

DEGREES OF PRECISION Ag students excited about future of industry

PRECISION FARMER

EVERY FARMER NEEDS AN EDGE

TURN THE ODDS IN YOUR FAVOR

Navigate odd-shaped fields
better with Tru Count
Air Clutches®

RTK COVERAGE WITHOUT BORDERS

Cellular Networked RTK
provides farmers another
tool in precision toolbox

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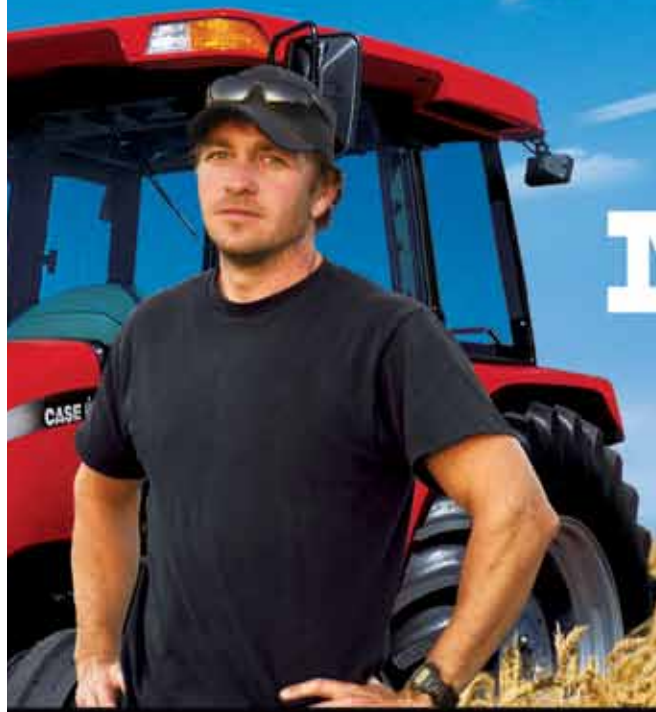
ADVANCED
FARMING SYSTEMS

Repeatable Precision. Unbeatable Support.

NO SMALL POTATOES

In Nebraska and New York, potato growers
are discovering how to bag big savings
with Case IH precision farming

**This Land Is
MY LAND.
And AFS® is my guide.**



Repeatable Precision. Unbeatable Support.

“My dealer installed it and I started saving the same day.”

— Carl Eggard, Brookings, South Dakota

The most advanced guidance system available.

- Save Inputs
- Save Fuel
- Save Time
- Reduce Fatigue
- Improve Yields

**Ask for a
FREE DEMO!**

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PRECISION FARMER
welcomes you back for more!

This land is your land. And whether you're a potato farmer in Nebraska, a corn farmer in Iowa or a wheat farmer in North Dakota, Advanced Farming Systems from Case IH is your guide.

No matter what crops you farm or what color machines you drive, precision farming can help boost your bottom line and improve your way of life.

At Case IH, we're committed to the technological future of the agriculture industry and we're committed to you. And because of that – along with our confidence in the superiority of Case IH systems when compared to the competition – we've produced our third installment of our award-winning **PRECISION FARMER** magazine.

Through **PRECISION FARMER**, we're helping you get an edge by providing details about the latest in Case IH guidance systems and the many creative ways that farmers across the map are using them to increase yields and profits while decreasing input costs and fatigue.

In this issue, you'll meet potato farmers in Nebraska and New York who are reaping big rewards thanks to Case IH precision farming, discover how Iowa farmers are managing odd-shaped fields better than ever before, and learn why the next generation of growers is so excited about where Case IH technology is helping take the industry. There's also plenty more.

No matter what your operation needs, Case IH has the precision farming solutions to help you achieve your goals and give you an edge. Simply turn the page and begin getting familiar with this edition of **PRECISION FARMER**.

Sincerely,

Eric Bippus
Vice President, Sales and Marketing, N.A.
CNH Parts & Service

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About AFS:

Advanced Farming Systems, otherwise known as AFS®, is the proprietary line of guidance products sold exclusively by authorized Case IH dealerships. For more information on Advanced Farming Systems, contact your local Case IH dealer.

About Case IH:

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive and reliable equipment — for those who demand more. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings, and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity-enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; and site-specific farming tools. Case IH is a brand of CNH (NYSE: CNH), a majority-owned subsidiary of Fiat Group (FIA: MI).



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Unparalleled accuracy and customer support has farmers joining the Case IH precision farming family

Pictured on cover:

Tim May, Frenchman Valley Produce, Imperial, Neb.

Clay Lotspeich (at left), the precision farming specialist at Curly Olney's, Inc., in Imperial, Neb., stands beside the dealership's RTK network tower that's helping boost the bottom line for potato farmers. For the story, see page 6.

