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# CROP

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SUMMER 2018



JOHN DEERE  
TRACTORS AT

# 100

THE **LEGEND**  
RUNS ON

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Chad Koster, CEO

To kick off the Summer 2018 edition of CROP, let's celebrate 100 years! That's how long John Deere has been manufacturing tractors. A major accomplishment in the farm equipment industry with all the changes that have occurred over the last century. To recognize and celebrate this significant milestone, I thought it would be fun to share some interesting historical information. Most are familiar with the history of John Deere dating back to 1837 with the development of the first commercially successful self-scouring steel plow. What may be less known is the history of how John Deere got started in the tractor business. It all started on March 14, 1918 when Deere

purchased the Waterloo Gasoline Engine Company located in Waterloo, Iowa for \$2.2 million which equates to approximately \$39 million today. WGECE was building two models of tractors called the R and N. The popular Waterloo Boy tractors as they were also called, were water cooled, two-cylinder, kerosene fueled engines. The N had 12 hp to the drawbar and 25 hp at the belt pulley. These tractors had two speeds, 2.3 mph and 3mph and sold for \$950 and \$1150. You know the high specs and powerful horsepower on the tractors you operate today. No doubt the technology has advanced at a rapid pace to get where we are today.

John Deere began selling its first tractor, the Waterloo Boy in 1918. For the first time in January of 1920, the Waterloo "N" was painted green, had yellow wheels, and had red hub caps and a red gasoline tank. Many of you probably have seen one of these vintage tractors. In addition, it was the first tractor to have the trademark leaping deer logo. Deere continued to build the "N" and use the Waterloo Boy name until 1924 when they introduced the Model "D" with 15 drawbar hp and 27 belt hp. What has become the trademark green and yellow colors continued including painting the hub caps yellow. The John Deere name appeared on the tractor along with the leaping deer logo for the very first time. The "N" in 1920 was the first tractor to have its horsepower certified at the Nebraska Tractor Tests, a program that is still being used today to implement industry standards for performance. The Model "D" remained in production for 30 years and dealers sold a total of 161,000 of this model. The "D" helped establish John Deere as a market contender during a period that had stiff competition. You might be surprised to learn that in the early 1920's there were 186 companies making tractors, led by Henry Ford whose Fordson tractors were the market leader. Between 1917 and 1922, the Fordson was for tractors somewhat like the Ford Model T was for the automobiles and helped popularize the tractor. In 1924, the Farmall brand was introduced by International Harvester. The Farmall surpassed Ford and became the most popular tractor and surprisingly Ford stopped manufacturing tractors in the United States in 1928. Deere responded by introducing the versatile "GP" that had an exclusive feature, a mechanical lift operated by a foot pedal. This was a John Deere first and quickly became copied by other tractor manufacturers. Many other major advances occurred over time which are highlighted below. These improvements continued to propel Deere to the forefront and in 1960, Deere had overtaken IH and other manufacturers as the tractor market leader, the position they have maintained ever since.

