

NEW HOLLAND

INSIDER

FALL 2024

Precision Potatoes

THINGS TO THINK
ABOUT AT HARVEST

REAPING THE
BENEFITS

STRATEGY FOR
A THRIVING FARM

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NEW HOLLAND INSIDER

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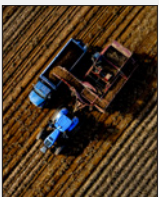
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On the Cover:
Willward Waugh
and Sons, Ltd.

(See story on page 4.)



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A yellow New Holland combine harvester is shown in a field of golden grain at sunset. The harvester is positioned on the right side of the frame, facing left. The background features a line of trees under a warm, orange sky. The foreground shows the dark, tilled soil of the field.

Things To Think About at Harvest

Mark A. Gold, Managing Director

Top Third Ag Marketing, a division of StoneX Financial, Inc.

Harvest is upon us. This year, we saw how global weather events can significantly impact U.S. markets. The dryness in Russia sent wheat prices in the U.S. up \$1.79, off the March lows, by May 22. As floods hit southern Brazil, prices for both corn and soybeans rallied. December 2024 corn rallied 50 cents/bushel off its lows. November 2024 soybeans rallied \$1.07/bushel off the February lows.

In a year that saw very little demand for U.S. wheat through at least May, the tide may be turning. There are certainly questions about how low Russian wheat production will go. We know that Russian wheat prices have started to turn higher and, hopefully, the U.S. will be more competitive for export demand.

As I write this, I don't know what the summer weather will bring. If La Niña conditions have hit grains, prices will reach higher levels. If there is plenty of rain, prices will have trouble sustaining rallies. Of course, on the demand side, the big question is whether China will be back in the market for U.S. soybeans, corn or wheat. In the years ahead, the U.S. will see increased demand from Mexico, Colombia, Indonesia and Vietnam. With more U.S. crush facilities being built, I would expect crush demand to remain strong.

This year, so many variabilities could affect grains and soybeans. In addition to the weather, we have a presidential election this fall, which could go down to the wire. There is a continuing war between Russia and Ukraine. There is a possibility of China moving on Taiwan. And we can't

forget the Israeli-Hamas war. Frankly, I can't remember a year with so many potentially earthshaking situations.

As a producer, you will have to make the usual decisions this fall, mainly, do I store or do I sell? As I have often said in writing this commentary, I am not a big fan of storage. When farmers hold on to harvested crops and stick them in the bin, it's usually not a profitable venture. Looking at this year, American farmers were holding onto huge amounts of corn and beans. The market knew that, and the funds kept pressing the short side. The markets rallied once the farmers decided to lighten up on stored bushels. The markets will generally only rally once the farmers have sold the grain.

As a risk manager, my basic advice hasn't changed in 30 years. If there is carry in the market, go ahead and store the grain. Just make sure you capture that carry by selling a deferred contract. If you capture the carry, look to re-own those bushels with call options to keep the upside open for higher prices. If the local basis is strong, you can sell the bushels and re-own with call options as well. The only poor choice is to store the grain without capturing the carry or storing the grain unprotected without a put option to protect the downside.

Your bottom-line success depends on your ability to market grain at profitable levels. Spend some time on marketing. Don't be afraid to sell rallies and bank some profits. You can always buy call options if you fear missing out on higher prices.

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Model Year 2025 T9 SmartTrax™ With PLM Intelligence™

Simplified maintenance, faster speed to cover more ground with fewer stops.

With the launch of the T9 SmartTrax™ with PLM Intelligence™ for model year 2025 comes a track system built to deliver unmatched performance regardless of the field conditions.

The T9 SmartTrax with PLM Intelligence showcases best-in-class features designed to elevate performance and simplify routine maintenance.

- Advanced oscillating roller wheels and vibration-dampening mount suspension in the track system improve ride quality and prevent uneven wear during field-to-field transport.
- Clear track system hubcaps have been integrated to ensure ease of daily maintenance, providing straightforward access to critical components.
- The new track system streamlines maintenance and optimizes tension by eliminating manual adjustments with its automatic track tensioning system, which can help lengthen the lifespan of the track belt.
- Offering flexibility for various applications, multiple track belt options are available. They include two width choices – 30-inch and 36-inch – and three different belt brands to choose from.