CUSTOMERS

WORD FROM THE FARM

TURN THE ODDS IN YOUR FAVOR

With Tru Count Air Clutches®, odd-shaped fields pose fewer problems for farmers

Some farms have simple, rectangular fields. Others – such as Kevin Borts' farm in central Iowa – do not.

"It's steep and hilly in all different directions, with trees and cricks," the 57-year-old Iowa farmer said while sitting at his dining room table, sipping coffee and flipping through maps of his farm's complicated fields.

Near the town of Mingo, located approximately 30 miles northeast of Des Moines, Borts works about 2,300 acres of corn and beans spread across more than 20 different fields, of which, he said, most feature oddball shapes and tricky terrains.

However, with the precision of Case IH's Tru Count Air Clutches® controlling his seeding operations, Borts said he's finding his trade to be less tricky – and more profitable – than ever before.

"I've saved probably 45 acres of seed on 1,700 acres of corn," said Borts, who began using Tru Count last year. "Even though it sounds like a lot of money [to spend up front for equipment], I'm saving a lot of money."

"And as far as row sections, [the system] will pay for itself within one year."

EVENING OUT THE ODDS

Tru Count Air Clutches® from Case IH start and stop the flow of seed almost instantly using the commands from a tractor's section control unit and GPS. One clutch per row is always needed, regardless of the number of rows.

Brett Saddoris, the precision farming specialist at Vetter Equipment in Nevada, Iowa, where Borts purchased his Tru Count system, said "farmers with more odd-shaped fields and smaller acres are really adopting this technology."

Farmers have the option of choosing an integrated display or an EZ-Guide® 500 lightbar as their source for both GPS and overlap detection. Those using an EZ-Guide® Plus lightbar can also utilize existing displays and have options for managing up to 24 control sections.



Iowa farmer Kevin Borts' wife, Liz, looks on as he shows the awkward shapes he deals with on many of his corn and bean fields. Thanks to Tru Count Air Clutches®, however, those odd shapes are less of a problem.

With the Tru Count system, the air compressor is mounted on the tractor or planter and supplies air to the system. The air tank, meanwhile, is mounted on the planter and is connected directly by tubing to the compressor, supplying the air valves with air as needed.

While operating, air valve modules turn the air clutches on and off, with each module commanding up to four control sections. Each control section can have from one to four clutches and multiple modules can be used to increase the number of sections.

As an example, if a farmer has a 16-row planter and wishes to set it up with eight control sections with two rows per section, he'll use two air valve modules.

STAYING AHEAD OF THE CURVE

About 165 miles north of Borts' farm, in the town of Cresco, Iowa, fellow corn and bean farmer Dave Sovereign is also enjoying the benefits provided by Tru Count Air Clutches®.

"We like to stay towards the front side of technology," said Sovereign, who farms with his brother and two cousins and began using Tru Count technology last year after purchasing the system from Windridge Implement in Cresco.

"We've realized that efficiency is key to being successful," Sovereign continued. "That's why we're working more with precision technology."

With property that's also broken up in odd-shaped fields, Sovereign said Tru Count "helps with overall efficiency and eliminates any doubles on the field borders."

He estimated that with Tru Count he's saving about \$2 an acre and said that "Last year, I ordered 1,200 some bags of seed and 42 bags were returned. Usually, I'm looking for more bags."

With Tru Count, accuracy – and savings – really add up, he said.

"I'm going to experience a relatively short payback time," Sovereign said. "Things have worked well." III

NO SMALL POTATOES

In Nebraska and New York, potato growers are discovering how to bag big savings with Case IH precision farming



Nebraska may be the “Cornhusker State,” but as Tim May’s truck license plate shows, there’s more than one crop grown within its borders.

Parked outside the offices of Frenchman Valley Produce in the western Nebraska town of Imperial, Tim May’s white Chevy Silverado stands out in a state so renowned for its trademark crop that the flagship university calls its athletes “Cornhuskers.”

The pickup’s vanity plate reads: “POTATO.” But, these days, it’s not the only thing about May’s farm that’s grabbing attention.

“We’re always analyzing, always trying to do stuff better,” the 49-year-old potato farmer explained as he took visitors on a recent tour of Frenchman Valley Produce’s spacious processing and shipping facilities. “Seven years ago, we first started steering our tractors [with guidance], and then we added implement steering two years ago. And with it, we’re really seeing the benefits.”

In Nebraska, potatoes rank well behind corn and soybeans in terms of the state’s most popular cash crops. But thanks to Case IH precision farming technology, May’s farm is now shipping more taters – and turning a healthier profit – than ever before.

