 without refuelling
- Economical and environmentally friendly, fuel savings of up to 10%

CASE IH AXIAL-FLOW®: BEST HEADERS FOR BEST COMBINES

NEW HEADERS ON THE EUROPEAN MARKET

ALL NEW: 3100 DRAPER HEADERS FOR GENTLE CONTINUOUS CROP FLOW/3016 PICKUP HEADER TO EFFECTIVELY HARVEST CEREAL GRAINS, BEANS, PEAS, LENTILS, CANOLA OR GRASS SEED FROM WINDROWS/3020 FLEX AUGER HEADER FOR SOYBEAN HARVESTING/3050 41-FOOT HEADER MODEL WITH 12.5 M EFFECTIVE CUTTING WIDTH FOR INCREASED COMBINE CAPACITY AND 12 M CONTROLLED TRAFFIC FARMING OPERATIONS/4400 MAIZE HEADER SERIES FOR HIGHER GRAIN SAVINGS

High-performance headers for grains and maize make up a significant share of Case IH's performance potential. Case IH brand engineering is known to design reliable and rugged high-performance headers to match the capacity requirements of the Axial-Flow® combines, which

harvest all types of crops all over the world. Case IH engineers are continuously hard at work designing grain and corn headers that provide even greater performance and reliability. The Case IH header product line has therefore grown in terms of size, productivity, the range of features and

customer convenience, and can therefore take full advantage of the increased productivity of the new Axial-Flow® combines of the 140 and 240 series.

I 3100-SERIES DRAPER HEADERS

The 3100-series draper headers are new additions to the Case IH header range, replacing the current 2100-series draper headers. These new draper headers provide the latest technological developments in agricultural technology, developed to maximise the performance of the Axial-Flow® combines for farms of all sizes. With today's high-horsepower Axial-Flow® combines, faster harvesting speeds, increasing crop diversity and unpredictable harvesting conditions, the 3100-series draper headers have been engineered to harvest efficiently at very high productivity levels.



ADVANTAGES OF CASE IH DRAPER HEADERS

Case IH 3100-series draper headers are available in five cutting widths from 7.62 m to 12.5 m and feature two side feed belts and one centre feed belt.

These feed belts gently redirect the grain across the width of the header so that the heads are always fed to the combine first.

This enables a significantly more even flow of material into the combine's feeder.

I 3016 PICK-UP HEADERS FOR HARVESTING CROPS FROM WINDROWS

A contour-following variable speed pick-up belt gently picks up the crop and conveys it to a secondary belt, which, together with the adjustable spring-type hold down fingers, gently feeds the crop into the header auger. The main advantage

is that sensitive crops are fed into the combine without damaging the ears or pods, thus preventing the valuable seeds from becoming exposed prematurely. This results in markedly reduced seed losses and uninterrupted work, even in irregular windrows. The pick-up headers are designed to handle large, loose windrows, and their width also allows the feeding of dual windrows.



I 3020 FLEX AUGER HEADER FOR THE MOST DEMANDING OF HARVESTING CONDITIONS

The 3020 flex auger header is a new addition to the Case IH header range, replacing the 2020 flex auger header and providing the latest advances in harvesting technology. This header is designed to maximise productivity and performance when working with soybeans or crops that need to be cut close to the ground to pre-

vent seed losses, while providing high capacity in all conditions. What sets the Case IH 3020 header apart from other models is the all-new flexible cutter bar. It incorporates a fully adjustable suspension system that is designed to follow constantly changing ground contours at a very low height, without digging into the soil. The header can be locked either manually or from the combine cab in "rigid" mode, and can then be used in other cereal crops as well.



I 41-FOOT 3050 HEADER MODEL WITH 12.5 M EFFECTIVE CUTTING WIDTH

The 41-foot 3050 header model completes the Case IH range of grain headers, from 4.88 m up to 12.5 m, allowing farmers to meet all their customers' needs. Thanks to an effective cutting

width of 12.5 m, this new header allows for an increased combine capacity. In addition, the header is particularly beneficial in terms of soil protection, as wider headers mean fewer passes and therefore less soil compaction. It has also proven to be more economical to harvest at a slower speed but with wider working widths.



3050 CUTTER: RELIABLE, DURABLE AND DEVELOPED FOR CONTROLLED TRAFFIC FARMING OPERATIONS

In order to maintain the proven reliability and durability of the VariCut header range, the drive lines in the new 41-foot 3050 model have been re-engineered. The model also features split auger centre support, four height sensors for

improved header height control and a dual wobble knife drive. The 12.5 m cutting width is particularly suitable for 12 m controlled traffic farming operations with 0.5 m of overlap (guidance signal corrections) when working with 36 m guide lines.

In addition to the new model, the VariCut header range now offers improved feeding thanks to the retractable auger fingers, which have been modified to allow the fingers to extend earlier.

I 4400 MAIZE HEADER SERIES FOR HIGHER GRAIN SAVINGS

The new Case IH 4400 maize headers are available in 6/8/12 rows with a spacing of 70 cm, 75 cm or 80 cm. Whereas the 6 and 8-row headers with a spacing of 70 cm and all 12-row headers are rigid, the 6 and 8-row headers with a spacing of 75 cm/80 cm are foldable and result in a transport width of less than 3.45 m. All maize headers allow for higher grain savings thanks to a new snout profile. These maize headers offer particularly increased productivity in lying crop conditions.

a lower profile, and the divider point has been constructed so that it can slip under lying maize, thus improving picking performance. The narrow profile enables the front gathering chain sprocket to be more exposed to pull in the stalks. As the dividers no longer have a steel frame, they offer greater flexibility when the divider runs into the ground, as the double poly design is one of the most robust in the industry. The new industry-exclusive, patented Case IH corn retention louvers on the dividers maximise grain savings, as the new plastic design directs loose kernels back to the rear of the row unit. The gathering chain then transports them back to the auger. The clear benefit for farmers is that this system avoids any losses!

Redesigned divider profile and double-walled poly construction for greater reliability. The front of the divider is narrow and has



IMPRESSIVE IN THE FIELD

CASE IH AF 7230 WITH TRAC DRIVE BELT

FARMERS ROLF AND MARTIN SCHULDT AND ALBERT KÖHLER INSPECTED MANY DIFFERENT MODELS AND DESIGNS AND TESTED THEM OUT IN PRACTICAL CONDITIONS AT THEIR COMPANY WHEN PURCHASING THEIR NEW COMBINE IN THE 2013 SEASON.

The decision to purchase a Case IH AF 7230 with a Trac drive belt was made very quickly. "At first, we weren't really aware of the advantages of the Case IH Axial Flow threshing system and the strengths of the 230 model. But during the practical demonstration and in direct comparison with other combines, the Case IH AF was very convincing", reflects Martin Schuldt, a farmer from Süderau in the district of Steinburg near Hamburg, Germany.

Together with his father, Rolf Schuldt, Martin cultivates an arable farm of some 330 hectares of farmland, producing wheat, rape, barley and triticale, as well as assortments of peas and beans.

The father and son acquired the new Case IH AF 7230 together with Albert Köhler as part of a machinery co-operative. The farmers can now give their first observations from the 2014 season. "Our first impressions from the practical

demonstrations have been confirmed in the field. The high performance of the AF impressed us, as on average we can thresh over 40 tonnes per hour. Fuel consumption is low – in the rape fields, we use 15 litres per hectare in some cases – and the quality of the crops is high. We see hardly any broken grain", says Martin Schuldt, assessing his experiences during this harvesting season.

It is not only the threshing principle of the rotor thresher that impressed – the farmers have equipped the AF with a Trac drive belt for maximum soil protection and to allow the shortening harvest seasons to be used to their full potential. "Of course, the drive belt spreads the load much better than large tyres. The drive is therefore very gentle on the soil. What's more, we can drive on the marshy soil very early and can therefore utilise the optimum timeframe for cereal threshing better than we could before. This proved to be particularly successful during last year's harvest. The footprint of the 61 cm-wide drive belt is more than 1.5 square metres", says farmer Schuldt.