- Due to the SmartTrax system's design and lower profile on the tractor compared to the fuel tank, the fuel capacity for model year 2025 T9 SmartTrax tractors has increased by 47% to 455 gallons. This extends the run time by reducing refueling stops.
- Operators will also see a notable improvement in road speed, now up to 25 mph, for quicker and more efficient field-to-field transport.

Available for agricultural use on five model year 2025 T9 models ranging from 475 to 645 rated horsepower, the SmartTrax system ensures performance in various terrains while enhancing overall performance and preserving the integrity of the field.





PRINCE EDWARD ISLAND POTATOES SHOW PROMISE

Prince Edward Island is emblematic of two things: the story of Anne of Green Gables and potatoes. Both are woven into the history and culture of Canada’s smallest province, referred to as “PEI.” Both are back on track after some serious challenges caused by the COVID-19 pandemic.

Tourism on PEI, anchored by visitors enamored by the classic children’s story of 11-year-old orphan Anne, has rebounded after being completely shut down by the pandemic for two years.

Potatoes, similarly affected by closures imposed by the virus on tens of thousands of restaurants in Canada, have kick-started again with global sales projected to rise by 3.5%

annually through 2027. About 60% of potato sales are for processing, such as french fries. The lion’s share of these products are consumed in restaurants.

That’s exactly the market that the Waugh family, fifth-generation potato farmers in Summerside, PEI, works to supply. Allan Waugh and his two sons, Jeremy and Jonathan, are owners of Willard Waugh & Sons, Ltd., a family farm that annually harvests 30 million pounds of potatoes from one third of the 3,000 acres of prime PEI farmland they own.

Most of the potatoes are delivered to Cavendish Farms, the fourth-largest potato processor in North America, at its



*Allan Waugh and
his wife, Eleanor.*



SmartTrax™ enables power with less soil compaction.



Allan Waugh and sons, Jeremy and Jonathan.



The Waughs harvest 1,000 acres of potatoes annually.

processing plant in nearby New Annan. Harvested in October, the potatoes are stored on the farm in temperature- and ventilation-controlled fridges and shipped out each month when needed at the processing plant.

“That’s a constant feed out every time they say they need another truckload: You fill them up, and off they go,” says Allan. “There are days when we’ve done up to 50 tandem loads of potatoes direct to the plant, and then they’re also rotating through to the other farmers as well. The plant chews up a lot of potatoes in a day.”

Allan adds that they have also started to market table potatoes to local packaging plants to diversify and take advantage of consumers’ increased demand for fresh products. In the context of rising food prices since the pandemic, potatoes are one of the lower priced food staples and, therefore, more attractive to budget-conscious families.

Ideal potato-growing conditions

“We test new varieties each year,” says Jeremy, noting that they’re always on the lookout for potatoes that use less water, are adapted to the increasing changes in weather patterns and require a shorter growing season. “Lack of water affects the quality of the potatoes, and with local restrictions on water volumes for irrigation, we have to make sure we can guarantee quality to the processor,” he adds. The farm received a Cavendish Farms’ “Top 10” award for quality in 2020-2021.

Their water permits only provide enough to irrigate half of

the potato crop, which can reduce yields by up to 30% on the unirrigated fields, depending on the rainfall that year.

PEI’s sandy, well-draining soils, combined with its moderate climate and adequate rainfall, are ideal for potato farming. In addition, the Waughs have implemented a multifaceted land management system to ensure productivity, quality and environmental compliance while dealing with resource limitations.

The farm has a three-year rotation plan that includes potatoes, milling wheat and forage crops, principally alfalfa, but also uses forages as a green manure plow down. They also trade their hay fields for land use on other farms, as they need 3,000 acres of land to produce 1,000 acres of potatoes each year.

Reliance on SmartTrax™

This is all overlaid by the relatively small size of fields on PEI, which average 45 acres. Compared to other potato-growing areas, such as Alberta and Idaho, the field sizes present efficiency and equipment challenges.

That’s where the farm’s New Holland tractors come in. The Waughs have SmartTrax™ on one of their T8 Series tractors, which gives them maneuverability and agility regardless of field size.

“The SmartTrax system allows us to have the size of tractor we need for the field work and traction required in light sandy soils, and we get the same amount of work done as others using five or six dual-equipped tractors,” Allan says.



He adds that they've always received superior service from their local New Holland dealer and plan to add a fifth tractor soon to better handle crop protection applications and specialized field machinery.

The Waughs have also found that their New Holland machinery is well-suited to precision farming. They've had GPS operating in their tractor cabs for 12 years.