In 2009, Frenchman Valley Produce sent about 1.5 million of its May Basket brand potatoes to locations throughout North America. Some will end up mashed in South Carolina diners, while others will be baked and set beside prime rib in fancy Kansas City steakhouses or turned into papas fritas and served up at restaurants south of the border in Mexico.

It’s impossible for May to know the final destination of all the potatoes his farm grows, but what he is certain of is that by using precision farming he’s provided a big-time boom to his business.

“By using guidance, we’re now getting 15 percent more usable crop,” said May, who annually farms about 2,200 acres around Imperial and in southwestern Kansas. “It’s made a huge difference.”

Continued on next page

EYES ON BIG SAVINGS

To farm just one acre of potatoes, Tim May says it costs his farm approximately \$2,300 in seed, fertilizer and chemicals. And that doesn't include the price of the headaches.

The land May works in western Nebraska – located about a half hour's drive from the Colorado border – poses planting problems with its rolling terrain.

"When we started steering tractors [with guidance], that was doing a good job," May said. "But then we had an issue with the planter."

On side hills, May said his eight-row planter – carrying as much as 18,000 pounds of seed – would regularly slip off its desired path, due to gravity. That slippage resulted in poor placement of seeds, which often caused potatoes to grow exposed out the side of the hill.

"And then they would get sunburned," May explained. "Because of that, we were throwing away 15 percent of our crops on the side hills."

Two years ago, however, May purchased a Case IH TrueTracker™ implement steering system from his local dealer, Curly Olney's, Inc., in Imperial, Neb. Using RTK (Real-Time Kinematics) signals, the system ensures that his planter will stay on a repeatable path behind his tractor, regardless of slopes.

"We've solved it," May said of the planter problem. "The hills are no longer costing us money and we're harvesting crop that before we would have thrown away."

"Being able to do that on side hills has just made a huge difference and we're planting potatoes on fields now that we never would have tried before. If we had, the rows would have looked skewed."

A POTATO STATE OF MIND

Just like there's more than corn in Nebraska, there's also more than Manhattan in New York.

"People think that the Bronx, Yonkers,

Brooklyn and the Yankees are the only life in New York," said Brad Bliss, precision farming specialist at Lamb & Webster, Inc., in North Java, N.Y. "Ag in New York state is a happening thing."

And at 7,500-acre McCormick Farms in Bliss, N.Y., located about 40 miles southeast of Buffalo, it's precision ag that's happening. Featuring New York's largest potato operation covering 2,200 acres, McCormick Farms was experiencing the same problem seen by Tim May in western Nebraska: Sloping hills were causing planters to slide off their desired path, resulting in diminished crop yield.

McCormick Farms, however, also had another issue: It was dissatisfied with the accuracy provided by the pair of John Deere GreenStar™ guidance systems it was using on its tractors. So, in 2008, the farm's management turned to local dealer Lamb & Webster for a remedy.

"We wanted to switch to RTK to get more accuracy than what we were



Advanced Farming Systems from Case IH are helping Tim May increase yields and profits while decreasing input costs and fatigue.

“ WE'RE NOW GETTING 15 PERCENT MORE USABLE CROP, IT'S MADE A HUGE DIFFERENCE ”
– TIM MAY, Frenchman Valley Produce, Imperial, Neb.



At Frenchman Valley Produce in Imperial, Neb., farmer Tim May ships boxes of his May Basket brand potatoes to points all across the map.

getting from Deere," said Chris Hansen, farm manager for McCormick Farms. "And the other thing was, we wanted implement steering."

They got both. Bliss linked McCormick Farms up to the dealership's RTK network and outfitted its eight-row planters with custom navigator hitches. McCormick Farms is believed to be the first farm in the northeast to use implement guidance for its potato planters.

"They're doing a lot of things that no one else has really done yet," Bliss said. "And we work through everything together."

Hansen lauded both the tech support from Lamb & Webster – and the results provided by Case IH precision farming equipment.

"The service has been impeccable," he said. "Brad is always available at a

moment's notice. And you've got to be accurate with your planter. Now, we're getting that accuracy."

THE 'REST' OF THE STORY

In addition to precision tracking of its implements and accuracy benefits provided by RTK, Hansen said McCormick Farms' operators are also enjoying reduced fatigue thanks to guidance. In Nebraska, Tim May says the same.

"Because of the guidance system, you can get so much more done at the end of the day because of the lack of fatigue," May said. "At first, we had a hard time getting our guys on board with [using guidance]. But after the first day, both our planter operators said it was the best thing we've ever done. And that we should have done it a long time ago."

By coupling RTK with an AgGPS®

Autopilot™ system to get signals that never deviate while keeping machines within sub-inch accuracy, operators can relax and watch what's going on with their implements.

