

AMERICAN IMPLEMENT®



JOHN DEERE

CROP

Collective Reporting On Progress

SPRING 2017

#AMERICANFARMER #PLANT17

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Chad Koster, CEO



American Implement

HIGHLIGHTS #THANKAFARMER

Dear Valued Customers,

Happy Spring Season to all our valued customers. It was an unseasonably warm and way too dry of a winter so I know we are all anxious for the upcoming spring showers and May flowers. Five well used words that we use to remain optimistic about moisture for the area are "we are one day closer." I have some exciting information to share in this 14th edition of the CROP newsletter so I will jump right in and post you on these important American Implement and John Deere highlights.

To lead off, I am pleased to announce that Mandy Fox has joined the AI Team as a Certified Crop Advisor (CCA). Mandy is also a Certified Professional Agronomist (CPAg) with a Bachelor's Degree from Kansas State in Agronomy and Graduate Degree from Texas A&M. She started in early December and has participated in many of our customer clinics delivering a presentation on soil sampling. I hope you have attended one of our location events and have gained some valuable information to help you this upcoming season. Mandy will be actively involved in service clinics, customer events, developing agronomic training, and creating a higher level of agronomic understanding for our staff. Several of the education topics she has planned for us include irrigation and water management conservation, double cropping opportunities, residue management and erosion control, using yield maps and data for planning, chemigation, nutrient cycles, and crop disease. If you have some topics that you would like Mandy to cover, please email that topic to gene@americanimplement.com and we will do our best to include that in upcoming customer clinics and CROP articles.



At a time when some manufactures are looking at ways to reduce costs, John Deere is adding value by extending their parts warranty from 90 days to one year when dealer installed and to six months when customer installed. This increase in warranty demonstrates the quality and reliability John Deere parts have to offer. John Deere and American Implement value our customers and want to ensure we're providing a reliable part to keep your equipment and operation up and running at the highest performance possible. Deere was

generous enough to retroact the effective date of this change so any parts that you purchased since November 1, 2016 now have this new extended parts warranty. AI once again will have some excellent spring parts specials to help you save! Read Scott Kells parts article to learn about these specials and what's happening in Parts.

John Deere Connected Support, also referred to as "Light up the Fleet" is a John Deere initiative you will be hearing us talk about often. Deere's vision is to "enable machine optimization, improve uptime, and create a distinctive customer experience" using JDLink™ telematics and analytics. What is the value that can be recognized from Connected Support for you as an owner? Improved uptime is at the top of the list by:

- 1) reducing diagnostic time
- 2) preventing, minimizing, and managing downtime
- 3) offering quicker service response times.

Other key advantages include improved customer experience, potential reduction of repair costs, proactive support opportunities, and increased confidence with your John Deere equipment. It is all about changing the dynamic of how service repairs are approached. By being connected, we are moving from a reactive approach to customer support once you have a known problem, to being proactive. In Robert Webb's CROP article, he explains how this works with our service departments in more detail. John Deere and American Implement want your 7R, 8R, and 9R tractors, combines, and windrowers enabled. New 2017 models will have up to five years of JDLink™ Access included from the factory and Deere is offering FREE renewal subscriptions on expired 3G MTG's and select 4G MTG's. If you are interested in learning more about Connected Support, please contact your local AI Precision Ag Specialist or Service Department.

Equipment + Technology + American Implement = BETTER MACHINE PERFORMANCE

John Deere, with equipment and technology and American Implement through the support and services we provide, are working together to deliver better machine performance, better job performance, which will help you make better agronomic decisions. As the hectic spring season begins, American Implement is ready to provide you with the best Sales, Parts, Service, and Precision Ag support. We sincerely appreciate your business, value your friendship, and look forward to working with you throughout the season. Thank you farmers and ranchers.

Sincerely,

Chad Koster, CEO

Parts... We are in Your Corner!

Article by:



Scott Kells,
Director of Parts

Most people in the agriculture business look forward to springtime. The days are getting longer and the nights are getting shorter, warmer temperatures bring opportunity to get out and work in the fields. By the time this newsletter is published most producers will be either getting ready or planting their fall crops. Sprayers will be out in the mornings spraying the fields in preparation for the coming season.

Recently there has been several articles written about the prospect of the agriculture economy getting relief soon. News of possible increases of the demand in Ethanol for higher blend in gasoline. This will certainly increase the demand for corn in our area. Recently an

article from the John Deere shareholders meeting Sam Allen, CEO of Deere & Company, announced optimism in the Agriculture sector and forecast improvement in equipment sales. There may be light at the end of the tunnel. Our new Presidential administration appears to have an agenda to help move business and our country forward, Agriculture must be a part of that plan.



American Implement is in your corner to help get you through these challenging times. Every month we offer promotions on our Parts & attachment products to help you save money. This spring we are offering special pricing I would like to share with you. April is Hay & Forage month. We are offering 10% off all hay & forage parts orders \$200 or more.