However, Martin Schuldt also endorses the Trac drive belt for other reasons. "We always fitted our previous threshers with very large tyres, so we couldn't always conform to the road traffic regulations. This is not the case with the Trac drive belt because, despite the large footprint, the overall width is 3.49 metres. Besides, we have been impressed by many small design features and details, such as the reliable drive system. Our previous model had more than 30 drive chains and belts, but the Case IH AF has only seven! What's more, all the maintenance points are easily accessible through the side flaps", the farmer says. He finds that the AF's control panel is logically constructed, and can be operated easily from within a comfortable cab.



Martin (left) and Rolf Schuldt are pleased with their new AF 7230 for a number of reasons





NEW CASE IH AXIAL-FLOW® 140 COMBINES LAUNCHED IN EUROPE

THE GOOD JUST GOT BETTER: NEW CASE IH 5140/6140/7140 COMBINE MODELS NOW AVAILABLE/INCREASED ENGINE PERFORMANCE AND FURTHER DEVELOPMENT OF THE ROTOR MARK THE NEXT STEP IN EFFICIENT FARMING

Case IH, the inventor of the Axial-Flow® rotor harvesting technology, has once again set new standards: On the basis of many years of extensive experience and continuous development, the latest generation of Axial-Flow® combines is now available on European market. All combines now fulfil the Tier 4 final legislation and boast improved engine power, peaking at 449 hp on the 7140 model.

EXPERTS FOR HIGH-YIELD CROPS

Increased engine power and consistent rotor development have resulted in optimised performance when working with high-yield crops in European conditions. "The new Case IH 5140/6140/7140 combine models have been optimised to increase throughput and productivity while ensuring the highest grain quality and reducing grain losses to an industry-leading level

– even when working in tough conditions", says Paul Harrison, Harvesting Coordinator for EMEA.

EFFICIENT AND GENTLE

"The rotors have now been optimised further for all crops in European threshing conditions. Another enhancement is the new rasp bar configuration for gentle threshing and high throughput. As the rotors are perfectly matched to the new engines of these combines, the available power is used very efficiently.

WIDE RANGE OF AXIAL-FLOW® HEADERS, FAST UNLOADING

A wide range of headers, including variable grain headers, flex headers, pick-up headers, draper headers and maize headers is available in widths of up to 9.3 m for the new 140-series combines.

The grain tanks of the 6140 and 7140 Axial-Flow® combines now have a capacity of 10,750 litres. With a maximum unloading rate of 113 l/s, the tanks are very quick to unload. The length of the auger allows tipper trucks to travel at a sufficient distance from the combine.



INDUSTRY-LEADING EXHAUST TREATMENT AND EMISSION REDUCTION

Case IH decided to use SCR exhaust treatment technology right from the start, and the reduced emissions and excellent reliability of the engines have certainly confirmed this strategy. Since then, HI-eSCR has been

introduced, representing the next step towards an even cleaner and more efficient future. Developed by the CNH Industrial in-house engine specialist FPT Industrial, the new HI-eSCR technology is cutting emissions by 95% while

further increasing performance, fuel efficiency and reliability – an effect that can be felt directly thanks to lower fuel bills!

PRESENCE IN GROWING EAST AFRICAN MARKET SIGNIFICANTLY INCREASED

| CASE IH AND TTEA LTD. NOW COOPERATE
IN AGRICULTURAL SALES AND SERVICES

To be able to offer customers the best machines and services to suit their needs, a tight network of skilled and reliable specialist dealers is an essential requirement. This applies both to the high-tech markets of industrialised economies and to newly industrialised countries – including the East African countries of Tanzania, Uganda and Kenya. In these countries, there is a rapidly growing demand for modern agricultural equipment, which will enable cultivation operations to be handled more efficiently and less resource-intensively than in the past. In the medium term, there is expected not only to be a significant increase in self-sufficiency in these three countries, but also an increase in the amount produced for export, leading to an improvement in people's earnings. However, an efficient dealer network cannot simply be "plucked out of thin air". Establishing such a network requires trust and an established local presence, a knowledge of the local mindset and situation and, above all else, the ability to determine which technology best meets the needs of farmers and producer co-operatives.

| JOINING FORCES WITH A STRONG PARTNER

With this in mind, Case IH strengthened its commitment in East Africa this May by entering into a collaboration with the Japanese company Toyota

Tsusho East Africa Limited (TTEA Ltd.) to provide sales and service concepts for Case IH agricultural machines. TTEA Ltd. is one of the leading automobile distributors in northern, eastern and southern Africa, distributing cars, commercial vehicles and specialist vehicles. "TTEA is therefore our partner of choice in East Africa", explains Matthew Foster, Vice President of Case IH, whose responsibilities include the sale of agricultural technology in Europe and Africa, and who participated in the event in Nairobi celebrating the start of the collaboration.

"We chose TTEA as a key partner due to its clear customer focus as well as its emphasis on spare part availability and service management. These things are also important for Case IH customers, who expect a maximum return on their investments rather than periods of inactivity", Foster points out. Foster therefore believes that the Case IH machinery portfolio is an ideal addition to TTEA's distribution system, especially since it provides tractors and harvesting technology that are adapted to the region, as well as specific attachments.

Case IH's new partner has a network of more than 17 branch offices in Tanzania alone. In Kenya, the company recently opened the Toyota Kenya Busi-

ness Park to provide central logistics and service functions. According to Foster, another benefit of the collaboration is that TTEA also focuses on training. He believes that this commitment is perfectly aligned with Case IH's corporate philosophy of regional added value in the interests of sustainable development.

| STRONG MARKET GROWTH EXPECTED

Agricultural policy in Kenya and its neighbouring countries is subject to highly ambitious targets; Kenya is aiming to irrigate one million acres of land over the next five years, and a whole series of other measures for improving access to modern seeds, fertilisers and pesticides are also being implemented. However, the level of mechanisation is often still very low. According to an official report published by the Kenyan Ministry of Agriculture in the spring of 2013, there were 5581 tractors available nationwide – in a country with over 2.77 million hectares of land to be cultivated. The current ratio of one tractor for approximately 500 hectares illustrates the market potential of Kenyan agriculture. In light of this potential and of the government's commitment, the market is expected to develop dynamically over the coming years.





ASK MATTHEW FOSTER: LOOKING TO EAST AFRICA

I FARMFORUM:

Mr Foster, Case IH made a big move in the African market this May. To accompany its established, strong presence in South Africa, Case IH has now successfully developed a tight network of dealers in the East African countries of Kenya, Tanzania and Uganda. Is East Africa a "special market"?

I MATTHEW FOSTER:

Although people keep talking about "global agriculture", it's not one single industry but a hugely diverse environment containing very different production and working conditions. The climate, soil, crops, operational structures, level of mechanisation and other factors mean that every market—and by extension, every single customer in a market—requires support that is tailored as far as possible to their individual needs. This is one reason why we are looking for suitable partners in each country to help us gain the best market presence possible and provide the best possible support to our customers. East Africa is therefore a special market with great potential for Case IH in the coming years.

I FARMFORUM:

Case IH is addressing the challenge of providing its customers with the best possible accessibility and support. How can this goal be achieved in East Africa, a comparatively young market?

I MATTHEW FOSTER:

In order to provide the best possible support to farmers and machine and farming co-operatives, we have found a partner, TTEA Ltd., that is already well established on the market. Our collaboration began this May. In East Africa, TTEA has a professional automobile value chain providing extensive experience, logistics concepts and, of course, a well-developed sales and service network for vehicles. This is without a doubt an excellent foundation for the sale and maintenance of Case IH machines throughout Kenya, Tanzania and Uganda. This network ensures simple, fast and reliable access to the machines and accompanying services required by businesses in East Africa.

I FARMFORUM:

In addition to Case IH's general objective of providing solutions for sustainable development in agriculture, what are the key prospects in East Africa?

I MATTHEW FOSTER:

We are not looking for short-term solutions. Instead, we are focussed on a serious, long-term commitment, prioritising three issues: increasing the mechanisation of regional agriculture to increase productivity and efficiency, significantly improving the food supply for local people and providing cost-effective solutions that allow for the local situation. Considering that around 80% of the population of Kenya, Uganda and Tanzania currently works in the agricultural sector, our commitment must focus on people and their requirements. I am convinced that we can make an effective contribution to the sustainable development of agriculture in East Africa.

I FARMFORUM:

Mr Foster, thank you for talking with me today.