"They're able to pay better attention to what's going on behind them," May said. "So, now, they don't have sore necks and they're not driving over potatoes in the field. The whole operation has just been better."

And big benefits from guidance add up to even bigger savings, said Clay Lotspeich, the precision farming specialist at Curly Olney's.

"A lot of people look at the up-front costs [with precision equipment]. But when you start breaking down what your savings are going to be, the up-front costs are minimal," he said. "You can do a good job steering your tractor, but you really want to know where your implement is at."

"Because, if you're just three to four inches off, you can have a substantial yield differential. If you fix that, though, you can earn your money back fast. And the guys who make money will be the ones looking out there and seeing how they can do more with less. Guidance and precision ag products from Case IH can help you do that." ■■■

PROBLEM?

Inaccurate planting on side hills was causing Tim May to throw out thousands of spoiled potatoes each year.

SOLVED.

Thanks to the accuracy provided by Case IH implement steering, May is now getting **15 percent more usable crop.**



Even on the trickiest of terrains, the AFS® Pro-600 from Case IH provides farmers with accurate guidance in their fields, as well as a wide array of other features and benefits.

OFF AND RUNNING

Slow to adopt precision farming at first, North Dakota family is thrilled with performance of their AFS® Pro-600

Even as growers all around them were adopting precision farming technology for their agricultural operations, Lemnus Farm, Inc., stood pat.

"We were just hesitant," explained Josh Lemnus, 32, who farms about 6,000 acres of corn, beans and wheat with his father and two uncles in Enderlin, N.D. "It was kind of our thinking that if it ain't broke, don't fix it. People we talked to said (precision farming) worked really well, but you've got to pay this much for this feature and that much for that feature. We dragged our feet."

All it took, though, was one hands-on demonstration of the power of Case IH precision farming and the Lemnuses were off and running.

BECOMING A BELIEVER

These days, Josh Lemnus is using the AFS® Pro-600 to maximize the efficiency and accuracy of this family farm's spraying operations.

Two summers ago, though, the Lemnuses finally became sold on the Case IH technology when Brian Krueger, the precision farming specialist from Titan Machinery in nearby Lisbon, N.D., came out for a demo. Using the predecessor to the more advanced AFS® Pro-600 system on a 120-foot sprayer, Krueger and the Lemnus family went out and sprayed water on one of their worst plots of land.

"It's a screwed-up field," Josh explained about the site used for the demo. "Wheat stubble ground with dips, hills, potholes, water ..."

With guidance, however, the sprayer operated more accurately and efficiently over the rough terrain than the Lemnuses could have even imagined, with Josh Lemnus calling the display an "eye-opener." Based off that experience, the Lemnuses jumped on board with Case IH precision farming and Krueger was able to sell them on a prototype of the AFS® Pro-600 for their new 120-foot sprayer.

"On a sprayer, it allows them to have total control over the liquid they're putting down," Krueger said. "The monitor tells them everything that's going on."

The AFS® Pro-600, which became available everywhere in late 2009, features a fully customizable touch-screen display and large, 10.4-inch color screen that offers portable precision. It can easily be moved from your tractor to a sprayer to a combine or cotton picker for use with planters, baler aircarts or pull-behind sprayers.

MORE OPTIONS, MORE SUCCESS

Also allowing farmers to manage implement functions and record and log everything from fuel levels and usage to work rate, slip, distance, area and engine load, the AFS® Pro-600 delivers a wide array of options. In a combine, it also provides on-the-go yield monitoring, yield logging, and on-screen, real-time yield and moisture mapping as well as a sensor that measures moisture.

And beyond the efficiency, accuracy and option of versatility provided to Lemnus Farm by the AFS® Pro-600, they're also benefiting from the reduced drain on their bodies – and their minds.

"When they realized how much less stress they'd have in controlling the unit, that was big," Krueger said. "At the end of the day, you can see how less stressed out you are."

In fact, so pleased are the Lemnuses with the precision and versatility of the AFS® Pro-600 that they're planning on expanding their use of Case IH precision farming technology.

"Next year, we're probably going to jump up to precision planting," Josh said. "We've just run the sprayer for one season and haven't broken down all the savings yet, but we're really cutting down on overlap. Overall, we've just been really happy with everything. It's all been pretty impressive." III

RTK COVERAGE WITHOUT BORDERS

Cellular Networked RTK provides farmers with another tool in the precision farming toolbox

If you're like many other farmers across the country, you've probably heard about Cellular Networked RTK, billed as the ag industry's "Next Big Thing."

"It's the hottest topic in precision farming," said Rob Smith, Precision Farming Sales Manager for Case IH Parts & Service. "People are definitely talking about it."