- 1918- John Deere begins selling the well-know Waterloo Boy tractor. Sold 5,634 in the first year.
- 1923- The Model "D" replaces the Waterloo Boy and remained in production for 30 years. Over 160,000 were sold. Originally had steel wheels and in 1925 solid rubber tires were added.
- 1934- Model "A" offered adjustable rear axles for various row crops, as well as optional hydraulic Power Lift for raising and lowering mounted implements while the tractor is in motion or sitting still. The "A" was built thru 1952 with approx. 300,000 units.
- 1945- Innovative Features were introduced on the Model "M". New Touch-O-Matic hydraulic controls and a one-person Quick Tatch implement system improved operator efficiency of implement management. Around 88,000 of these units were built and sold.
- 1947- Deere introduced another exclusive feature, Roll-O-Matic for the front wheels. This provided a smoother ride and easier steering on narrow front-end tractors. When one wheel went up, it forced the other down, so the tractor could walk over obstacles.
- 1952- For the first time, tractors outnumbered horses and mules on American farms.
- 1954- Deere offers industry-first power steering on tractors.
- 1960- The New Generation of Power is introduced with the 1010, 2010, 3010, and 4010 tractor series. Deere offered a completely new line of four and six-cylinder tractors offering more hp than the two-cylinder models that had been produced for the prior 40 years. Industry firsts include hydraulic power brakes, closed-center hydraulics, and the first wheel tractor (5010 in 1962) with over 100 PTO and drawbar horsepower. This generation of tractors is what helped John Deere become the market leader.
- 1966- John Deere pioneered the Roll-Gard, also known as ROPS (Roll-Over Protective Structure) as a safety feature to protect the operator which is later released for adoption by the entire industry. Deere shared the patent with the industry.
- 1973- Four new "Generation II" tractor models, the 4030, 4230, 4430, and 4630 offer an optional Sound-Gard cab, an industry first dust-free, temperature-controlled operator station.
- 1983- Building on the success of the optional 8-speed power shift transmission introduced by JD in 1964, the 15-speed Power Shift, as well as mechanical front wheel drive on the 50 series (4450, 4650, 4850) became options.
- 1992- The new 6000 and 7000 series "All New Breed of Power" tractors were launched. They brought new power and sophistication to farming. This was the biggest Deere tractor design change since 1960 and the 16-speed PowerQuad transmission was offered.
- 1994- The 8000 series tractor debuts and establishes new standards in control, visibility, maneuverability, and power.
- 2002- The age of Precision Agriculture with the production of AutoTrac, part of the GreenStar management system providing assisted steering accurate to within 4" pass to pass.
- 2014- John Deere's Intelligent Solutions Group further advances productivity by integrating technology with equipment. Using products that collect, transfer, store, and analyze data, customers can meet the needs of the growing world population.

For those of you that are tractor enthusiasts, you may want to consider making a trip to Waterloo Iowa. On June 15-16, there will be 100 John Deere tractors and engines displayed at the John Deere Tractor and Engine Museum and the Waterloo Convention Center. There are a number of fun activities planned to help celebrate 100 years of John Deere tractors. Waterloo, Iowa is still the factory for Deere's market leading 7R, 8R, and 9R tractors and worth a tour.

I hope you enjoyed reading just a snapshot of the history of John Deere's tractor business. Going from a 25 hp Waterloo Boy tractor in 1918 to the 620 hp 9RX 4wd today is a testament to Deere's commitment and passion to the innovation of this industry. It is American Implement's pleasure and honor to be a part of it since 1970 representing the world's largest manufacture of agriculture equipment and one of the most respected companies in the world. There is no denying "The Legend Runs On." "Solid, Stable, Still John Deere."





# Connected Support the Future of Service...Now!

## Article by:



Robert Webb,  
Director of Service

generating. The privacy laws regarding this type of information are very specific and we take them very seriously. As a trusted partner with our producers, American Implement hopes that we have helped you to understand and leverage the value in affording us visibility to your equipment. For those of you that may be on the fence as to the value of that visibility, or the value of JDLink™ in general and the potential that it can provide you as a producer, well I hope that the next few paragraphs will give you some things to consider. As I mentioned earlier JDLink™ is not new! What is new are the systems and programs that have been in development over the years that have finally been perfected and are now available, that is what's new!

So, what is *Connected Support* and why is it so important for me as a producer to engage it? Well let's start by breaking down the components of *Connected Support*. It all starts with the MTG terminal on your tractor, swather, combine or sprayer, this is the actual link of the JDLink™. Currently your terminal is either a 3G or a 4G, the 2G recently sunset (January 2017 US), but can be upgraded to the 4G (talk with your local Service Manager or Precision Ag specialist). The 3G/4G represent the generations of the digital languages of how these devices communicate, recently it was forecast that the 3G devices will be a viable platform out to 2021. Hence Deere and company went out on a limb and agreed to activate all the existing JDLink™ 3G terminals out to the sun down of that generation, offering/encouraging thousands of customers to free admittance to JDLink™ access and RDA. This was the first step in creating the John Deere vision for *Connected Support*!

It is no secret that early on Dealers struggled establishing, communicating and delivering the value of JDLink™. It was a great idea but it was ahead of its self...It was awesome that we could pin point the machines location on the globe, that it could relay information and in some cases, receive/software information. But like all new technology we had issues...we were leery and rightfully so. We could see the potential but what we had was not enough, we lacked the confidence to deliver. Enter Service Admin Portal (SvAP). SvAP is the management tool that brings all the information together

for the dealer to deliver the potential. So now we have tools what's next?