CASE IH IS A "PARTNER FOR FOOD"

SINCE THE BEGINNING OF 2014, CASE HAS BEEN A "PARTNER FOR FOOD" WITH THE GERMAN CHARITY WELTHUNGERHILFE. THE AID ORGANISATION IS NOT ONLY SUPPORTED BY FINANCIAL DONATIONS BUT ALSO BY THE DONATION OF TWO TRACTORS AND ATTACHMENT DEVICES, WHICH WILL BE USED IN MAY IN KENYA FOR THE LOCAL "TANA RIVER PROJECT".

It all started at the International Green Week 2014 in Berlin: Case IH is the first company in Germany able to call itself a "Partner for Food". Case IH is supporting the organisation in its fight against world hunger and poverty by donating more than €50,000 and two tractors to an aid project (see the interview with Prof. von Braun, Vice President of Welthungerhilfe, in this magazine). €5,000 was provided for the Welthungerhilfe food initiative alone. With this donation, Case IH aims to help ensure that as many people as possible have access to sufficient quantities of suitable food. The funds provided by Case IH will be used where the aid organisation judges them to be needed most – and therefore particularly in regions with barely any public awareness.

TWO CASE IH TRACTORS FOR SMALLHOLDERS IN KENYA

The Welthungerhilfe projects in Kenya require both agricultural expertise and actual equipment. This is therefore a priority in Case IH's work with Welthungerhilfe. On average, smallholders in Kenya farm around half a hectare of land. This means they can barely produce enough food to cover their own needs, let alone grow a surplus that they could sell on local markets to earn a modest income. For this reason, Case IH has provided two tractors for Kenyan smallholders as part of a Welthungerhilfe project. The tractors have already been delivered by Case IH's newly established sales and service network in Kenya. "We have been following the work of Welthungerhilfe for some time and see this as an excellent opportunity to help people in a purposeful and effective manner. When we heard about the project to fight against drought in the Tana River region of Kenya, it was a simple decision to get involved in that area. And what would make more sense than for a manufacturer of efficient and robust machines to provide its own technology?" Matthew Foster, Case IH Vice President & General Manager for Europe, pointed out when handing over the tractors in Kenya this May.

HELPING PEOPLE HELP THEMSELVES

Since the days of the very first digging sticks, agricultural engineering has made a multitude of

vital contributions to replacing hard and strenuous manual labour in agriculture with much more gentle, productive and, above all, efficient technology. These contributions have increased food security, as a key element of quality of life, to a level never seen before in industrial countries.

In light of this, the governments and people in East Africa, as well as international aid organisations and their backers, have a vision to work towards achieving the same level of food security and comparable social standards in newly-industrialised and developing countries. "Through our commitment, we aim to contribute not only to increasing local production and productivity to ensure self-sufficiency, but, in the medium term, to expanding opportunities for tapping into growing export markets, thereby creating new sources of income. Our goal is to create a steadily developing market in East Africa that will build a better future – both for the people in the region and by working with them", Matthew Foster explains.

FIRST INSTALLATIONS AND REPLACING THE EXISTING MACHINE FLEETS

Mechanisation – and with it, increased efficiency – is an essential requirement for achieving significantly improved food security in Kenya and its neighbours Tanzania and Uganda. This applies both to small-scale family enterprises and to existing larger businesses and co-operatives. However, while smallholders in East Africa require machinery to be installed for the first time, larger businesses generally require their technology, which is often older and therefore not as efficient, to be replaced.

Case IH can and will contribute to development in both of these sectors. On the one hand, Case IH has donated two JXT55 tractors to support smallholders in the Tana River region. These machines and the equipment for tillage and haymaking, which was also provided, are being shared by several smallholders within the area supported by Welthungerhilfe's project. There are plans to expand Case IH's commitment to a second project region in Kenya.

At the same time, the collaboration with TTEA Ltd., which started in May 2014 for Kenya, Tanzania and Uganda, is also allowing an expansion of Case IH's overall presence in the East African market (see the article "Presence in growing East African market significantly increased"). The partner TTEA Ltd. was not only responsible for organising the delivery of both JXT55 tractors – servicing of the two donated tractors, as well as sales and servicing of new Case IH machines in East Africa, will be handled by TTEA Ltd.'s well-established, extensive network of branch offices and partners.

SOLUTIONS TAILORED TO THE REQUIREMENTS

For over 170 years, Case IH engineers have been listening to the needs, requirements and suggestions of its customers – and have continuously developed new, efficient and innovative technologies. This involves considering the situation in individual regions and markets. During the initial mechanisation of smallholdings, which is already starting to happen in East Africa, small, robust tractors with mechanical gearboxes are required, together with equally robust but somewhat smaller attachments.

However, East African businesses and co-operatives, which are generally already well mechanised, require state-of-the-art, efficient technology to gradually replace their existing machinery. Case IH will therefore be represented in East Africa by its partner TTEA Ltd., offering an extensive range of machinery, which will provide businesses with suitable opportunities for development.

Matthew Foster summed up the aspirations of Case IH when handing over the two tractors in Nairobi: "We want to drive forward the mechanisation of agriculture in newly-industrialised countries such as Kenya, Tanzania and Uganda. In doing so, we want to make a noticeable contribution to improving the food supply to local people – and we are also making every effort to provide the required technologies at affordable prices."



Douwe Hilarius,
Marketing Manager FPT Industrial



NEW CURSOR 16 FROM FPT INDUSTRIAL IS "DIESEL OF THE YEAR 2014"

THE NEWLY DEVELOPED 16-LITRE, SIX-CYLINDER, IN-LINE CURSOR 16, INTRODUCED IN MAY THIS YEAR, WAS RECENTLY DESCRIBED AS "DIESEL OF THE YEAR 2014" BY THE RENOWNED DIESEL MAGAZINE. FARMFORUM TOOK A LOOK AT THE NEW ENGINE WITH DOUWE HILARIUS FROM FPT INDUSTRIAL.

| FARMFORUM:

Douwe Hilarius, you are the Marketing Manager at FPT Industrial and supervised the development of the new Cursor 16. What makes the engine stand out in particular?

| DOUWE HILARIUS:

One of the outstanding features of our new Cursor 16 is the successful combination of compact design with high performance. Being named "Diesel of the Year 2014" underlines the fact that the Cursor 16 packs the power of an 18-litre engine into the size of a 13-litre engine. In other words, this engine not only provides high power, but also an excellent power-to-weight ratio!

| FARMFORUM:

The efficiency of machines and workflows is an important factor in today's world. How does the Cursor 16 fair in terms of fuel consumption and emission output?

| DOUWE HILARIUS:

Our engine sets industry standards in this respect too! High performance and efficiency is combined with low fuel consumption and equally low emissions. The "High Efficiency Selective Catalytic Reduction" (HI-eSCR), developed and patented by FPT Industrial, plays a major role in achieving this: The Cursor 16 fully complies with the Stage IV/Tier 4 Final and Euro VI exhaust emission regulations, and therefore requires less fuel and offers users the highest possible efficiency, while simultaneously lowering the total cost of ownership.

| FARMFORUM:

Which of Case IH's machines will feature the new Cursor 16?

| DOUWE HILARIUS:

We expect the Cursor 16 to be used in areas ranging from agricultural and construction machinery to goods vehicles, through to generators for producing electricity. As a first step, the engines produced in the FPT factory in Bourbon Lancy, France, will be used exclusively in Case IH's new flagship model, the 9240 Axial-Flow® combine. The challenge of operating more productively and efficiently is particularly noticeable in the agricultural sector. At FPT Industrial, we are proud to be able to contribute once again to tackling this challenge with the Cursor 16.

| FARMFORUM:

Douwe Hilarius, many thanks for introducing the Cursor 16 to us.

REPORTAGE

DIVERSIFIED, INNOVATIVE – AND ENTHUSIASTIC!

COOPERATIVA AGRICOLA BRACCANTI MASSARI IS AN AGRICULTURAL ENTERPRISE IN THE EMILIA ROMAGNA REGION OF NORTHERN ITALY, WHICH IS CERTAINLY WORTH A VISIT: 2500 HECTARES, IN PART WITH SEED PRODUCTION, PERMANENT CROPS SUCH AS FRUIT AND WINE, PRODUCTION OF QUALITY MILK, A BIOGAS PLANT AS WELL AS A HOTEL, RESTAURANT, HUNTING AND FISHING, MAKE FOR A MIX THAT IS BY NO MEANS COMMONPLACE IN THE INDUSTRY. FOLLOWING EXCELLENT EXPERIENCES WITH THE FIRST CASE IH EQUIPMENT BOUGHT IN 2009 AND PARTICULARLY WITH THE FIRST QUADTRAC IN 2011, THE COOPERATIVE NOW OWNS AND OPERATES TWO QUADTRACS AND SIX OTHER CASE IH TRACTORS, AND IS A CONVINCED "CASE IH AMBASSADOR".