And as one would expect from the industry's leader in precision farming technology, Case IH is standing at the forefront of Cellular Networked RTK development.

Rest assured that Cellular Networked RTK (see glossary for full definition) is not designed to make traditional RTK networks obsolete. In terms of accuracy and repeatability, a local base station still provides the optimal results. However, if rugged

terrain in your area doesn't allow for traditional RTK signal reliability, or if you're working farmland located outside an established RTK network but want to access RTK-style sub-inch accuracy, Cellular Networked RTK might be an ideal solution.

As a Case IH customer, it's another tool in your precision farming toolbox. To see how the Cellular Networked RTK solution compares to traditional RTK and a Single Base CORS solution (see glossary), we've provided the accompanying chart. Take some time to study it and see what option appears best for you. Then, visit your local dealer for full details about Cellular Networked RTK, Single Base CORS and traditional RTK solutions and their availability in your area. III

	TRADITIONAL RTK SOLUTION	SINGLE BASE CORS SOLUTION	NETWORKED RTK SOLUTION
Signal Transmission	450/900 MHz radio	Internet access to central server	Internet access to 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 base station)	Private – Yes State Owned – None (Yet)	Private – Yes State Owned – None (Yet)
Vehicle Equipment to Receive RTK Signal	450/900 MHz radio	Cellular modem	Cellular modem
Cellular Data Plan Required	No	Yes	Yes
Base Stations Networked Together	No	No	Yes

GLOSSARY

Cellular Networked RTK is a network consisting of GPS reference stations spread out over a large area. With Cellular Networked RTK, correction is generated from the multiple reference stations networked to a server and transmitted via the Internet and cellular modem. Users can be anywhere within the geography by the network and maintain RTK-style accuracy.

CORS stands for Continuously Operated Reference Station. All reference stations used in a Cellular Networked

RTK solution can be viewed as a network of CORS. With CORS, correction is generated at the RTK base station and transmitted via the Internet and cellular modem to the rover. Users must be within a specified distance of a single base station to maintain accuracy.

Ag3000 Cellular Data Modem from Case IH enables farmers to utilize Cellular Networked RTK for correction signals.

DEGREES of PRECISION

At Kirkwood Community College, Case IH is helping students prep for the future of farming

“ WHEN YOU LOOK AT HOW FAR THINGS HAVE COME IN 10 YEARS, IT'S REALLY EXCITING TO THINK WHERE WE'LL BE IN ANOTHER 10 YEARS ”

– JOSH SCHADE, Student, Walker, Iowa

Terry Brase, associate professor for agriculture technology at Kirkwood Community College in Cedar Rapids, Iowa, addresses students in his Ag GPS/GIS Technology Program, one of just a few of its kind in the country.

It's just after 10 a.m. on Tuesday morning at Kirkwood Community College in Cedar Rapids, Iowa, and for Matt Price, class has just begun. His day, however, had already started much earlier.

“Oh, I was in the shop this morning,” said the 20-year-old farm boy from Coggon, Iowa, located about 30 miles northeast of campus.

Unlike many college students who might just be rolling out of bed at 10 a.m. – or, perhaps, sleeping until noon – Price is up with the chickens each weekday doing chores before making the half-hour drive to Kirkwood, located in the southern outskirts of Cedar Rapids.

With about 17,000 students, Kirkwood Community College – named for Samuel J. Kirkwood, an abolitionist and Iowa's Civil War governor – is the fourth largest college in Iowa.

Kirkwood also boasts one of the largest Ag Science departments in the country with more than 700 students.

The reason why Price – as well as a growing number of other young, tech-savvy farmers – makes the haul to Kirkwood each day is because of the Agricultural Global Positioning System/Geographical Information System (GPS/GIS) Technology Program that Terry Brase, associate professor for agriculture technology, founded in 2000.

One of only a handful of programs of its kind in the nation, Kirkwood offers a valuable opportunity for students to earn a two-year degree in Precision Farming.

And Case IH is helping them achieve their goals.

START HERE, GO ANYWHERE

In the tiny town of Coggon (pop. 745), Matt Price's family owns a 2,600-acre farm where corn and soybeans are grown and 200 head of cattle are managed. To help him handle it all, Price's father uses precision farming equipment from Case IH.

“I started getting some [precision farming experience] at home, and I liked playing around with the desktop software,” Price said, explaining what sparked his interest in the technology.

At Kirkwood – where the school motto is “Start Here. Go Anywhere!” – Price already knows where his degree is leading him.



Kirkwood college students Matt Price (right), 20, of Coggon, Iowa, and Kellie Heims, 20, of Monticello, Iowa, discuss the finer points of their latest agricultural data project.