If you are looking to repair your windrower, forage harvester or baler we can help you get ready for the upcoming busy hay season as well as save you money. Speaking of hay products, the month of May we will be offering 10% off Hay & Grain moisture testers. John Deere offers a variety of hay bale probes, grain moisture testers and we also offer the new soil compaction tester from John Deere. These are great tools that help the producer monitor their different crops and soil as well. June is a very busy month on the farm and at our dealerships. Along with harvest activities we will be promoting Turf parts & attachments for all your John Deere lawn equipment. Also, don't forget that father in the family, we will have a Father's Day Sale in June as well.

Every two years John Deere host an Aftermarket EXPO, this past December it was held in Austin Texas. This year John Deere made several very important announcements. On the parts side, warranty on John Deere parts has been improved from 90 days to 180 days on

parts sold over the front counter. On parts installed by our Service teams, the warranty is 1-year, parts and labor! Another announcement is the improvement and focus on repair part for vintage equipment. We understand there are times when customers are looking for alternative repair parts and we have that option with A&I Products and Performance Batteries. If you are repairing that mower tractor or your fathers first tractor, we can help you find those parts as well. The A&I website is www.aipproducts.com/index.html.

We continue to look for better ways to communicate with our customers on subjects such as current promotions, customer clinics and other community events that you our customer may be interested in. Collecting cell phone numbers has been very successful for our text messages we send out 2-3 times monthly. With these you can see what is happening when you have time to look at it. Another option is you can follow us on Facebook and Twitter. We post promotions, community events and pictures of what's going on at your local American Implement location. Another tool that is available for our customers is the Customer Portal. There you can check on your account, print invoices, order parts and many more functions to help you with your customer account. In closing, as always I would like to thank you for your Business and wish you a safe and prosperous spring and summer!



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SIGN UP NOW

To Receive Additional Location Specific Information...
Text the Location Branch Number Following the Word "Deere"

Garden City Deere 01	Scott City Deere 02	Ulysses Deere 03	Hugoton Deere 04	Elkhart Deere 05
Walsh Deere 06	Wheeler Deere 07	Goodland Deere 08	Colby Deere 09	Oakley Deere 10
Montezuma Deere 11	Dodge City Deere 12	Sublette Deere 13	Leoti Deere 14	

training class and clinic info

giveaways and exclusive discounts

new offerings, product lines, and price changes

Article by:



GRAINS

What a roller coaster ride in the markets lately. Much of the action has not been based on fundamentals necessarily, but more on funds. What I mean by that is the speculators (Wall Street money) jumping in and out of the market. Each time the grain market rallies, farmer selling takes a big spike, it somewhat limits the upside, and then it's back down we go. However, the market is looking for a bullish story and I have to give it credit each time it finds something no matter how insignificant, we get a small bounce. I think that's encouraging. I would be remiss if I

didn't quantify my statements in saying "there'll never be another bad day"... there most certainly will be. In fact, depending on the day, the mood, outside markets (non-ag), we could go back down and test support in Wheat, Corn, and Soybeans. In fact, it wasn't too long ago that we tested support, broke through that support, did quite a bit of damage to the technical charts (traders really watch that), and then started to rebuild positions. The "rumor" that spurred the market in the first week of March was a perfect example of just how much the market is poised to rebound, as long as it has a catalyst. And with all of the dry weather spreading into the corn belt (at the writing of this article) who knows, we may very well have a bullish story to tell by the May crop report. Time will tell. I'm expecting U.S.D.A. to reflect what I've been hearing in the country: we WILL grow more soybeans in 2017, but demand is strong. (Hint) Each time that bean market rallies, take note of your break even costs, and lock in a little bit of protection in case we would get a better than average yield, or China get's upset, and tells us to "go pound Soybeans". Basis protection isn't a bad idea either if you can get it.

LIVESTOCK

At the writing of this article I ask myself (and my colleagues), have we seen the seasonal high in the cattle market? We've seen some cash trade recently as high as 126 live, but I question if this is a market that can hold it together into the spring. Already, I've seen some 121 in the South, and I just have a funny (not humorous) feeling that we may be in for a correction. Bird flu is starting to show up in the United States and no one is really sure just how much that will spread, but if we continue to have problems, cull flocks, and the like, maybe that will bring consumers back to the beef end of the meat case. I must say I've been impressed with the resilience of demand in light of how bad the economy has been, but the only thing I can think, is that some of that demand may be coming from overseas markets. EXPORTS have been pretty much on pace with expectations, even exceedingly in some cases. It's starting to look like there may be a resurgence of building herds and we need to make sure that the consumer feels good about throwing a burger or steak on the grill for the next several months before we get too carried away. Weights are coming back down and that will help some. Like The Pretenders sing "Don't get me wrong..." I'm not bearish the cattle market.... just probably overly cautious about how the futures are being led around by the cash at this point (or so it seems to me...).

POLICY

LOTS of optimism about removing burdensome over-regulation from our government. We've already seen an elimination of the Waters of the U.S. Rule. There are others as well. We have a new chief in the Department of Interior, (Ryan Zinke) and he rode a horse to work his first day on the job. Already, many of the BLM rules and regulations will be getting a good common sense "going over". My sources in Washington D.C. tell me that there are countless "common sense" things taking place behind the scenes, that the regular media isn't covering, or doesn't know about and even more that are widely known, but not reported on. Also, I have spoken with several who have testified for the next Farm Bill, and they tell me that there is a big push from House Ag Chair Mike Conaway, and Senate Ag Chair Pat Roberts, to get a Farm Bill done ON TIME. Also, the crafters of the bill will not be shy in demanding enough money, and will defend the fact that agriculture has taken the short deals with respect to the budget in the past and won't this time.