With an average annual temperature of approximately 13°C and a precipitation of about 600 mm, hot and usually dry summers and moderately cold winters, conditions for arable farming are quite favourable in the area. However, as soils have a clay contents of 40 to 60%, tillage and seedbed preparation can become quite a challenge at times. That is particularly true in hot and dry seasons or when tillage follows an unusually rainy summer as in 2014. The Cooperativa Agricola Braccianti Massari is located close to Conselice in the Ravenna province. Founded in 1908, the cooperative is owned by 105 associates, all of them working in the cooperative themselves. 65 persons are involved in field work, and the others take care of livestock operation, biogas, hotel, restaurant, and other guest facilities. The management consist of 15 heads, all of which are not a member of the cooperative but employed on a contract basis.

I DIVERSE CROPPING SEQUENCE, AND DIVERSE BUSINESS BRANCHES

On a total of 2.500 hectares, crops include 480 ha

of wheat and 350 ha of durum, both for seed production, 380 to 400 ha of corn, 250 ha of alfalfa, 140 ha of sunflower, also for seed production, 60 ha of sorghum, 60 to 70 ha of sugar beets for seed production, onions and potatoes on 35 ha each, 80 ha of grapes (Tebbiano bianco, Merlot, Cabernet Sauvignon, Malvasia), 28 ha of pears, 12 ha of peaches, 10 ha of apples, 180 ha of woodland, and also organic crops such as wheat, barley, alfalfa, apples, peaches, tomatoes and sunflowers on 300 hectares. An additional 30 ha of swamp land are used for hunting.

About 1.300 tonnes of high quality milk with a fat content of 4.2% are produced by a herd of 400 cows of Holstein and Jersey breed, and marketed in a premium scheme at the Granarolo dairy in Bologna. The biogas plant, set up in 2013, is designed to produce 24.000 kW per day on 365 days per year – and the first year of operation looks quite promising. Between 8 and 9% of the electricity output are used on-site, and the rest is sold. Thus, the whole enterprise generates about 11 million Euros worth of produce and services, crop production being the key component with a share of 5 million Euros. All non-organic crop production is managed according to the scheme

and certification of Global GAP; everything is fully registered and traceable!

In order to become part of the acknowledged "Agriturismo" scheme, enterprises must make a minimum of 51% of all produce served to their customers by themselves. This is achieved easily here with the own livestock operation which also includes pigs and poultry, with fruit and vegetables, potatoes, vine, etc. On average, the hotel counts 3.500 to 4.000 overnight stays and the restaurant serves about 40.000 meals per year. And, interesting footnote: The concept of the Cooperativa Agricola Braccianti Massari also includes intensive communication with the public, as 5.000 to 6.000 students come to the farm during late spring and summer to gain deeper insights in arable and livestock farming – as transparent communication with society becomes more and more important.

I ARABLE FARMING – THE PERFORMANCE AND EFFICIENCY CHALLENGE

Mechanisation has always played an important role in the history of the cooperative. With increasing cost for fuel and labour but highly vola-





tile prices for commodities, there is a continuous need to become ever more efficient. "Increasing mechanisation, good data management, and effective precision farming tools are the only way to remain competitive and successful on the market", says Luciano Pula, General Manager of the cooperative.

Cooperativa Agricola Braccianti Massari bought their first Case IH tractor in 2009, a Puma 210. "This tractor had a convincing performance – and we therefore went for a Magnum 335 next. Buying our first Quadtrac, the 535, then was "sort of a bet", a try to considerably speed up work. And this worked out so well, that we were eager to get our second Quadtrac, a 550 model, two years later. These two machines really offer excellent traction, an almost unbelievable workload, and – thanks to the very large contact area – superb flotation and soil protection", emphasises Luciano Pula.

Today, the cooperative owns two Quadtracs (535 and 550), the Magnum 335, two Quantum 95, one JXU 115, one Puma 210 and one Farmall U Pro 115 as latest new member of their Case IH fleet. Management and associates alike are really enthusiastic about the leaps in efficiency which have been achieved with the Quadtracs. "In comparison to brands and technologies used previously, the Quadtracs mean savings in terms of fuel and working hours in the range of 25%", highlights Pula.

"With our former technology and a 4 furrows plough, ploughing (fuel plus operator) cost about 100 €/ha. With the Quadtrac and 4 furrows, we

were able to bring cost for fuel and operator down to between 69 €/ha in 2011 and 78 €/ha in 2013, depending on fuel prices. Today and with a new 6 furrow plough, costs are 73 €/ha this year. Our Quadtrac covers 1.5 ha/hour with 6 furrows and 40-45 cm working depth, compared to the previous tractor with 0.8 ha/hour, and our Magnum with a 3 furrow plough and 0.7 ha/hour. That is an enormous increase in efficiency", explains the General Manager.

As high precision is one of the keys to high efficiency, the whole farm is covered by an own RTK signal that is used for ploughing, seeding, fertilisation, crop protection, soil mapping – e.g. for the complete AFS system with 2.5cm accuracy. Mostly, also controlled traffic is used.

TRULY ENTHUSIASTIC CUSTOMERS

In comparison to wheeled tractors, a Quadtrac is much more gentle to the soil – and the only chance to work fields when a season is as wet such as the summer 2014. In addition, wear on tracks is considerably lower than on tires when soils are hard after a dry and hot summer, again reducing cost. Accordingly, all tillage work on the Cooperativa Agricola Braccianti Massari is handled by the Quadtracs nowadays, with the only exception of small fields, where the Magnum is used.

"For us, Case IH in general and the Quadtrac in particular are the technological and professional choice – modern farms just need modern and efficient equipment", says Pula. And he concludes:



"Currently, we are really looking forward to the presentation of the Magnum Rowtrack on our fields in September. We expect this tractor to be an excellent mix for surface cultivation due to large contact area and good traction – and a flexible machine for soil conservation during seeding for example."



FULL RANGE OF BALERS

RECOVER STRAW AND FORAGE EFFICIENTLY

NEW BALER SERIES PROVE THEMSELVES DURING THE SEASON/NEW PROFESSIONAL ROUND BALER WITH FIXED CHAMBER AND COMPRESSION ROLL SYSTEM

The demands placed on straw and forage harvesting technology have changed considerably in recent years. While the focus was previously on how quickly work could be carried out, the priorities now also lie with optimising the whole harvesting process, ensuring sustainable cultivation and soil protection and, above all, increasing the quality of the harvested crops. In light of these demands, Case IH comprehensively modernised its entire baler range at the start of the year, and introduced new, updated series in Europe for the 2014 forage harvesting season. "We are now in a position to provide every business with an optimum solution – whether it is a specialised feed farm that requires a highly flexible and economical process chain or a contractor operating round-the-clock that needs to adapt to meet varied customer requirements", says August von Eckardstein, Product Marketing Manager for Case IH, who is responsible for the baler range. "Increasing the density is becoming the most important feature of square and round balers. In the forage production sector, this not only results in a positive effect on silage quality, but also more throughput and more transport efficiency in the following

part of the process chain. Our experience from previous harvests shows that the amount of salvaged feed can vary by up to a factor of four depending on the weather and the drying process. Grass silage in particular requires optimum mechanisation, high power and an adaptation of the entire harvesting process for this kind of variation, according to August von Eckardstein. "For this reason, we have split up our product range somewhat to allow us to meet the needs of our customers even more effectively than before. In addition to performance, increased comfort thanks to automatic functionality, simplified maintenance and, of course, ISOBUS functionality are at the heart of the development of the current series of balers."