“Once I finish up here, I plan to go back home to the farm and use my degree,” he said. “I’ll be able to make maps, analyze them, get our lower acres up and keep our good acres increasing.”

The intent of the Agricultural GPS/GIS Technology Program is to prepare students to work in the emerging geospatial technology industry, Brase said. Kirkwood's two-year program allows for specialization in agriculture, horticulture, natural resources and geospatial technology. It focuses on “hands-on experience,” while also including courses in computers, GPS and GIS software, and data collection, in addition to agronomy and agriculture economics.

During the spring or summer between their first and second years, students complete an eight-week internship, working at places such as dealerships,

co-ops and crop scouting firms, or for research firms in Washington state, the U.S. Department of Agriculture or city planning departments.

Brase said, upon graduation, career opportunities for his students include jobs as dealership precision farming technicians, GPS technical support providers, custom applicators, GIS specialists and GIS coordinators in agriculture, natural resources and other industries that apply geospatial technologies.

THE FUTURE OF FARMING

Andy Osborn hails from Montezuma, Iowa. But these days, the 23-year-old Kirkwood Community College alum resides in Racine, Wis., where he works for Case IH as a precision farming tech support specialist at the company's global headquarters.



In the Ag GPS/GIS Program at Kirkwood, students get hands-on experience with installing and operating precision farming equipment.

In May 2007, Osborn earned his degree in Precision Farming from Brase's program. Two months later, he earned a contract position with Case IH before ultimately earning a full-time job in February 2008. Now, Osborn is giving back to Kirkwood by helping locate spare parts for a team of current students to construct from scratch a simulator described by Brase as "a yield monitor in a wheelbarrow."

"What Terry is trying to do is really good," Osborn said. "Here [at Case IH], I work over the phone with dealers and customers, and the biggest struggle is finding good people who are not afraid of the technology."

"It's not rocket science, but if you're not comfortable with computers, it can feel a little bit like it. And while a lot of colleges offer agriculture degrees, at many of them there's not enough of a focus on

and understanding of precision farming. And it's only going to become more and more important."

Brase said that was exactly the reason why the Agricultural GPS/GIS Technology Program was founded in the first place.

"It was based on the needs of the industry," he explained. "Everything was going in that direction, and the industry needed more people who knew the technology and could apply it to ag."

Brase's first graduating class included 12 students, but he now has about 45 enrolled in either their first or second year. Through the program, students learn a wide array of precision farming systems, including EZ-Guide®, EZ-Steer® and AFS® Pro-600 from Case IH.

"This year, a team of students learned how to install the EZ-Steer® on a John Deere Gator," Brase said, displaying how Case IH precision equipment

can be adapted to fit all kinds of competitive machines.

"It was a great project," Brase continued. "I'm always telling them to learn how to learn. That's the key."

THE COOL SIDE OF AG

It's the excitement about agriculture evolving into a true tech industry that's most attractive to many young men and women interested in pursuing careers in the field.

"I hear my grandpa talk about how, when he first started farming, they were using horses to do planting. And, now, in the tractor you don't even have to steer," said Josh Schade, 19, a Kirkwood student from Walker, Iowa. "When you look at how far things have come in 10 years, it's really exciting to think where we'll be in another 10 years."

Osborn can't predict where that will be exactly, but having worked for an Ag Leader dealer in high school and having interned for John Deere during college, he knows Case IH will be leading the way.

"I've had experience with Ag Leader, Deere and with our systems at Case IH," he said. "And as far as accuracy, functionality and user preference, Case IH is the best. When you compare everything screen to screen, it's just more user-friendly."

And, thanks to Kirkwood Community College, more student-friendly, as well. III

PROBLEM?

Precision farming is the future of agriculture, but many working in the industry aren't familiar enough with it.

SOLVED.

Kirkwood Community College – with support from Case IH – offers a two-year degree in Precision Farming to educate ag's next generation.



THE PARTS YOU NEED, WHEN YOU NEED THEM.



KEEP WORKING, WE'LL WORRY ABOUT THE REST.

The CNH Capital Commercial Revolving Account provides the financing assistance for parts and service when you need it, keeping your equipment running when it matters most.

The Commercial Revolving Account offers cost-effective financing with flexibility:

- A Dedicated Line of Credit
- Flexible Repayment Terms
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- No Annual Fee
- Special "No Payments, No Interest" Promotions



VISIT YOUR LOCAL CASE IH DEALER TODAY TO LEARN ABOUT SPECIAL CNH PARTS & SERVICE FINANCING PROMOTIONS AVAILABLE.