I haven't buried my head in the sand. Yes, I am fully aware of how critical things are in rural America with the Ag economy. I have run some numbers for our farm, met with ag lenders, talked with farm managers, and hashed out scenarios with ag economists. You could debate whether or not this is as bad as the 80's but I still say this is cyclical. These trying times will eventually cycle back out, and it will have made all of us leaner, and stronger than before and prepare us for the next cycle. It's easy to find bad news, and spread it, but I made up my mind at the first of the year, that I was going to look even harder for news to report on that's "not so bad". We all know the difficulties we face in agribusiness right now but my flight instructor taught me something that I have used all my life... "Focus on the solution NOT the problem". That little piece of advice has served me well during an in flight engine failure, raising kids, relationships, and countless other "hiccups" along the way in life. Better days are ahead and I know I learn something each time I'm forced to deal with an uncomfortable situation. That's where we are at in this ag economy right now and I get to choose my attitude and I choose to be optimistic.

I hope good things for you, your family, and your operation in 2017, and thanks to American Implement for including me in CROP.

All the Best .

Til next time - John Jenkinson

Twitter: @johnjenkinson2

Email: johnjenkinson@hotmail.com

The farmer has to be an optimist or
he wouldn't still be a farmer.

— Will Rogers —

BRINGING HOME JOHN DEERE EXPO 2016-17

Article by:



Every two years John Deere hosts their aftermarket EXPO. As usual we had a very robust complement of American Implement Service and Parts managers there to partake in the learning and networking opportunities. We especially enjoy the networking aspect, as this is where we exchange ideas and find out what other dealers are experiencing. This is usually the best part of the EXPO experience. After all, that is EXPO in its essence... to get all your buddies together, talk shop, and brag on who has the best customers in the country, we win this one hands down!

For me this year was different, yes we had the normal product discussions and all the John Deere support vendors promoting their products, but it was the theme and the message that really resonated with me at this EXPO. This EXPO'S theme was "Be the Difference". Of course my first interpretation of the message was toward the competition: how I can outshine the guys that are doing the same thing I am! But as I listened more, it was not about the competition, it was about me, how I can be the difference in providing our customers with effective solutions, how I can be the difference by providing my customers with exceptional service. How I can be the difference by providing good, better, best solutions. How I can be the difference by providing the right solution and not just an answer.

When that message began to settle in I realized what was different about this EXPO...it was not about new programs or systems designed to make me a better service or parts manager, it was about you our customer, it was about me being that vehicle in bringing you the solutions that will allow you to be the difference in your operation.

So what are those solutions? The first commitment that the John Deere team made was one near and dear to my world. You know those parts you buy over the counter that came with a 90-day warranty from the date of purchase, well now they come with a 6-month warranty. But they took it one step further, if you let one of our highly skilled American Implement technicians install that part at any one of our 14 locations, you will receive a one-year warranty. If that particular part is being installed on your combine, say a gearbox or a pitman arm, you will also receive a seasonal start date for that warranty. So that was the first thing they shared and to me that's a *big deal*, but we are not done.

Many of you experience daily the importance of being connected. Everything we do today depends on it. Our ability to effectively communicate information back and forth is the cornerstone to all things business. All of us who own smart phones know that information link is not free, well at least it is not free for your phone. But you know where it is free, your JDLink™ enabled John Deere equipment. Yes, that is correct, your JDLink™ enabled machine is now eligible for up to three years of **FREE** JDLink™ Access connected support. Many of you have been introduced to the JDLink™ product and many of you already know that at \$600 per year for a base subscription, this a luxury that is hard to justify in these difficult times. I will also be the first to tell you, that early in its inception many dealers including American Implement to some degree, struggled reinforcing an accurate value of this connected service.

So why is it better today and how will my past experience be enhanced? Just like all technology it improves with time, more programs facilitate it, the programs are better designed, focused, delivered and are more reliable. The companies that deliver it, John Deere, American Implement are more committed to it. We understand

that it is a bi-directional highway of information that when used correctly we all gain from the data it delivers.



The immediate tools available from your perspective are Remote Display Access (RDA), we can see what you see so we can be more effective resolving issues. Service Advisor Remote (SAR), we log into your machine before we roll on selected service calls (those requiring diagnostics) so we know what the machine is telling you. We can remotely record diagnostic information. We can send remote payloads. We know where you are, we know how many hours are on your machine and we are proactively making suggestions to make the most of any situation. We pick parts before we roll so what used to be two trips to repair is now potentially one trip.

JDLink™ supports the JD Expert Alert program, if certain conditions exist that are dictating a possible or eminent shut down of your machine, that warning is sent to multiple people at the dealership who are immediately reacting to what are known parts and service solutions to advise and correct that situation before it occurs. These are just some of the tools Service can use to deliver a more cost effective solution for you. There are also JDLink™ premium connected services available to those who chose to move data pertinent to other programs you may use. I would encourage you to see your Precision Ag specialist they are very motivated to help you take advantage of all JDLink™ connected services.