I CASE IH EXPANDS ITS RANGE OF ROUND BALERS HIGH-SPEED BALING WITH THE NEW GENERATION OF ROUND BALERS FROM CASE IH

Case IH has developed a new round baler with a variable bale chamber specifically for the rapid recovery of straw and forage crops. Now also avail-

able in the Netherlands and Germany, the new RB series consists of two models, the RB 455 and the RB 465, which produce bales with a diameter from 1.2 x 0.9 to 1.5 m (RB 455) and 1.2 x 0.9 to 1.8 m (RB 465) respectively. Both models can also be equipped with an optional rotor feeder or rotor cutter. This allows the new RB 455/465 to be adapted to suit various applications. The new generation of balers can be recognised by their modern design, featuring accessible wing doors on both sides. These enable easier access, for example when performing servicing work.

I UNIFORM BALES WITH A FAULT-LESS SURFACE

The operating principle of the RB 455/465 consists of the combination of flexible belts and pressure rollers. The shorter distance between the pickup and rotor increases performance significantly. The pressure rollers rapidly form a dense and stable bale core, and the belts then ensure that the growing bale has a consistent density.

NEW PICKUP

The new RB series can be equipped with a 2.0 or 2.3 m-wide, suspended high-capacity pickup, which can gather even the largest stalks of windrow on uneven surfaces. The new round balers are equipped as standard with four tine bars with a total of 28 or 32 suspended tines.

A heavy-duty option with five tine bars, featuring reinforced, rubber-mounted pickup tines, is available on request for particularly difficult picking conditions. The standard adjustable roller press guarantees an even crop flow.

The pickup can be equipped with passively steered guide wheels that do not damage the topsoil when negotiating a turn. These guide wheels can be folded back manually into the transport position allowing the transport dimensions to be maintained.



I HIGH-PERFORMANCE ROTOR

The cutting rotor has three double tine bars that cut the crops evenly with 15 hydraulically retractable knives. This enables a short and even length of cut. The knives are spring-loaded and can be changed without the need for tools in just a few steps. The device is controlled hydraulically. A new dropfloor option removes blockages in the rotor area quickly and is operated remotely from the tractor.

I THE NEW RB 544 — THE NEW PROFESSIONAL ROUND BALER WITH FIXED CHAMBER AND COMPRESSION ROLL SYSTEM

Case IH are expanding their current range of balers with the new RB 544 series — a series of balers that are specifically designed with the growing requirements of dairy farmers and contractors in mind. The new high-performance fixed chamber baler features the new Compression Roll System (CRS) and is available in three versions for the current harvest season. Alongside the standard version, Case IH also offers the Silage Pack HD, specifically designed for contracting businesses, which comes with a tandem axle, active bale chamber control and even higher bale density, as well as the RB 544 Silage Pack. Both versions come with the combined net/plastic pre-wrapping system. All three new models are designed for high baling capacity, even bale density and extremely reliable use with all crops.

I AT THE HEART: THE COMPRESSION ROLL SYSTEM

At the heart of the new RB 544 are the 18 compression rollers, which are produced extremely precisely thanks to a new production method, and have a diameter of 200 mm as well as a special surface profile.

These features, in combination with the new construction, enable extremely even bale formation with a uniform density. The new profile of the compression rollers allows for intensive contact with the crops. The compression rollers are stored in bushes that are constantly lubricated. The bearing positions are therefore protected, even in high-moisture conditions, and damage to the bearings is avoided.

I OPTIMUM CROP FLOW AND QUICK FILLING OF THE BALE CHAMBER

When constructing the bale system, the Case IH engineers focused on increasing the speed of the crop flow. New materials and an altered design mean that the crop flows more quickly and in a straight line inside the baler. Moreover, the bale channel and all interconnection points have been coordinated with one another, for example from the pickup to the bale channel. Thanks to the sig-

I NEW OPERATING CONCEPT

A further new development is the innovative operating concept of the RB 455/465. The entire baling process is controlled fully automatically via a touchscreen display. This display can be used to select the bale diameter at the touch of a finger, thereby starting the wrap cycle. Different wrapping patterns for twine wrapping can also be selected at the touch of a finger. The ISOBUS-compatible baler can be operated entirely from the monitor in the tractor. There are two monitors to choose from. Users can choose between a cheaper black-and-white monitor or a four-colour TFT display.

nificantly faster crop flow inside the baler, the transmission speed could be altered to 48 strokes per minute. In total, the baler has achieved an increase in performance of up to 20 percent compared with previous models, depending on the usage conditions. Despite the higher performance and increased capacity, the LB series boasts a very compact design. Even with a tyre size of 600, the total width of the baler remains under three metres. Road speeds of 40 kilometres per hour can be reached, depending on local legislation. The new LB contains a service platform at the rear. A safe and comfortable rear access ladder enables quick access to the service platform. On the service platform, maintenance operations can be carried out from a safe position. The side shields also provide quick access. The new design significantly reduces that amount of dust that is picked up. The optional Comfort Package comes with a safe railing for the platform, a large, dust-tight toolbox and a water tank for hand washing.

I AFS INNOVATIONS

Modern control and AFS management systems are now standard equipment for the baler. The optional AFS 300 and AFS 700 colour monitors control the ISOBUS-compatible balers as top equipment. This enables the balers to be used on ISOBUS-compatible tractors made by other manufacturers.

I NEW DRIVING ASSISTANT PROVIDES BETTER QUALITY

Vital baler functions, such as the knotter function, are constantly monitored and displayed on the AFS monitors. A new function, which has been introduced for the first time in the 4 series, is a driving assistant for left and right filling — particularly with very small and uneven crop windrows. This enables uniform and dimensionally stable bales to be formed, even under these conditions. The images from several surveillance cameras can be displayed simultaneously on the AFS Pro 700 monitor. There is also the option

of a GPS logger for moisture control and a bale weighing system for documenting the weight and moisture content of bales. The data can also optionally be exported to a USB stick. All relevant baling data is easily accessible thanks to GPS data logging and computer mapping software.

I TWO BALE EJECTORS IN ONE BALER

The standard bale ejector empties the wide-opening bale channel. The additional partial bale ejector only ejects the rearmost complete bale so that the bale chute can be folded back for transport while the captured bale is still in the baler.



The five-row pickup reliably collects even very short crops at high speeds.



AGRICULTURAL TECHNOLOGY AND FEEDING THE WORLD



I FARMFORUM:

Prof. von Braun, hunger and malnutrition are still a serious problem despite the millennium goal to halve the number of people going hungry between 1990 and 2015. What exactly is the current situation with regard to world's food supply?

I PROF. VON BRAUN:

According to estimates from the Food and Agriculture Organisation of the United Nations (FAO), the number of people going hungry has reduced from around one billion to 842 million. The percentage of hungry people in the world population has also decreased from 23.6 to 14.3 percent. That is a success, but of course it is not enough. In sub-Saharan Africa and in south-east Asia in particular, there are still big challenges, especially in rural areas — two out of three people going hungry live in rural areas. Nevertheless, I believe that we can beat hunger in the next two decades. It's ambitious, but it's possible.

I FARMFORUM:

Sustainability is a term that is overused from time to time. However, the dimensions of economy, ecology and social policy are cornerstones towards which further development must be orientated. In your opinion, do terms such as "sustainable intensification" or "resource efficiency" help in orientating towards these dimensions?

I PROF. VON BRAUN:

Scarce resources such as water and soil do need to be used more efficiently. Agricultural production must be increased without having an impact on the environment and biodiversity, and with less input from areas where agricultural production is inefficient. Sustainable intensification serves these goals. It is not simply an empty phrase.

Agricultural economist Prof. Joachim von Braun is the director of Bonn University's Center for Development Research, and has been the Vice President of Welthungerhilfe since November 2012.

I FARMFORUM:

Alongside cultivation, the protection of plants and plant nutrition, agricultural technology has also contributed substantially to the current levels of productivity of agriculturalists in developed countries. What role does agricultural technology play in the countries in which Welthungerhilfe is active?

I PROF. VON BRAUN:

The demand for suitable mechanisation is growing across the board in developing countries, which are at the forefront of the work done by Welthungerhilfe. Labour-saving technology, such as in tillage and threshing, can make the job more attractive to young farmers and therefore prevent them from leaving. However, mechanisation must be adapted to the framework conditions, such as financing through cooperatives — machinery syndicates and subcontractors may be a solution where individual farmers can't afford a machine. However, the effect on employment must be taken into account and local agricultural technology production and services must be expanded.

I FARMFORUM:

Since the beginning of this year, Case IH has been involved as a "Partner for Food" to the German charity Welthungerhilfe, and has donated two tractors towards an aid project in Kenya. In your opinion, what is the most important thing about a commitment such as this?