As with every great idea, they require a vision, potential and commitment...and a bunch of, really, smart people bringing all those tools to bear. And that is what has happened over the last year. As I mentioned SvAP was the tool the dealers were needing. It allowed us to start building and delivering real Value-Added Services (VAS). We could get creative and personal to meet the needs of our customer. Whether it is a full-blown maintenance program you need, or relief from unknown expenses such as travel cost coverage for warranty repairs, we can meet your specific needs and create packages to drive real cost-effective solutions to your operations. But wait there's more!!!!...really there is more.

Today *Connected Support* is a proactive program that includes JDLink™ (the heart) ...SvAP (the tool) ...driving VAS development and delivery, Expert Alerts the pro-active notification of known issues (RULES) that provide the dealer with specific insight and opportunity to communicate and correct these issues that can/will interrupt up time. And last, but not least the culminating tool that pulls this all together...the Machine Health Dashboard. We just got our hands on this baby and we are excited!!!

The *Machine Health Dashboard* pulls all the information being created by your equipment and pools it all together in a way where the dealer can see the past, present and future potentials of your equipment. American Implement is committed to your success, we are constantly looking for new and innovative ways to improve what we bring to the table. We truly believe the tools that John Deere has provided its dealers to leverage the most from your "Smart Machines" will be the future of how great service is delivered to our customers.

Over the next few months we will be testing how to best deliver these new and exciting programs, in hopes of understanding where they add the most value to you, our customers. Your patience, (as always with new programs) experience and feedback will be of great value. We hope that you will work with us and we will all gain from these new and innovative opportunities to be the best we can be!!

Thank you for all your past and future patronage, we truly appreciate your business!



# Crop Swap SPECIAL

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## Article by:



**John Jenkinson,**  
Contributing Reporter

Well, it finally got here, the 2018 growing season is officially under way, but there are no fewer challenges than in the past. Technology on the farm and ranch is changing and advancing at an unbelievable pace. In our news department, we have had several conversations with U.S. Communications Director Ajit Pai (pronounced "Ajeet Pie"). He, along with Secretary Sonny Perdue, are really pushing for an aggressive improvement in broadband internet service in rural areas to meet the needs of all the new technology that is becoming available. What good is tech, if you can't use it to its fullest potential? This is encouraging, but

funding will remain an issue. There is talk of cost sharing with private industry that could help.

As we say in the TV business "In other news..." the farm bill is getting a lot of attention, and could be done before there has to be an extension. House Ag Chair Mike Conaway has said all along that he didn't want to see an extension or delays, and so far, there has been movement (at the time of writing this article).

There are no shortages of topics to cover in the market place. I am reluctant to write too much about specifics in the markets because of the time this is written and when it goes to print. We are just getting started in the season, and they move so fast, and can change on a dime with any little global event. Take Soybeans for instance. On April 25th, the soybean futures price jumped in the middle of the session on word that an ocean freighter had accidentally crashed into a significant port. The incident may cause shipping delays, and therefore the market rallied. That's a result of "algorithmic trading" or computer trading. Instead of human beings standing on a trading floor, trading the markets, we now have approximately 90%+ of the trading done by a computer that reads headlines, and then reacts accordingly. It can cause wild volatility in all of the ag commodity markets, and it's something that today's producer has to not only be prepared for, but also knows how to protect him/herself from that volatility. The savvy producer (grains or livestock) knows that the way we used to sell and buy just won't provide a stable income anymore. You have to be educated on why the market does what it does... and be prepared to take advantage of it either way it goes. A friend of mine always tells me "markets don't announce themselves..." in other words, the market won't tell you it's about to go one way or the other. It used to be that if we got rain in the wheat belt, chances are the price would go down, and if it was dry, the price would go up. That's just not the case anymore. The markets have divested themselves from logic, and trade mostly on emotion and what the news is at any given moment and after raising 3 daughters (and successfully surviving their teenage years) I now have a better understanding of the markets. (j u s t k i d d l i n g maybe). Seriously, over the next 3 to 4 months, watch for the following topics to be market movers (in no particular order):

The U.S. Dollar  
Interest Rates  
Trade talks with other countries  
The equity markets (Dow, S&P, NASDAQ)  
Global economy/U.S. economy  
Weather  
Export pace  
Crop conditions