In closing, as with any program there are some variables that need to be reviewed and qualified. Those can and will be clearly defined in upcoming promotional information, or by you directly reaching out to your location Service Manager or Precision Ag Specialist. We are committed more than ever to you our customer and we intend to "be the difference" in every way possible. Thank you for your past patronage and your future consideration.

Is Your Machine JDLink™ Enabled & Expired?

GET WHAT YOU NEED FOR FREE
3 Years JDLink™ Access + RDA
on expired or expiring MTG 3G Terminals
*Options for 2G & Purchase of Expanded JDLink Connect Available
Some restrictions apply.

Be efficient. Be connected.

See Your Service Manager OR Precision Ag Specialist for Details!

SALES REPORT

Article by:



Ryan Ortnier,
Director of Sales

A busy spring is upon us once again! As you are busy planting, spraying and getting all your spring tillage work completed, it is a great time to consider your operations efficiency. How can your operation perform at a more optimum level; Planter performance must not be over looked?

Planter technology is moving at an incredible pace, now in addition to adding sheer size, the operational speeds and metering capabilities are well advanced from where we were a few years ago. If you have not had an opportunity to review the ExactEmerge™ video on the American Implement YouTube video list, please take a moment to do so, and see what a 32-row planter looks like running across a No-Till wheat field in western Kansas in excess of 8 mph - it's really amazing! The stands coming out of the ExactEmerge™ planter are also just as exciting, they are nearly perfect in singulation and seed count.

Some key points to consider:

- Is there a yield advantage for your operation if you can narrow your planting window?
- If you could plant with one tractor and operator, what would the cost savings equate to?
- What are the cost savings and productivity gain by dramatically reducing acres that are in point rows and overlap?

Contact your local American Implement Sales person today if you would like to review the added productivity and efficiency this new planting technology could bring to your operation.

Have a Safe and Productive Spring Planting Season!

Ryan Ortnier
Director of Sales, American Implement

1.9% for 60 Months



'12 JD S660, 800 Hrs.....
stk#57185.....\$245,000



'13 JD S670, 1300 Hrs.....
stk#59673.....\$216,000

1.9% for 60 Months



'11 JD 7930 MFWD, 2100 Hrs.....
stk#60066.....\$132,000



'15 JD 8345RT, 100 Hrs.....
stk#60129.....\$275,000

AMERICAN IMPLEMENT® SPRING SALES EVENT



FINANCING AS LOW AS

1.9% for 60 MONTHS

Offer available on select equipment. Contact for details.



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ELKHART
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GARDEN CITY
(800) 475-4114
GOODLAND
(877) 320-4020

HUGOTON
(800) 544-9833
LEOTI
(844) 484-3375
MONTEZUMA
(800) 279-7283
OAKLEY
(800) 209-4001

SCOTT CITY
(800) 779-7244
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AMERICAN IMPLEMENT