YOUR PRECISION LINEUP

No matter what crops you farm, where you farm them or what color machines you use to work your fields, Case IH can help you farm better. Our lineup of remarkably accurate, hands-free precision farming equipment can help you optimize profits by saving big on input costs, improving yield and reducing fatigue. To discover how, read on.

AgGPS® FM-1000™

The AgGPS® FM-1000™ integrated display is the first display system in the industry to work as either a stand-alone manual guidance system or as part of an automated guidance, implement control or implement steering system.

Systems supported by the FM-1000™ include:

- Autopilot™
- EZ-Steer®
- EZ-Boom™
- Flow and application control
- Implement guidance

Affordable and capable of handling everything you need in guidance, steering and mapping with just the touch of your fingers, the AgGPS® FM-1000™ gives you the best performance and reliability with the industry-leading dual GPS + GLONASS receivers. It also accommodates up to four cameras for an unmatched rear observation system.



KEY FEATURES INCLUDE:

- Large 12.1-inch color screen display
- Integrated dual GPS + GLONASS receivers
- Integrated 900MHz radio
- Virtual lightbar feature
- 4x external video input

Lightbars (EZ-Guide® 250 & EZ-Guide® 500)

EZ-Guide® lightbars serve as the main interface between you, your machine and your precision farming GPS network. Features include:

AgGPS® EZ-GUIDE® 500

- Cornerstone of hands-free farming
- 7-inch color LCD screen with 31 guidance LEDs
- 6- to 8-inch pass-to-pass accuracy upgradeable to 1-inch year-to-year accuracy
- Compatible with EZ-Steer® 500 system, AgGPS® Autopilot™ system and EZ-Boom™ 2010 system
- Variable rate capability

AgGPS® EZ-GUIDE® 250

- Most affordable lightbar guidance system
- 4.3-inch color LCD screen with 15 bright guidance LEDs
- Sub-meter accuracy (upgradeable to 6- to 8-inch pass-to-pass accuracy with optional AG15 antenna)
- Compatible with EZ-Steer® 500 assisted steering system



AFS® Desktop Software

Experience the best way to properly monitor and manage your precision farming data with the latest harvest and application management systems software. Compatible with numerous systems, it's the organized way to keep tabs on machine performance (fuel efficiency, engine load, slip, etc.), soil samples, guidance paths, farm maps, crop plans, rate prescriptions and much more.

Display, print or save charts, graphs and data summaries to easily track progress, diagnose problems or organize info for record keeping. And, of course, a dedicated software support team is available to help you with any problems.

Contact your local Case IH dealer for the latest software updates.



Tru Count Air Clutches®

Tru Count Air Clutches® start and stop the flow of seed almost instantly using the commands from your section control unit and GPS. One clutch per row is always needed, regardless of the number of rows.



AgGPS® EZ-Steer® Assisted Steering System

Utilizing hands-free technology, the AgGPS® EZ-Steer® assisted steering system relieves operators of fatigue from having to constantly watch the field, allowing them to instead focus on spray, planter performance and other important elements while in the cab.

The system is comprised of an EZ-Steer® motor that quickly attaches to the steering column and a controller that communicates between the motor and an EZ-Guide® 250 or 500 lightbar. Other features include:

- Fits more than 550 vehicle models—old and new
- High-speed 50Hz communication rate
- Faster driving speeds
- T2® terrain compensation technology continually detects and corrects for roll and yaw

AgGPS® EZ-Boom™ 2010 Automated Application System

Lower your farm's input costs by avoiding overspray and untreated gaps with the AgGPS® EZ-Boom™ 2010 automated application system. As the GPS constantly measures a machine's speed and location, the EZ-Boom™ 2010 system adjusts to control flow rate and boom switching of up to 10 boom sections. Capabilities include:

- Quickly and accurately navigate angled end rows, headlands and previously sprayed or no-spray areas
- Easily change between two predefined spray rates
- Quickly adjust application output with flick of a switch
- System easily integrates into sprayer systems and works with various display options



AFS® AccuGuide™ System

With up to one-inch repeatability from plant to harvest in any field pattern, the Case IH AccuGuide™ guidance systems extend your operating hours so you can work when you need to—and maximize the precision of your rows.

THE AUTOMATED STEERING SYSTEMS INCLUDE:

- AFS® 262
- NavController II
- AFS® Pro 600 Monitor

KEY FEATURES INCLUDE:

- Integrated steering system
- Up to 1-inch pass-to-pass accuracy
- T3™ terrain compensation technology continually detects and corrects for roll and yaw
- Designed with upgradeable features
- Multiple machine control with single display



DISCOVER YOUR ROI WITH THE AFS® PRECISION PAYBACK ASSESSMENT

To discover your return on investment, use our AFS® Precision Payback Assessment Calculator – available on www.putyourfarmonthemap.com.