I PROF. VON BRAUN:

In the field of mechanisation, cooperation between Welthungerhilfe and businesses makes a lot of sense. The commitment from Case IH sets an example of a sincere partnership that is designed to be sustainable, where both parties actively take part. In the case of tractors, for example, we can achieve increased efficiency if they are used with the technical expertise of Case IH while we bring our knowledge of the needs of local farmers.

I FARMFORUM:

Prof. von Braun, thank you very much for talking with me today.



INNOVATIVE CASE IH TRACTOR DISTINGUISHED
AT EIMA INTERNATIONAL, BOLOGNA

CASE IH MAGNUM 380 CVX AWARDED „TRACTOR OF THE YEAR 2015“

■ EXPERT JURY RECOGNISES TECHNOLOGICAL ACHIEVEMENTS

Following a challenging selection process that culminated in a final with seven other competitors, the Case IH Magnum 380 CVX was distinguished as “Tractor of the Year 2015” at EIMA International, the International Agricultural and Gardening Machinery Exhibition in Bologna, today. Awarded for the first time in 1998, the “Tractor of the Year” is a prestigious prize recognizing technological achievements in agricultural engineering. The award-winning Magnum 380 CVX was identified by 23 independent agricultural journalists from trade magazines in 23 European countries. “I am more than proud to represent “Case IH” and receive the “Tractor of the Year 2015” award for

the Magnum 380 CVX today”, said Matthew Foster, Vice President Case IH Europe and responsible for Europe, Africa and the Middle East, at the award ceremony.

First launched in 1987, the Magnum series has been continuously improved, step-by-step further increasing performance and productivity, reducing fuel consumption and emissions, improving operator comfort and thus optimising owners’ return on investment. “27 years of Magnum tractors mean 27 years of approval by the hardest test personnel you can get, that is Farmers in their everyday practice.

Throughout the competition Case IH showed and presented to the jury that the Magnum 380 CVX has got what it takes to be viable solution for our customers and farmers not only in Europe but around the world. Such features as the CVX variable transmission, easy to use multi-controller handle, new LED lighting packages and of course innovative “Rowtrac” solution which provides the track advantage of power to the ground but with minimal soil disturbance seen with wheeled tractors. I indeed appreciate that all this has been honoured with the “Tractor of the Year 2015” award today”, concluded Foster.



POWER FOR INDUSTRIAL USE:

THE NEW MAGNUM 370 CVX

SINCE THE NEW MAGNUM CVX WAS FIRST PRESENTED AT THE INTERNATIONAL CONSTRUCTION MACHINERY TRADE FAIR IN MUNICH IN A SPECIAL CONSTRUCTION SITE EXHIBIT, THE TRACTOR IS NOW PROVING ITSELF IN DEMANDING EVERYDAY USE ON CONSTRUCTION SITES. USERS VALUE THE "OVERWHELMING POWER" OF THE MAGNUM WHEN POWERING SPECIAL MACHINES MOST OF ALL.

The Magnum CVX 370 is licensed to run at speeds of 40 km/h – and it does not need a tachograph for this. Along with extensive standard equipment, there are also various extras, such as white wrapping on the trim panel and a wax preservative on the substructure. The Magnum is equipped with a tyre size of 650/60 R34 and 710/75 R42. The overall width of 2.90 m.

The hydraulic equipment consists of five double-acting control valves and a power beyond connector. The hitch attachments have also been modified slightly – depending on the implement. The entire rear hydraulics has CAT 4 equipment with a HD top link in CAT 4, while the front hitch has CAT 3. There is a ball-type hitch for attachment. For optimum driving comfort, there is also the option of adding a 360-degree lamp, as well

as the Magnum luxury cab with a leather seat. When used with a large milling machine, the Magnum proves its motor efficiency in coordination with perfect gear technology, maximum lifting power and very low fuel consumption. The milling machine is used to dig holes for supply lines for wind turbines and for new construction sites.

VERY WELL ESTABLISHED: THE NEW CASE IH FARMALL A

VERSATILE, POWERFUL, ECONOMIC AND RELIABLE –
THE NEW GENERATION OF TRACTORS FROM THE
FARMALL A SERIES HAS A LOT TO OFFER!



The latest generation of Farmall A tractors includes four all-wheel drive models that feature the new 3.4-litre FPT F5C fourcylinder engine with turbocharger and intercooler. Depending on the model, the engines achieve 86, 99, 107 or 114 hp and comply with the stage IIIB emission standard. The series is completed by a fifth 95-hp model with rear wheel drive that also complies with the stage IIIB emission standard. Since the launch of the Farmall name in 1923, these tractors have earned an excellent reputation – and the new generation that are now being introduced will more than live up to this heritage. Their simple and robust design and versatile range of equipment mean that these tractors are not just an ideal addition to large farms but also all-round, efficient „work horses“ on small farms. A Farmall A tractor is a worthwhile investment in any situation because of its minimal maintenance requirements, unparalleled 600-hour maintenance intervals throughout the industry and low operating costs.

I ENVIRONMENTALLY FRIENDLY AND ECONOMICAL

For the new FPT four-cylinder commonrail engines in Farmall A models, full power is not just available at rated rpm but also saves fuel at 1900 U/min. As a result, the Farmall A not only uses less fuel altogether, but also offers a very comfortable work environment thanks to reduced vibrations and noise. The Stage IIIB emission standard is achieved by proven exhaust gas recirculation, a diesel oxidation catalyst and a diesel particulate filter.

The torque curve on the new economical engines, which is optimised at 1,500 U/min is an important positive — thanks to the strong torque increase, the number of necessary gear shifts can be reduced, which therefore increases efficiency even further. The models in the Farmall A series are optimally set up with the available transmission variants: In addition to a 12 x 12 synchronised transmission and a 20 x 12 creeper transmission, a 12 x 12 powershuttle is also available, to

change direction without releasing the clutch. So versatility is anything but magic.

I HIGH PERFORMING HYDRAULICS AND POWER TAKE-OFF

The new Farmall A models are equipped with a 47 l/min OCLS hydraulic pump as standard; on request an OCLS pump is also available with 63 l/min power. As a result, the larger attachments can be handled easily and the front end loader operates even faster. Various functions for the attachments can be controlled by up to three control valves at the tractor rear. The robust three-point hydraulic system offers over 31% more lift capacity compared with the Stage IIIA predecessor models. This makes the Farmall A one of the most powerful tractors in its class. In the rear hydraulics the Lift-o-matic Plus enables standard functions to be automated, which increases efficiency and productivity in field work even further. The tractors in the Farmall A series are equipped with a two-way 540/540E power take-off. A 540/1000 power take-off is also available as an option. Both versions have servo support and ground-speed power take-off. Both the 540E and the 1000 power take-off are ideally suited to performance and torque curve of the engine. The rated speeds of the power take-off are achieved with a lowered engine rpm; which reduces fuel consumption and increases efficiency.

I COMFORT CAB AND POWERSHUTTLE

The cab in the new Farmall A tractors has also been significantly redesigned. It now offers even greater comfort and improved ergonomics. The wide-opening, solid glass doors and the non-slip steps make it safe and easy to step in and out of the tractor. Furthermore, all important controls are positioned logically and easily accessible. The redesigned dashboard now also displays the drive and power take-off speed. In addition, the cab is now 2 dB(A) quieter than the previous models, which works in its favour extremely well for long working days.

Excellent visibility is ensured by the large windshield in combination with the roof window, which is fitted as standard, and the repositioned exhaust. The hydraulic shuttle option positioned on the tilt pedal allows the driver to change direction without releasing the clutch. This makes the new Farmall A an ideal tractor for working with the front end loader or for comparable tasks that require frequent manoeuvres or turns in the tightest of spaces.

I FAST, SAFE, RELIABLE

The new Farmall A models reach a maximum speed of 40 km/h and are also available as required with a braked front axle, to stop safely in all conditions. Farmall A tractors fully meet all the current safety regulations for driver protection. A combination of tried-and-tested gearboxes, high-quality components and a robust construction is required to ensure that the tractors operate efficiently, perform strongly, can be used multiple times and are very reliable – as is the tradition with the Case IH Farmall.