On a lighter note, if you get the chance to attend an antique tractor pull near you this summer, you should take the family and go. "Pulling season" is here for us antique tractor buffs, and the sport is really growing. More and more families are getting in on the action, and girls as young as 12 and 13 are even competing. I will tell you that this is not done for glory, or big money, or shiny trophies. This is just mostly for fun and sometimes "bragging rights", but it's not always real noisy, it's a slower pace than what you see on television, and it's a great place to walk around and talk to people that are willing to share some great background stories on the history of some of these old powerhouses from yesteryear. You will see people you know, and I plan on being at as many as possible, so please stop me, introduce yourself, and let's visit. Here's a schedule of the ones I'm aware of in the area:

Ulysses, KS Tractor Pull - July 19, 2018  
Johnson, KS Tractor Pull - July 21, 2018  
Syracuse, KS Tractor Pull - July 27, 2018  
Springfield, CO Tractor Pull - August 3, 2018  
Guymon, OK - August 18, 2018

Remember that if you are ever in the area of Nashville Tennessee during the week, and want to stop in and see how we do the shows on RFD TV and Rural Radio, Sirius XM Channel 147, please reach out and let me know. I would enjoy showing you around and introducing you to some of the staff here. I am so blessed to work with people who have a passion for the farm and ranch lifestyle, and I think you'd like to meet them also.

All the best, and may God bless your family and your operation.

John Jenkinson

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Article by:



Scott Kells,  
Director of Parts

After what seemed like an extended winter and spring season, summer has finally arrived in western Kansas. This is the busiest season in the farm and ranch industry. I would like to take this opportunity to welcome the Syracuse and Johnson employees and their customers to the American Implement family. Both locations joined our group in December of 2017 and are off to a great start. Between Jana Brady in Johnson and Kevin Hook in Syracuse, we have lots of years of parts experience to help you get the parts you need. They have spent time this past winter cleaning up slow moving parts to make room for current and new parts inventory. Moving forward, the goal is to bring in relevant parts and merchandise to keep up with existing and the latest models of

equipment and technology.

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This summer we have several exciting promotions coming your way in the parts department. On Saturday June 16<sup>th</sup> to celebrate Father's Day, we will have a One Day Sale event at all our Echo Product locations. This is a great time to pick up dear ole Dad that power equipment he has been looking for at a great price. Savings of up to 20% off trimmers, chainsaws, blowers and more. New for this year Echo has 58-volt cordless power equipment! No more mixing fuel and two cycle maintenance to worry about, just grab the unit and go to work. If gas power is what you are looking for, Echo has an amazing line up of Professional grade hand held equipment. Come in and check out what we have in stock and save money on June 16<sup>th</sup>. Looking ahead towards wheat harvest, make sure your machine is field

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JohnDeere.com/combineparts

ready. This year American Implement is offering a 10% discount on threshing elements, separator tines and concaves in the "Check'em and Change'em" promotion. This would be a great time to tune up your combine separator components and save money. Speaking of combine parts, don't forget this summer the John Deere Harvester Works support van will be at our Scott City, Johnson and Goodland locations. Also, the Shelbourne parts van will be in Montezuma during wheat harvest, as well as the MacDon van will be in Garden City. Our own Parts Express vans will be running between locations to get the parts where we need them. We have lots of resources to try and help our producers get through harvest as efficiently as possible.

After wheat harvest in August we will once again have our John Deere Air seeder and wheat drill parts on sale 10% off, with a purchase of \$200 or more. This is a great time to inspect your drills and air seeders and save money before you go to the field. Finally, I would like to mention our great selection of Zimmatic irrigation parts at the Garden City, Ulysses, Elkhart and Walsh locations. Whether you need just a few nozzle inserts or a complete gearbox, our irrigation teams can get you back to the field to keep your pivot running on those 100-degree days.

In closing, I would like to wish everyone a safe and prosperous summer season!



# SALES REPORT

Article by:



Nick Ortner,  
Director of Sales

In our industry we are always in a "Season of Change." Change is prevalent in our lives every day as we face the challenges of it head on. These ever-constant seasons are always coming toward us like waves crashing into rocks on a shoreline. Sometimes we can withstand the waves and at other moments it pushes or forces us to dive in and test the waters. Feeling the need to accomplish more such as higher yields, better weed control, covering more acres in less time, all while ultimately trying to reduce costs.