**LOW Rate Financing OR
LOW Cost Lease Options** } 5 Year / 300 Hour



3.9% for 60 Months

'10 JD 9770 STS, 1300 Hrs...\$149,000
Lease! stk#66742 \$71/hr - \$21,379/yr



2.9% for 60 Months

'14 JD S670, 1700 Hrs.....\$189,000
Lease! stk#64437 \$84/hr - \$25,145/yr



2.9% for 60 Months

'12 JD S670, 1200 Hrs.....\$236,000
Lease! Stk#63192 \$106/hr - \$31,697/yr



3.9% for 60 Months

'13 JD S670, 700 Hrs.....\$234,000
Lease! stk#68025 \$110/hr - \$33,030/yr



3.9% for 60 Months

'13 JD S680, 1300 Hrs.....\$206,000
Lease! stk#66771 \$96/hr - \$28,727/yr



2.9% for 60 Months

'14 JD S670, 1600 Hrs.....\$189,000
Lease! stk#64439 \$84/hr - \$25,145/yr



2.9% for 60 Months

'14 JD S670, 1400 Hrs.....\$197,000
Lease! stk#64438 \$89/hr - \$26,839/yr



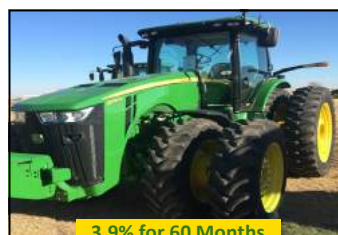
2.9% for 60 Months

'08 JD 7830, Ldr, 3400 Hrs...\$123,000
Lease! stk#62714 \$44/hr - \$13,038/yr



1.9% for 60 Months

'15 JD 8345R, IVT 800 Hrs...\$262,000
Lease! stk#63280 \$87/hr - \$26,148/yr



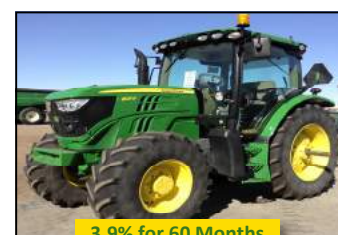
3.9% for 60 Months

'14 JD 8310R, 1900 Hrs.....\$189,000
Lease! stk#68774 \$70/hr - \$20,908/yr



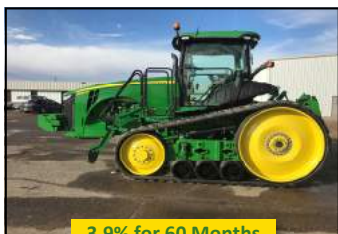
3.9% for 60 Months

'13 JD 8285R, 600 Hrs.....\$190,000
Lease! stk#68011 \$73/hr - \$21,790/yr



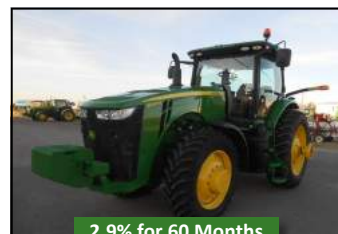
3.9% for 60 Months

'14 JD 6125R, 450 Hrs.....\$96,000
Lease! stk#61376 \$37/hr - \$10,951/yr



3.9% for 60 Months

'11 JD 8360RT, 3200 Hrs...\$160,000
Lease! stk#68371 \$55/hr - \$16,433/yr



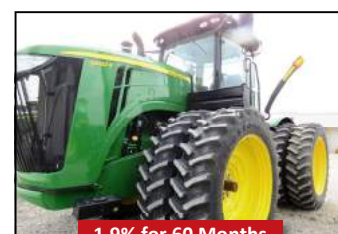
2.9% for 60 Months

'15 JD 8245R, 1700 Hrs.....\$160,000
Lease! stk#63268 \$44/hr - \$13,233/yr



3.9% for 60 Months

'11 JD 8360R, 2900 Hrs.....\$187,000
Lease! stk#68571 \$60/hr - \$18,051/yr



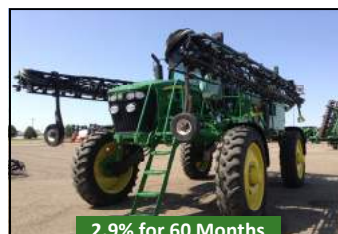
1.9% for 60 Months

'11 JD 9460R, 900 Hrs.....\$240,000
Lease! stk#60001 \$82/hr - \$24,567/yr



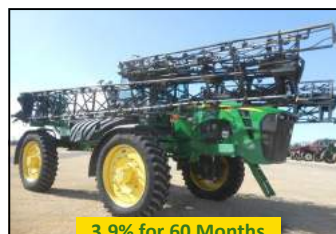
1.9% for 60 Months

'14 JD 4930, 120' 1100 Hrs...\$223,000
Lease! stk#60004 \$84/hr - \$25,240/yr



2.9% for 60 Months

'11 JD 4930, 100' 1100 Hrs...\$168,000
Lease! stk#60775 \$71/hr - \$21,303/yr



3.9% for 60 Months

'09 JD 4930, 120' 2300 Hrs...\$124,000
Lease! stk#68262 \$48/hr - \$14,419/yr



3.9% for 60 Months

'14 JD 9410R, 600 Hrs.....\$232,000
Lease! stk#68507 \$90/hr - \$27,054/yr

This is a partial listing of our equipment. We have an excellent selection of hay, planting, drilling and tillage equipment. Visit our website or call today!

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PrecisionAg

Article by:



Gene McKinley
Director of Precision Ag

Whether its AgDNA and data collection you need or AquaSpy and water management tracking so you can get the most from your critical resources, we deliver reliable, accurate information.

Is there anything more important to a producer than knowing precisely where they are and what they've done within their operation? When looking at and analyzing data, you decide how much you want to do manually and how much you want to flow automatically. Regardless of the solution you choose, our team can get you up and running. Analytics and decision making are two very important reasons to have the right solution in your pocket. Timing is everything and right now is the perfect time to get

with your Precision Ag Specialist and sign up for the American Integration Portal! We can help you with setup, importing your data and then using the information to assist in decision making and making sure everything is documented. Once the season is over, you'll have access to your operational information to review, assess and determine which decisions resulted in successes and which were not as successful. You'll be able to break down information to look at individual aspects of a specific trait or field characteristic, as well as look at overall field information (from profit to as applied info, to product and job information). It saves time and money knowing the information is there, accurate and available when you need it!

Along with this being the best time to get your data tool set up, it's also the perfect time to get your water management in order. We'll assist with the right equipment at the right price, at the right time.

Get your AquaSpy equipment ordered and ready, then once your seed is in the ground, we'll install your probes and set up your profile. It's that easy! You'll have insights and information to control your water through the growing season to manage one of your most valuable resources and optimize yield. By actively managing your irrigation events and applied water, you'll get the most from your fields!

Let us help take the complexity out of setup and installation. We have created Value-added programs designed to make it easy to get the most from your precision ag equipment without wasting unnecessary time and energy. If you have questions regarding any aspect of your Precision Ag equipment, we're here to assist you. We'll get you running, analyzing, and enabled to make critical decisions regarding your operation in no time.

Lastly, *some of our Precision Ag Specialists are adding FieldNet by Lindsay (Zimmatic by Lindsay) to their technology portfolios. Our American Irrigation locations have been offering FieldNet for several years and our producers are impressed. The word is getting out and FieldNET is becoming a necessity. The FieldNET web portal provides an encompassing view enabling quick, effective decision making. Text message alerts further speed the growers decision making by streaming operational changes and notification of potential problems. A grower can access his or her farm from anywhere in the world, precisely track and graph water usage and communicate with others on the farm from one easy and secure site. FieldNET not only works with Zimmatic pivots, but also with other brands of irrigation systems, now making it possible for growers to network all their pivots together without the need to upgrade all their controllers at once.