Maximum traction for efficient work in the field

INNOVATIVE SERVICE

The firm Neukirch, located in Delbrück in East Westphalia, is one of the first Case IH service partners in Europe to use the latest generation of Case IH service vehicles. The vehicle design was presented at the previous Agritechnica trade fair, where it received a lot of attention and has been used by Neukirch ever since.

It is developed for mobile use by agricultural companies or contracting businesses. It features a wide range of modern service and diagnostic tools. One example is the mobile oil service feature, which allows a complete oil service to be carried out, even on large agricultural machines. Also included is the Case IH EST tool – a modern service tool for obtaining a readout of service information from tractors. The EST can also be used to upgrade a machine's software.



UPDATED LIST – ISOBUS COMPATIBILITY CHECK

In recent weeks, we have carried out an extensive ISOBUS compatibility check with the AFS Pro 700 displays for the tractor-side software and task controller.

In addition to this, the functionality of the main attachments from 18 attachment manufacturers were tested extensively, including section control, the basic functions and the collection of

geographical data for field maps. The results are now available in an updated overview. All Case IH dealers are informed and can provide information on request, if

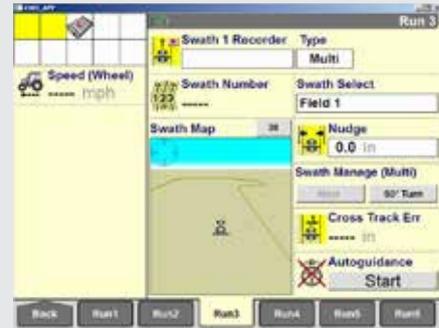
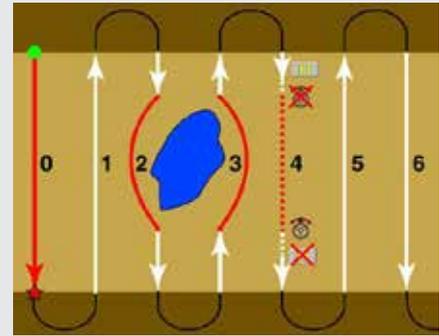


PRECISION WHEN TURNING CORNERS – NEW MULTISWATH+ FUNCTION AVAILABLE

With the latest software update, a new function is now available for the Case IH AFS Pro 700 displays. The new MultiSwath+ is a new track type that enables a dynamic change in the track pattern without track selection.

This function is perfectly suited to terraced or unevenly formed fields, for example when driving over stretches of water on the field. The MultiSwath+ system creates the next tracks

on the basis of the previous tracks. A special drive mode allows the guidelines that were previously drawn by the MultiSwath+ to be followed – for example during plant protection or harvest.



FOR ALL CASE IH TRACTORS:

CESAR DATA SECURITY SYSTEM — LABEL AND REGISTER

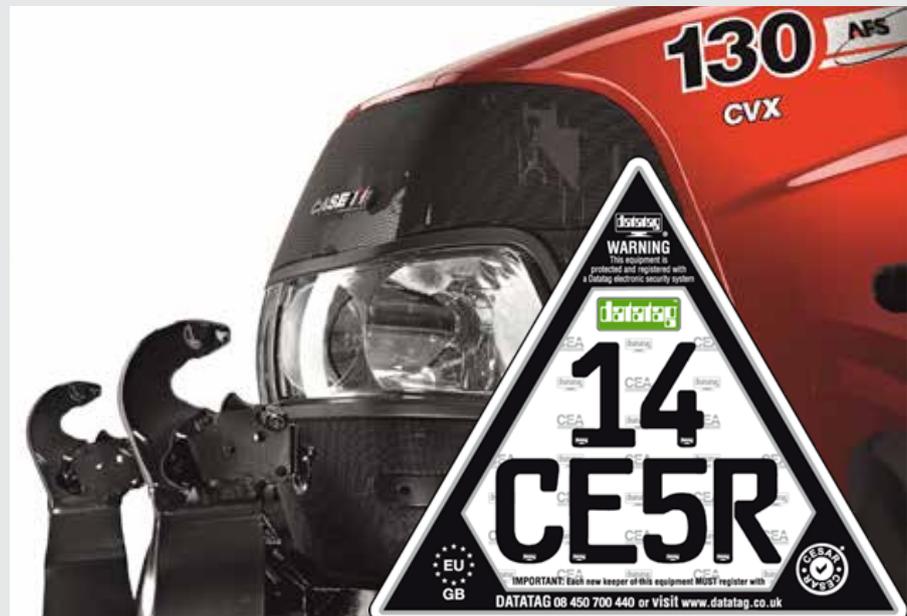
For the current models of tractors, Case IH offers a security system of labelling and registering for all models produced at St. Valentin. According to police statistics, this contributes to theft protection and successful recovery of the machine after a theft. The system is made up of several components.

5. A "DNA solution", which is incorporated into different surfaces or substances. This DNA is unique and therefore machine specific. If the visible labels or decals or the self-adhesive transponder are removed, there are still additional invisible safety features. Thanks to this security

system from Cesar Datatag, every machine has a fingerprint that can be matched to the machine by the police using a scanner in collaboration with Cesar Datatag. Additionally, some insurance policies offer discounts to those using the Cesar Data Security System.

These are:

1. A triangular decal, which is mounted on the outside of the machine and is therefore visible to everyone. These decals contain a machine-specific identification number, which can be used to help recover the tractor in case of theft.
2. A transponder the size of a grain of rice that is hidden inside the vehicle. This in turn contains a specific code number. This transponder functions independently of the electrical supply, and is therefore guaranteed to work constantly.
3. Datatag ID technology, a self-adhesive transponder with a specific code number. This code is programmed into the circuitry and cannot be changed.
4. A micro-point identification system, known as data dots, which are not visible to the naked eye. This system contains information that identifies the owner of the machine. The data dots, which are the size of a grain of sand, can be dispersed across any surface.





NEW TELEMATICS SYSTEMS FROM CASE IH

AFS CONNECT™ 2.0 FOR INCREASED EFFICIENCY IN AGRICULTURAL MACHINERY

THE NEW AFS CONNECT 2.0 TELEMATICS SYSTEM COLLECTS, PROCESSES AND TRANSMITS MACHINE DATA, WHILE ALSO OFFERING MACHINE MONITORING AND STATE-OF-THE-ART FLEET MANAGEMENT CAPABILITIES

With the new AFS Connect telematics solution, Case IH now offers an innovative system for all Case IH tractors and combines. Key machine data is continuously transferred to customers' PCs via the Internet. This gives contractors and farmers

constant access to all the machine data for their fleet, even when the machines are in use.

thereby allowing for numerous new applications in the fields of machine monitoring, fleet manage-

ment, service and commercial analysis. The new AFS Connect telematics system can be used to optimise processes, such as harvesting chains, and to increase machine efficiency.

AND THIS IS HOW IT WORKS

The AFS Connect telematics system continuously collects, processes and transmits the machine data to a dedicated web portal. This data can then be retrieved via an Internet connection from a computer or mobile device, such as a Smartphone or tablet PC.

This gives farmers and contractors constant access to key machine data. The vehicle can be monitored continuously on a map display.

INCREASED SECURITY FOR YOUR MACHINES

Geo-fencing and curfew functions are also available. These functions use continuous motion de-

tection to allow you to monitor the location and time of the operation. A virtual restricted zone can be created for machines on request.

OPTIMISING MAINTENANCE

With the AFS Connect telematics system, it is easier than ever to schedule maintenance work. Alerts can also be issued when maintenance work is due, for example.

REAL-TIME VIEW – EVERYTHING IN SIGHT

The AFS Dash Board collects and analyses important vehicle parameters, including engine speed, hydraulic oil temperature and pressure, fuel levels

and battery voltage, and presents this data as graphics. The operator can also choose to display a wide range of reports, such as the area to be worked, the average yield, the flow and moisture levels on harvesting machines, as well as the weight and a fuel report. A connection can also be established to the CAN bus system of the machine in order to access key performance data.

SMS information can also be sent directly to the machine via the AFS Connect web portal.

INNOVATIVE SYSTEM

INNOVATIVE SYSTEM

AFS Connect sets itself apart thanks to a number of special technological characteristics. For example, the Case IH AFS Connect boasts a continuous refresh rate of just one minute. In addition, every user can obtain a real-time update 30 minutes per machine per day.

The telematics module has two input signals for monitoring additional sensors and switches. This means that the system can be quickly adapted to special applications.