It was no different for our fathers or our grandfathers. Listening to them reminisce about the "Good Ole Days" is a great experience and gives us all an insight as to how they operated their day to day operations and what made them successful. Some of their experiences they will even admit were not that memorable. As I've been told on several occasions, "I'm sure glad the Good ole' Days are Gone!" From droughts to poor commodity prices, operating equipment (without creature comforts we're accustomed to today) from sun up to sun down and beyond. More than likely at times there was little to no communication with the outside world until they arrived back home in the evening. A few these items in today's world would probably prevent us from getting started or what we consider a productive day in the field.

Fortunately for us all their innovation has brought a lot of change seasonally to our industry. Things that were once thought or considered a "want versus a need" are now a necessity in our farming lives. Auto trac guidance, planter row shut off, variable rate planting and water management are now driving factors in how you manage your businesses daily.



Take for instance a short ten years ago getting accuracy out of a planter going 5 mph was considered cutting edge. Today we are exceeding those limitations with planters capable of sustained accuracy at speeds of up to 10mph with John Deere's new ExactEmerge™ planter series. This has been an

exciting breakthrough in planting helping producers cover substantially more acres in the same amount of time while using less manpower and equipment.

Similar things are happening with self-propelled sprayers. Rewind just a few years and we entered the era of "No Till" farming. Sprayers whether they were pull type or self-propelled arrived on the scene changing how we manage fields and seasonal crop care. The newest self-propelled sprayers are not just about covering the acres but a combination of that along with a consistent delivery of the spray droplet. John Deere's cutting edge ExactApply™ nozzle system delivers a pulse modulation 3x greater per second than the nearest competitor. As

conditions change along with field speeds this system helps deliver the right amount of solution making the application more effective all while saving the grower dollars and putting it to the bottom line.



These are just a few examples of significant changes in our industry. The list of advancing technologies and better farming practices are always pushing us to be better at what we do. American Implement is and will continue to be a resource for the ever-changing needs of our customers. Whether assisting with optimizing current equipment functionality or providing new technologies to help improve your farming operation. If you are interested in either of the technologies mentioned, please don't hesitate to visit your local American Implement location. One of our team members would enjoy showing you the benefits of these as well supporting any of your current needs. Thank you all for your business. I wish you and your families a safe and successful year as we enter yet another "Season of Change."

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'14 JD S670, 732 Hrs.....\$245,000



'14 JD S670, 944 Hrs.....\$213,000



'14 JD S670, 977 Hrs.....\$231,000



'14 JD S670, 1026 Hrs.....\$225,000



'14 JD S670, 1231 Hrs.....\$217,000



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Lease! stk#69445 \$92/hr - \$27,689/yr



'13 JD 8335R, 1683 Hrs.....\$211,000  
Lease! stk#69551 \$80/hr - \$24,034/yr



'12 JD 9560R, 3457 Hrs.....\$204,000  
Lease! stk#68866 \$76/hr - \$22,797/yr



'13 JD S670, 680 Hrs.....\$223,000  
Lease! stk#68025 \$108/hr - \$32,512/yr



'16 JD R4030, 120', 788 Hrs..\$236,000  
Lease! stk#71967 \$97/hr - \$28,966/yr



'16 JD R4030, 120' 1332 Hrs..\$191,000  
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Article by:



Rustin Ardery,  
Director of Precision Ag

In anticipation of the upcoming season, growers start to develop a preseason strategy based on several factors, such as past years' experiences, expected input costs, harvest revenue projections or even the Farmer's Almanac. Sound decisions must be made daily, toward an endgame of high yield and profitability.

To help simplify, growers will develop a plan for organizing resources and look for recommendations from clinical training and experts to improve production and reduce

expenditures. Many will use spreadsheet software like Microsoft Excel to build cash flow financials while others may choose a precision ag program that applies both preseason and in-season decision-making to help meet the goal of a profitable yield. Most information required to support farm management decisions is accessible over the Internet or through mobile app stores. The problem many growers encounter with computer-based analytics is that information is spread out across so many applications, data entry is almost

John Deere's Operation Center and JDLink™ Connect offer a seamless transfer of data wirelessly from the field back to a desktop or handheld device. Data is stored to a secure server tied directly to an Organization profile set up by the grower. This data can also be available wirelessly to associated partners, such as landlords, insurance companies, agronomists, etc. Once JDLink™ is active, the grower will receive notification of escalated alerts, maintenance issues, fuel reports, location, the ability to do Remote Display Access and much more.