It's quick. It's simple.

Use the online worksheet to input custom variables to see your savings per 1,000 acres with RTK, HP/XP and DGPS precision farming systems.

Calculate your savings today!

Visit www.putyourfarmonthemap.com to get started.

Field-IQ Crop Input Control System

Field-IQ prevents seed and fertilizer overlap and controls the rate of seed, liquid or granular materials with a section control and variable rate application control system that is simple to install and use. The Field-IQ system can run on either the AgGPS® FM-1000™ or EZ-Guide® 500 system.

KEY FEATURES INCLUDE:

- Control up to 48 individual rows automatically with easy-to-install Tru Count Meter Mount™ air clutches
- Control both liquid and seed placement, simultaneously, with the new Tru Count Meter Mount™ air clutch and new Tru Count LiquiBlock™ valves, which share the same air source
- Automatic overlap detection to track where you've been and what you've done



To learn more about Field-IQ,™ see your local Case IH dealer and ask for the latest literature.

PM-15049

THE BEST CUSTOMER SUPPORT IN THE BUSINESS

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SWITCHING COLORS, CHANGING MINDS

Unparalleled accuracy and customer support has farmers joining the Case IH precision farming family

How does Green turn to Red?

If you ask farmers from Mississippi to Michigan and countless other points across the map, they'll say it's actually quite simple: Couple great customer service with the best precision farming systems on the market, and it doesn't matter what color tractor you drive, red will lead the way.

"I guess a big part of the reason why we have Deere farmers running our [Case IH] guidance equipment would be the support we offer them," said Bart Freeland, the precision farming specialist at Ayres-Delta Implement in Leland, Miss. "We're proactive and we're responsive. We return phone calls very quickly and try to get any problems resolved as quickly as we can."

GOING COLOR BLIND

Throughout North America, more and more farmers are discovering each day that, for the biggest return on their investment – both financially and in terms of dealer support, it's worthwhile to give up lifelong devotions to John Deere, Caterpillar and other competitive agricultural equipment brands to join the Case IH precision farming family.

"Bart, whenever I call him, he's right there for us," said Will Fratesi, 24, of Leland, Miss., explaining the reasons behind his family's decision to purchase EZ-Guide® 500 lightbars from Ayres-Delta for their green tractors. "That's one of the main reasons why we went with him."

But not the only one, as Fratesi said he, his father and his two uncles have also been thrilled with Ayres-Delta's RTK [Real-Time Kinematics] network and the accuracy and efficiency the Case IH precision equipment has provided their 5,400-acre corn and bean farm.

"The guidance has really helped us a lot," Fratesi said. "It's just gotten better and better the more we've learned about it. We just bought another EZ-Guide® 500 about four or five months ago."



Across the country, farmers are discovering that Case IH precision farming technology and support is the best option, no matter what color tractor they drive.

When it comes to competing with other brands, Case IH dealers – and their customers – say that customer support is something that sets them apart.

"We have a large six-store Deere dealer in the area, and they have one guidance guru for all six stores," said Paul Lamm, parts manager and precision farming specialist at TNT Equipment in Sandusky, Mich. "And I have three precision guys in a single store."

Not coincidentally, TNT is convincing an increasing number of Deere customers to outfit their tractors with Case IH guidance systems, which can be adapted to run on machines of any brand.

"When our customers buy something, we spend half a day setting up the equipment with them," Lamm said, further explaining the importance of dealer support. "I carry my cell phone on me 24/7 and my guys are available, too. We really sell our customers on the service we provide."

BETTER THAN THE REST

At Holly Grove Farms, a 3,600-acre corn and bean operation in Isola, Miss.,

farm manager Jay Stricklin, 39, said the reliability, ease and accuracy of Ayres-Delta's RTK network and guidance were the chief reasons for setting up the farm's John Deere tractors with the Case IH systems.

"Everything has been trouble-free and very user-friendly," Stricklin said. "And with the RTK, you could run [the tractor] backwards if you wanted to. It's gonna be within an inch or maybe even less than that."

Stricklin also echoed the importance of Ayres-Delta's tech support and the comfort it provides.

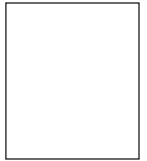
"Bart is extremely good at what he does," Stricklin said about Freeland. "If you just listen to him, you won't have any trouble with it. He's never failed to call me back. And if he's not busy, he'll answer the phone right away. Most of the problems we have are operator error, not problems with the system."

There have been so few problems, in fact, that, "in the last two or three years, I've hardly had to talk to Bart."

But it's nice to know he's there. III

COMPLIMENTS OF YOUR CASE IH DEALER

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