Have an older irrigation system? No problem, with the proven FieldNet Pro System your older panels receive the benefits of newer technology while drastically reducing the costs to upgrade your current system. Contact your Precision Ag Specialist to learn more!

THE LINDSAY ADVANTAGE THE FREEDOM TO MANAGE YOUR PIVOTS REMOTELY



THE LINDSAY ADVANTAGE

DURABLE
RUGGED
EASY TO USE
INTEGRATED
TECHNOLOGIES
BROADEST LINE
OF SOLUTIONS

You need precise control of your pumps and pivots no matter where you are. FieldNET® by Lindsay gives you the power to manage them conveniently from your phone or computer.

- **FieldNET Mobile** – combines timesaving benefits with smartphone convenience and technology
- **FieldNET Pump Control** – one integrated system adjust pumps to meet demand
- **FieldNET PRO with GPS** – an easy way to add Web-based control to existing pivots with mechanical panels

Once again, in this month's issue of CROP, look for articles by our trusted partners, Crop Quest, Inc. and AgDNA. Also, Mandy Fox, our CCA/CPAG is now contributing to the newsletter and has a great article! Thanks for your continued business and support!

*FieldNet services not available at Oakley and Dodge City American Implement locations. See your local Zimmatic by Lindsay dealer.

Combining Satellites, Sensors & Science To Reduce Nitrogen Use

Article by:



Russell Cauthen
AgDNA Contributor

The environmental impact of excess nitrogen use in agriculture is a hot topic for many farming communities around the world. Finding the right balance between ensuring a healthy crop with high yield while also reducing the environmental impact of potential nitrogen runoff is a delicate one. One innovative precision ag company, AgDNA, believes data science and sensor technology holds the answer.

AgDNA's innovative farm management software is among five finalists selected for the Nitrogen Reduction Grand Challenge being held by Tulane University in Louisiana. The purpose of the challenge is to find sustainable and

renewable solutions to combat hypoxia – the deadly deficiency of oxygen that creates annual “dead zones” in the world's lakes and oceans.

Such dead zones kill marine life and threaten the economies of coastal regions, including those along the Gulf of Mexico, home to the world's second-largest dead zone. To attract the world's best AgTech talent, on offer is a \$1 million cash prize, which will be awarded to the team with the best solution.



AgDNA looks to solve the excess nitrogen problem by optimally matching nitrogen requirements to specific conditions throughout the field. Therefore field and soil variability can be managed as well as seasonal fluctuations in weather using computer modelling.

The company's underlying technology combines data science with real-time information collected from satellites, sensors and in field machinery. The various inputs are then combined with the latest crop and precision nitrogen models to predict soil nitrogen requirements.

The top five finalists will begin testing their innovative nitrogen management systems in March on a parcel of farmland in Tensas Parish, located in the North-eastern corner of Louisiana. This is where the “thinking” of academia and the “doing” of private industry will converge to tackle one of the world's significant environmental issues of excess nitrogen.

Concluding in December the winner of the Tulane Nitrogen Reduction Challenge will be judged by its innovative use of technology and its effectiveness in reducing nitrogen in the field. For AgDNA it will be another step forward in the delivery of predictive tools to solve real world challenges for growers in the US and around the world. To find out more about AgDNA and follow their progress in the challenge visit www.agdna.com.

When Average Won't Cut It Variable Rate Soygreen Application

Article by:



John Gibson
Crop Quest Contributor

The current commodity prices have growers everywhere going through their crop budgets with a fine-toothed comb. Finding a trusted advisor to make sure expenses are managed properly is important in this environment. With slim margins, average isn't going to cut it in 2017. It's going to take exceptional management during these difficult times to sustain a profit. As a precision consultant company, Crop Quest understands your position and is tasked with making sure we provide value to help you get a return on your dollar and manage risk.

For growers looking at raising soybeans in high pH soils this season, we have a

“no-brainer” solution for you. Chelated EDDHA Iron, more locally known as Soygreen, is a product that has been found to increase yields in high pH soils or areas where iron chlorosis is an issue, an average of 5 bushels/acre.

The cost of Soygreen is ~\$6 / lbs, and with the full rate of Soygreen being 3 lbs/acre; you are looking at an \$18/acre expense. Most fields don't have high pH areas across the entire field. With an \$18/acre cost, Soygreen is not a product you would want to apply to the entire field. As it is unlikely that you will see a response in lower pH areas.

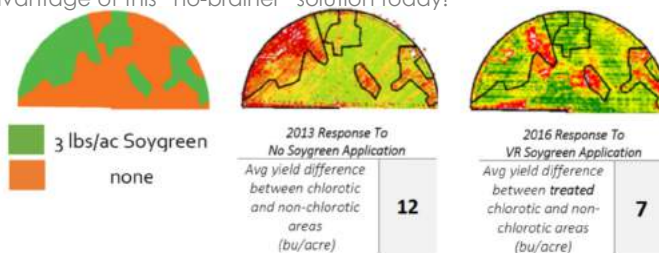
How do you know where to apply Soygreen? Crop Quest can work with you to identify your high pH areas with the use of satellite imagery, yield data, or by mapping the pH of your field. Once we have identified your high pH areas, a variable rate Soygreen prescription can be made.