AgDNA is one of the API integrators John Deere uses with its precision ag software. This application automatically pulls the data from John Deere's Operation Center, processes it and creates insights for growers to analyze agronomic reporting. This powerful precision ag software platform offers many useful features, including farm planning, recordkeeping, boundary and guidance line mapping, live equipment tracking, onsite inventory, in-season cost tracking per acre, management zones, benchmarking across the farm, profit gain/loss map with actual raw data, scouting observations, data sharing and more.

American Implement's Precision Ag team makes it our top priority to provide unparalleled support for you and your technology needs. Contact your local Precision Ag consultant to help achieve optimal efficiency and effectiveness for your operation, whether in the field or in the office.



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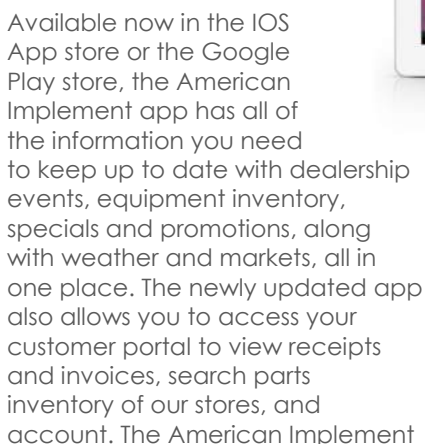
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impossible to keep up with. Another ongoing challenge with all these software programs and field data collection is knowing what to do with it.

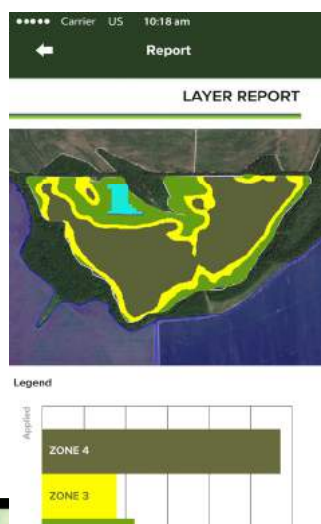
American Implement is positioned to offer farmers industry-leading technology to help assess return on investment and control annual input expenditures. By utilizing MyJohnDeere.com's Operation Center database as a hub in partnership with AgDNA data management software, maximizing profit on every acre has never been easier.







***Find American Implement in the app store!***



American Implement and AgDNA have recently strengthened their partnership with the release of a new pricing structure and features. This partnership provides growers with simpler data consolidation than ever before. AgDNA software is allowing the American Implement Precision Ag team to help you put the data that you are already collecting to work. With an automatic connection to the John Deere Operations Center and the ability to upload 28 different third party display/controller formats AgDNA is ready to handle any information your farm is collecting today. By combining existing data with financial information about your operation, AgDNA generates actionable agronomic and financial information, helping you to maximize profitability. With tools like Pixel Profit (a spatial map of the profitability of each acre across your operation), in depth Field by Field Financials, and the ability to create agronomic management zones and prescriptions based on yield, soils, NDVI, or grower preference, you as a grower now have everything you need to run your operation in one management software. Beyond analyzing data, American Implement will work with you to collect better data. With integrated support for your AgDNA subscription, the American Implement Precision Ag team will train you and your operators on use of technology in the cab, connecting JDLink to the AgDNA platform, and utilizing AgDNA for logistics management. What else? AgDNA allows growers to assign operators jobs throughout the season and create a budget and crop plan with just a few clicks. Cloud-based access to your account means you have the ability to log in from any computer or mobile device and give access to as many employees or partners as you want. With American Implements boots on the ground and AgDNA's ability to streamline your information in actionable insights your farm is ready to take the next step toward maximizing profitability today. Contact Rustin Ardery, Director of PA or you local Precision Ag Consultant for more information.





# AMERICAN IRRIGATION

ELKHART | GARDEN CITY | ULYSSES



**Rod Stillwell**  
Irrigation Manager, GC

## IRRIGATION UPDATES

Another growing season has arrived. Hopefully we will get some help from Mother Nature again this year like we did in 2017. The American Irrigation team has had an extremely busy Spring this year, many times wondering how we were going to get everything done and we are still not caught up.