BASIC OR ADVANCED — YOU HAVE THE CHOICE

Case IH offers two different versions of the AFS Connect.

While the Basic version contains all the basic functions, the Advanced version includes additional status requests and an option for sending text messages to the vehicle. Each vehicle requires a special modem for the AFS Connect telematics systems. This is a subscription service.



Images:

- 1 With AFS Connect 2.0, direct comparisons can be made between different machines on the same plot of land. The system is a high-performance tool for optimising machine operation in areas such as fuel consumption or machine efficiency.
- 2 AFS Connect is now available for Case IH combines, as well as for the Case IH Puma, Magnum and Quadtrac tractor series. More series will be added soon.
- 3 With the new AFS Connect 2.0, Case IH now provides farmers and contractors operating multiple machines with an important virtual tool. The system offers an increase in the efficiency of machine monitoring, but, more importantly, allows machine operation to be analysed at any time.

INNOVATION: MAGNUM ROWTRAC

DEBUT AT THE EIMA 2014

The new "Magnum Rowtrac" falls back on the experience and knowledge of Quadtrac and is consistent with the Case IH design philosophy, in that four points of contact are kept of the ground. By retaining a suspended front axle with wheels, soil disturbance is reduced and the drive is not interrupted when steering. If additional traction is necessary, a differential lock can be engaged. Several belt options are available. Widths of 16", 18", 24" and 30" can be used on a machine for row spacings of 76", 80", 88" and 120". With the suspended front axle contributing to the retention of four points of contact on the ground, there is less forward/backward roll compared with other tracked machines.



CASE IH PRESENTS THE NEW MAGNUM CVX

MAGNUM 2015 SERIES – THE HIGH-EFFICIENCY SOLUTION

NEW MODEL LINE-UP WITH A POWER OF UP TO 435 HP/NEW FPT 8.7-LITRE ENGINE
HI-ESCR AFTER-TREATMENT SYSTEM MEETS EUROPEAN STAGE IV EXHAUST EMISSION REGULATION/
INNOVATION: ROWTRAC OPTION

Since the Magnum series was launched onto the market in 1987, these tractors have been considered a benchmark worldwide when it comes to maximum traction, high engine power and reliability. More than 150,000 Magnum tractors have been produced since its introduction and are being used in arable regions throughout the world. Case IH will present the new 2015 model of these legendary tractors at the end of 2014. Case IH is presenting a new range of models: With the models Magnum 250, 280, 310, 340 and 380, it will provide engine power ratings of 250 to 380 hp. The top model, the Magnum 380 CVX, has a maximum power of 435 hp when using the Magnum's power boost feature. The new Magnum features an 8.7-litre "Cursor 9" engine from FPT Industrial, which is equipped with the Hi-eSCR exhaust after-treatment system and meets European Stage IV (Tier 4 Final) exhaust emission regulations. The Hi-eSCR system is a further development of the

SCR solution used for European Stage IIIB. The SCR solution has proven very successful with simplicity of design, great fuel efficiency and with a best in class engine oil change interval of 600 hours.

HIGH PERFORMANCE AT LOWER ENGINE SPEEDS

On all models from Magnum 280 onwards, the wastegate turbocharger is replaced by an eVGT, an electronically variable geometry turbocharger. This helps the engine power and torque characteristics at lower engine speeds and leads to a peak torque of 1850 Nm between 1300 and 1400 rpm on the Magnum 380 CVX model.

EFFICIENCY ACHIEVED WITH EASE

The new Magnum range offers a wide range of transmission options including Full Power Shift and CVX in both 40 ECO and 50 km/h versions.

The efficient Magnum CVX transmission possesses four mechanical travel gears and offers very high efficiency. The Magnum CVX reaches a transport speed of 50 km/h with engine revolutions at 1400 rpm, thereby reducing diesel consumption. All Magnum models have access to Automatic Productivity Management (APM). The dual hand throttle enables the driver to set the minimum and maximum engine speeds. The Magnum CVX transmission is very easy to operate, with seamless power transfer from 0 to 50 km/h without additional selection of movement strategies. The driver can set three target speeds for forward and reverse travel, and can set the working speeds for specific tasks. Active Hold Control is a feature that prevents the tractor from rolling back when stopping on a hill, and which allows for pulling away again without having to use clutch or brakes. To reduce operator fatigue, Headland Management Control (HMC) enables the recording of repetitive work

processes on numerous attachment devices, thus making repetitive field applications much more efficient.

NEW DESIGN

The new Magnum has been given a facelift. This includes a roof design with a greater number of working lights. Further visual changes can be seen on the left side, with completely new fuel and AdBlue tanks. On the right, the steps have been moulded into the fuel tank for ease of access to clean cab windows. Integrated handrails aid in ascending the steps and provide support and stability once the top of the sturdy platform covering the right tank has been reached.

COMFORTABLE CAB

Operator comfort and efficiency have not been forgotten either. New features include an improved 360-degree lighting package with 14 LED and three HID strategically placed working lights which increase the lighting capacity by 60 per cent and allow for comfortable and safe night-time operations. An improved high-end leather seating option with both heated and

ventilation options are coupled to an updated Multicontroller with improved comfort and backlit buttons. The latest Surveyor cab provides a space of 3.1 m³ – roomy and comfortable with 6.4 m² of glass providing 360-degree visibility and an industry-leading 67 dBA cab noise level, allowing the operator to make any phones calls via the fully integrated Bluetooth radio.

EXTENSIVE SUSPENSION DESIGN

The Magnum has pulled out all the stops with its five point suspension package. Front axle suspension with 100 mm of travel for keeping all your tires on the ground is crucial for stability and efficient performance of the tractor. The cab suspension reduces vibration, and stabilises the cab front-to-back as well as up-and-down. Five settings for optimum ride quality are available, and a semi active seat automatically controls the damping of the seat inside the cab. Suspension is provided when carrying implements on the road by a ride accumulator for the front linkage and automatically on the rear linkage.



SUCCESS STORY:

150,000TH CASE IH MAGNUM DELIVERED IN JUNE 2014

BUILDING THE BEST — THE CURRENT MAGNUM LINE-UP IS CHARACTERISED BY AN ENHANCED OPERATOR ENVIRONMENT AND EXCELLENT FUEL EFFICIENCY

26 years ago, the first Magnum showed what the colour "red" can do in the field. 150,000 units later and the current models of the premium tractor are still leading the industry. Used in the most challenging of agricultural areas, the Magnum is much more than just a high-performance, reliable and user-friendly tractor. Every Magnum is individual and suited exactly to the individual requirements of each customer with its different options. "Through the years, our tractors have established themselves on the market as a result of their extraordinary performance, reliability, longevity and their ability to be suited to the exact needs of our customers", explains Dan Stuart, Case IH Product Marketing Manager for Tractors in Europe.

"The current Magnum tractors, which are all built exclusively in Racine, Wisconsin, USA,

offer performance, an improved operator environment and excellent fuel efficiency. Our engineers strive to always fulfil the market demands", explains Stuart.

INDUSTRY-LEADING TECHNOLOGIES

Magnum tractors have a very good reputation for performance and reliability, and have come a long way since their introduction. "After previously being operated by pure mechanics, our Magnum tractors are now equipped with state-of-the-art assistance and control systems, including a highly-developed track guidance system."

"Placing the cab on the rear axle, without impairing the field of vision, was something new and innovative at the time it was launched. It is clear that we at Case IH will never cease working to improve our tractors and adapt to the needs of

our customers", says Stuart. The 150,000th Magnum tractor was recently produced and delivered. Jerry Forsythe, a farmer and customer from Illinois, USA, also bought the 100,000th Magnum tractor. "We see this as real proof of the quality of our premium product", emphasizes Stuart.





FULLY SUSPENDED TRACKS TAKE THE PRESSURE OFF YOUR SOIL, AND YOUR OPERATORS.

Because harvesting conditions vary so much, Axial-flow's tracks adjust to the firmness of the field. Our fully suspended track system features a fourth idler roller that helps reduce ground pressure and avoids damage to soft land. Out on the road, it reduces wear on the rubber tracks, and most importantly, is a lot more comfortable between fields.



THE NEW AXIAL-FLOW® 240. SIMPLY ADVANCED

www.caseih.com

CASE IH
AGRICULTURE