How is variable rate applying Soygreen a “no-brainer” solution? Crop Quest has collected data over the past three years that compares yields in non-iron chlorosis areas versus iron chlorosis areas. Below is a table that breaks down the yield differences and the economic analysis that proves our “no-brainer” solution. On high pH soil, Soygreen increased yield an average 5 bu/ac. That's a \$45/ac increase in revenue by making an \$18/ac investment. The net is \$45-\$18 = \$27/ac. How many acres of high pH soil do you have in your field?

Applying Soygreen on Areas of High pH Soils

Avg bu/ac Diff	5	Increase
Soybean \$/ac	\$9	
\$/ac Diff	\$45	
\$/ac to Apply	(\$18)	
Net Gain/ac	\$27	

Are you set up to variable rate apply Soygreen? Talk to your local American Implement Salesman or AMS Specialist about your equipment capabilities. They can also get you the data needed to get a variable rate Soygreen prescription. Take advantage of this “no-brainer” solution today!



For more information regarding Variable Rate Soygreen Application. Contact Crop Quest, CropQuest.com OR speak with your local Precision Ag Specialist.

AMERICAN IRRIGATION

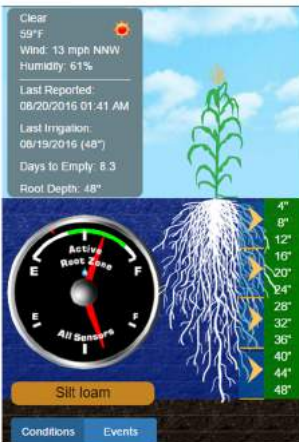
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Rod Stillwell
Irrigation Manager, GC

Get Vertical. Go Underground with AquaSpy®

With our declining water supply and technology becoming increasingly popular in agriculture today, moisture probes are being implemented into more farming operations. Moisture probes help growers have a better understanding of what the plant needs and the crops root system activity. They also can be a valuable tool to help growers make quick decisions to save energy and water without having to guess if they are doing the right thing. The hardware and software for probes has greatly improved over the past few years. They not only measure soil moisture, they can also monitor what depth the crop is using water from and how many days of moisture is left in the soil.



The AquaSpy® moisture probe is a single, multi-level, 48" probe that has 12 sensors spaced 4 inches apart, starting at 4" down to 48". They are highly accurate and provide real time data every 4 inches for soil moisture, EC (bulk salts) and temperature that can be monitored with a smart phone, I-Pad, tablet or computer. They not only collect moisture data but also temperature and EC to help gauge fertilizer movement. AquaSpy® is the first data company to provide "auto agronomy" with an automated summary graph, which automatically adjusts to roots in the active root zone.

Coupled with a dual fuel gauge, the top gauge measuring the active root zone, and the bottom gauge measuring the entire 4ft profile, you can easily make decisions in 90 seconds or less! There are also several display options including: crop growth stages, irrigations and root growth by date. You can also look at moisture, EC and temperature data for each individual sensor. AquaSpy's data shows the most direct impact to superior yields is assuring that the water and nutrients exist in the Active Root Zone (ARZ) when and where the plant attempts to uptake these vital elements. The AquaSpy® system takes a reading every 5 minutes and updates information every hour and communication is available for both CDMA (Verizon) and GSM (AT&T). There is an AquaSpy® app available on the google play store or the App Store.

AquaSpy's mission: to provide producers soil moisture & nutrient data in a simple format to tightly manage their growing process, improve yields and lower operating costs. Let the crop speak for itself!

We have several AquaSpy® probes in stock that can be purchased or leased on an annual basis depending on the individual needs of the grower. Give us a call or stop by and visit with us about AquaSpy® moisture probes. You can also visit www.aquaspy.com and click on the Demo Site tab.

AquaSpy®

WHAT IS AquaSpy®?

A Soil Moisture Monitoring System complete with Comm-Tower and Probe.

- AFFORDABLE
- HIGH ACCURACY
- EASY TO UNDERSTAND INFORMATION

Finally, an affordable solution with data that is simple and easy to understand. The system is highly accurate providing 12 sensors in the 48" probe. Not only collecting moisture data, but also temperature and EC to help gauge fertilizer movement. All backed by American Implement to help make sure you get the most out of your investment.

AquaSpy® INVESTMENT

- TO PURCHASE
\$700 for Comm-Tower and Probe, per system

*\$600/year for subscription
(Installation and Extraction completed at the American Implement Service Rate)

- TO LEASE

*\$1100/year

Includes Installation and Extraction

*Subscription and Lease run January 1 –

December 31

CDMA (Verizon) or GSM (AT&T & Viera)

cell service enabled



Contact Your Precision Ag Specialist Today!

Ask About!

NO PAYMENTS / NO INTEREST

180 DAYS

- Use your Auto Deck Financial Multi-Line Account
- 1500 Minimum Purchase
- Credit Plan 1172

No modeling. No guessing. We let the plant speak for itself.