While producers have been busy with field work, getting crops planted, fertilizing, etc. We have been busy installing a lot of water and energy saving technology such as FieldNET, FieldNET Pivot Control, FieldNET Advisor, AquaSpy Moisture Probes and Senninger LDN Bubbler Nozzle Packages on 30" and 60" spacing. With the increasing interest in irrigation technology, we are expecting several new items to be released in the near future.

You may have heard or read that Verizon will no longer support 2G/3G devices beyond Dec. 31, 2019. Because of the relationship that Lindsay has with Verizon, Lindsay has received a three-year, network extension of guaranteed service until Dec. 31, 2022. Current and existing FieldNET products on the Verizon home network will be supported until then.

We also now have available a newly released Zimmatic Pivot Elbow for use when installing Aluminum or PVC below the main pipeline on Zimmatic Pivots. These Pivot Elbows are available for 10", 8" and 6-5/8" systems.

Is your Irrigation System insurance coverage adequate in the event we have any bad storms this season? Remember, American Irrigation is an authorized agent for Diversified Insurance, Diversified offers replacement cost coverage on systems up to 35 years of age and Mechanical and Electrical coverage on systems less than 20 years of age.



We're also pleased to announce a new data connection between FieldNET and the John Deere Operations Center – a connection that will help growers improve irrigation precision and productivity.

"This new connection will allow growers who utilize both FieldNET and the John Deere Operations Center platforms to share the data between the two systems to achieve greater operational efficiencies," said Randy Wood, president of Agricultural Irrigation at Lindsay Corporation.

FieldNET is a fully integrated wireless management tool that gives growers the ability to remotely manage and control entire irrigation systems, regardless of electric pivot brand. For added decision support, FieldNET Advisor™ takes this to the next level, giving growers science-based recommendations to make faster, better-informed decisions about when, where and how much to irrigate.

"FieldNET Advisor combines environmental inputs, including soil type and hyper-local weather, with key crop statistics to automatically create an optimized irrigation schedule and variable rate irrigation recommendation," Wood said. "The grower can then put the scheduled recommendations into action with the simple touch of a button on a smartphone, tablet or laptop."

The new data connection will allow users of both FieldNET™ and the John Deere Operations Center to establish an automatic flow of crop and planting data – saving time and improving the precision of the resulting crop zones and variable rate irrigation recommendations. Data points delivered at launch from the John Deere Operations Center include crop areas, crop types, hybrids and planting dates.

"We understand the power that comes with the ability to leverage big data and the need to work with other organizations to help our customers better utilize that data to maximize operational efficiencies," Wood said. "We look forward to more cross-platform data sharing capabilities through FieldNET in the future." - source zimmatic.com

For more information about what American Irrigation has to offer contact us today.

*...It's a team effort.*





JOHN DEERE

**CROP**  
American Implement

# On the FARM

Article by:



Kelley Baker, Marketing

In honor of John Deere's 100th Anniversary of entering the tractor business we wanted to showcase a customer with a collection of antique John Deere tractors. I reached out to "the legendary" Keith Wood to see if he thought his past customer and good friend, Gene Spencer, would be willing to share his impressive tractor collection with us. Keith recently retired from American Implement after working for the dealership in Ulysses for over 55 years. That's right, 55 years! Keith was happy to help. He reached out to Gene and in true "Keith fashion" he went above and beyond gathering us information and pictures. Thanks again, Keith!



Gene Spencer with his 1921 Waterloo Boy

Gene and Linda Spencer are third generation family farmers in Grant and Kearney Counties. Gene's grandfather moved to the area from Edwards County, Kansas. His parents, O.D. and Lois Spencer, farmed with his uncle. Linda's parents, David and Betty Sullivan farmed just northwest of Ulysses. Gene's

daughters, Shaun and Dawn Spencer along with their daughters, now also farm with Gene and Linda making them fourth and fifth generation farmers.

Gene likes to restore antique tractors, equipment, cars and pickups. He has also built several pulling tractors that he drives and lets his family and friends drive.