Track crop behavior of both water and nutrients through a 48" profile.

Real time data every 4 inches for water, nutrients and temperature.



JOHN DEERE

CROP
American Implement



Article by:



Kelley Baker, Marketing

Being married is a feat in and of itself — being married to a farmer adds a whole other layer. It takes time to learn to adjust and cope with the long hours, fluctuating income and all the dirt... just to name a few. Being a farm wife certainly isn't glamorous and a sense of humor comes in handy. However, somehow we love it and wouldn't have it any other way.

I recently asked fellow farmwives to think of any other ways they are easily identified as a farm wife, apart from the muck on their jeans of course, and I

received some very creative answers. I hope you enjoy!

"You know you're a farmer's wife when..."

...your year is broken down into these seasons: tax season, planting season, harvest season, back to school season and holiday season." - Jeannelle McCaffrey

...you've heard the phrase I'll be home at O' dark thirty." - Vickie Johnson Winter

...using pliers to eat your food becomes no big deal!" - Aimee Teske

...your husband calls and asks if you and the kids can finish cutting that last 80 acres of wheat." - Kristi Gatz

...you are thankful it's warm and sunny in February, while simultaneously upset because your farmer is putting off winter projects to do some fieldwork." - Tammy Simons

...your plans everyday depend on the weather!" - Karyn Whitacre Forman

...going to look at farm equipment without kids, is a date. " - Sonya Toews

...you don't think twice about stepping around new calves in the house who are warming up!" - Karas Patrick

...you try and plan your pregnancies and subsequent births around planting and harvest seasons." - Erica Lehman

...your babies are born 40 weeks after it rains." - Brandy Steven Marcy

...you can whip up a meal for 10 with 20 minutes notice. - Katie Smith

...you should include 'Official Gate Keeper' on all job resumes." - Annette Straw Kanoy

...five minutes turns into five hours AND when your washing machine has swollen bean and corn in it from your kid's pockets." - Karyn Whitacre Forman

...you start labor and your husband says "you just have to wait until I'm done feeding in the morning before we go to the hospital OR you know you're a farm wife when your husband uses the phrase "sleeping in the barn" and it's not because he's in trouble, it's just a calving season snowstorm." - Rebecca Munderloh

...you can feed 20 men twice a day and manage to operate a combine for a full day." - Cari Beauchamp

...your best go to town coats are from seed dealers or implement companies." - Andrea Sayer

...you only wear boots to help your husband with a "small chore" for "five minutes" because "five minutes" means an hour and a small chore means sixteen different chores in the mud and scratchy grass." - Hannah Ezell

...you've learned that when he says wheat harvest is here, that it is actually still nearly a week away, and that when he says it will take 2 hours to finish a job, usually double that time." - Kay Smith

...your children plan their weddings around hay." - Jacki Brandyberry

...you can easily change into muck boots at the drop of a hat." - Jen Meyer

...they come in at noon and say, "It rained! How soon can you be ready to leave on vacation?" - Jeanette Dechant Rooney

...you go to your daughters college basketball games in the dually and flatbed or stock trailer because someone always 'lives close to there' and needs something." - Pam Ruff

When I think farm wife I think of my mom, she will be 89 in April and still lives on the farm. My father has been gone almost 30 years but she loves being on the farm. "There's no place I would rather be!" she says. She drives a pickup, listens to the closing grain markets on the local radio station almost every day, watches the weather and prays for rain. Farming and being a farm wife is not a job it is a way of life! It all about Faith, Family and Farming." - Cynthia Schemper



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THE SOIL SPOTLIGHT

Article by: Adding Livestock Compost to Crop Fields



Mandy Fox, Certified Crop Advisor CCA
Certified Professional Agronomist CPAG

With many farming operations located near Animal Feeding Operations, opportunities to incorporate compost into nearby crop fields are abundant. Many times the feeding operations will offer this product at little or no cost. Benefits from the added compost include:

- ❖ Improvements to fertility, water-holding capacity and bulk density.
- ❖ Reduction in odor, fly larva, weed seeds, and some pathogens.
- ❖ Improved spreading and aesthetical appeal of product.
- ❖ Reduction in volume and related hauling/application costs.

For the animal feeding operations, there are obstacles to overcome to make sure that they are achieving a true compost product for surrounding farmers. These challenges can surround the following:

- ❖ Site selection and drainage. Ensuring waters of the state and U.S. are protected.
- ❖ Additional permits with environmental regulatory bodies.
- ❖ Proper carbon to nitrogen ratios (optimum 25-30:1).
- ❖ Proper temperature (optimum 140-150°F).
- ❖ Adequate moisture levels (optimum 50-60%).
- ❖ Labor and time for necessary aeration (recommended to turn every 10-14 days, 5 times).

After ensuring that the provider of the composted material has done a thorough and complete job composting, additional consideration should be given to nutrient availability when applying to crop fields. The composting process converts much of the available nitrogen to the organic form making it a not 100% available at the time of application. It is recommended to take an analysis once the composting process has been completed. The analysis will help determine if additional fertilizer is needed to meet crop needs.

The benefits of compost are significant. When done correctly, it can be a great improvement to traditional cropping systems.



We're Social!