His antique farm equipment collection is very impressive. Here are a few of his John Deere items:



Very early 1900s John Deere 2-horse wagon designed to haul 4500 pounds. Original paint



1921 John Deere Waterloo Boy Model N Kerosene Tractor

*This machine is very rare. Gene has completely and beautifully restored it.*



1926 John Deere Spoker Model D Tractor on steel



1945 John Deere Model D Tractor on rubber with electric start  
Pictured: Keith Wood and Jackson Koehn at the Grant Co. Parade

This Model D tractor was purchased new by Gene's grandfather. The tractor was sold after it was no longer running. However, Gene was able to acquire the tractor later and restore it back to its original condition.

John Deere has been producing innovations in farm machinery for nearly two centuries, helping customers feed the world. For the past 100 years, John Deere tractors have been the machines that best portrayed agricultural productivity.

American Implement feels fortunate to offer the world's leading agricultural equipment. We feel blessed to serve customers like you and Gene Spencer and his family. His tractor collection is a testimony of the durability and longevity of John Deere equipment. Thanks again for sharing with us.



# AMERICAN CROP IMPLEMENT



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## THE SOIL SPOTLIGHT: Drought Outlook

Article by:



Mandy Fox, Certified Crop Advisor CCA  
Certified Professional Agronomist CPAG

For Southwest Kansas and Southern Colorado, the first week of March was a record-breaking time. At that point the area was on track to report the driest winter since 1874. This was and continues to have a dramatic impact on farmers as close to 50% of the wheat crop was rated at poor to very poor. In parts of these areas, almost 70% of soil moisture was rated at short to very short.

These conditions also have impacts for ranchers and irrigators. Drought conditions similar to these have documented declines in the

groundwater by as much as one foot per year. These declines restrict the acreage that can be planted to high moisture requirement crops. And if ranchers don't receive adequate moisture by spring to initiate vegetative growth, animal stocking numbers will have to be reduced.

The table below (weather.gov) details the different drought classifications and possible impacts. As of April 24, 2018, drought.gov determined that 84.85% of Kansas fell into the D1-D4 categories. More specifically, 25.39% of the state was categorized as D1, 32.30% D2, 19.96% D3, and 7.20% as D4.

While the outlook seems bleak, there is some positive news. It is believed that protein levels will be higher for Hard Red Winter Wheat. Generally, dry weather increases protein at the expense of yield. This has been demonstrated with the past two harvests that have occurred in dry conditions.

For irrigated land, voluntary conservation measures taken for the past few years have regionally reduced the decline in the aquifer. Specifically, in Sheridan County where a Local Enhanced Management Area (LEMA) has been in place since 2012, the rate of decline has been reduced by two-thirds. The Kansas Geologic Survey has even measured some small instances of increase in these areas. Alternative crops with lower water consumption are also being implemented and replacing traditional corn acres.

Governor Colyer declared a drought emergency for all 105 counties on March 13, 2018. 28 counties were defined as "emergency" status and

Drought Severity Classifications							
Category	Description	Possible Impacts	Ranges				
			Palmer Drought Index	CPC Soil Moisture Model (Percentiles)	USGS Weekly Streamflow (Percentiles)	Standardized Precipitation Index (SPI)	Objective Short and Long-term Drought Indicator Blends (Percentiles)
D0	Abnormally Dry	Going into drought; short-term dryness slowing planting, growth of crops or pastures. Coming out of drought, some lingering water deficits; pastures or crops not fully recovered	-1.0 to -1.9	21-30	21-30	-0.5 to -0.7	21-30
D1	Moderate Drought	Some damage to crops, pastures, streams, reservoirs, or wells low, some water shortages developing or imminent; voluntary water-use restrictions requested	-2.0 to -2.9	11-20	11-20	-0.8 to -1.2	11-20
D2	Severe Drought	Crop or pasture losses likely; water shortages common; water restrictions imposed	-3.0 to -3.9	6-10	6-10	-1.3 to -1.5	6-10
D3	Extreme Drought	Major crop/pasture losses; widespread water shortages or restrictions	-4.0 to -4.9	3-5	3-5	-1.6 to -1.9	3-5
D4	Exceptional Drought	Exceptional and widespread crop/pasture losses; shortages of water in reservoirs, streams, and wells creating water emergencies	-5.0 or less	0-2	0-2	-2.0 or less	0-2

are eligible emergency water use from certain state fishing lakes. Furthermore, the declaration should prompt assistance from federal agencies to aid these areas.

Farmers and ranchers in our area are no stranger to drought conditions. While these situations are not ideal, our producers have shown resiliency and continually are learning to do more with less.