"All our field records are now digital. Every pass with a sprayer or spreader, who did it, when they did it and what the weather was, it's all linked into the computerized recordkeeping system," says Jeremy. "We use it for traceability and our management records to keep track of yields and zoom in on poor areas in a field."

The SmartTrax-equipped tractor also factors into Waugh's environmental sustainability plan, as the system allows them more power for cultivation with less compaction. Given the more frequent snow melts during the winter, they've added more greenways and forgone the moldboard plow to reduce erosion.

Managing expensive inputs

"We now use one-pass applications, whereas, in the old days, we used to make five passes with bigger tractors. We no longer go over the soil multiple times in a season and also use the alfalfa's tap root to help break up the soil," Allan notes.

The farm's biggest challenge is inputs, which have risen dramatically in cost since the pandemic. Jeremy estimates costs for fertilizer and crop protection materials have increased by 40% over the last couple of years, exacerbated by the war in Ukraine.

Potatoes require substantial amounts of nitrogen. They have experimented with liquid fertilizer to substitute for granular forms affected by sanctions on Russia, but Jeremy feels they still need more research.

"I don't know why we can't seem to make liquid fertilizer work as well as granules," he says. "We certainly tried, but we can plant more acres with bigger equipment using granular fertilizer, and it's easier to handle."

So far, the farm's operations haven't been impacted by the

labor shortage affecting the agri-food sector in general. The three family members work full time. They add eight employees over the summer and another 20 in the fall for harvest.

"We've been fortunate so far, but it's getting harder as skilled people are in high demand," Allan says. "Not many people are brought up on a farm anymore, so they don't know about working long hours in all types of weather."

He notes that many farms and businesses in the area hire temporary foreign workers. The Waughs have been thinking about this, too, if they want to expand the operation in two or three years.

Growing the operation

The Waughs have already taken steps toward growth through a partnership with Tolsma-Grisnich Canada, a global company that supplies storage facilities and handling equipment for potatoes, onions and carrots.

Jonathan heads up these operations and travels to eastern Canada to install and maintain the equipment and facilities supplied by the company. The deal enables them to hire skilled workers, such as electricians, who also come in handy for their own storage and maintenance needs.

Other projects being considered include adding more acres to increase production and support more warehouse facilities. The additional capacity would allow them to supply new markets. The Waughs would like to add more buyers to their list, especially in the U.S.

They will also look at crops such as canola, soybeans and peas for their rotational attributes and market potential.

"If it's got a good ROI and is a proper fit with potatoes, why not?" Allan concludes.




WHO: Willard Waugh & Sons, Ltd.

WHERE: Summerside, Prince Edward Island

NEW HOLLAND EQUIPMENT: T8.410 Genesis™ tractor with SmartTrax; T7.290, T7.270 & T8.300 tractors

DEALERS: Kensington Agricultural Services Ltd., Kensington, Prince Edward Island



Reaping the Benefits of the Student-Managed Farm

Powered by New Holland

Lakeland College students Abby Tarapaski and Brooke Soetaert used the latest equipment from New Holland during harvest.

Valuable lessons learned through hands-on crop management.

Lakeland College's Student-Managed Farm (SMF) – Powered by New Holland, is about more than the crops grown, the fields tilled and the revenue generated from its harvest. It's about the lessons learned along the way.

Lakeland College is the only post-secondary institution in Canada where students manage the commercial-sized crop, bison, beef, dairy and equine enterprises. Since 2011, New Holland has partnered with the college to provide the latest equipment for the SMF, which is based at the Vermilion campus in eastern Alberta. New Holland high-horsepower tractors with precision farming technology, P2075 precision drill with a P4580 air cart and a CR9.90 combine with IntelliSense™ automation are used by the students for crop production. New Holland donates the use of the equipment to Lakeland, and Webb's Machinery, the New Holland dealership in Vermilion, is instrumental in providing training and support.

Building a team

Crop technology students participating in the 2023 SMF included Assistant General Manager Emily Creusot from Oxbow, Saskatchewan, and Analysis Manager Kristin Sardoff from Wainwright, Alberta. Both Creusot and Sardoff were drawn to Lakeland and the crop technology program by the opportunity to leave their family farms and get some hands-on experience.

During the second year of the crop technology and animal science technology programs, students work together to manage commercial-sized crop, bison, beef, dairy and equine enterprises. Each SMF unit meets weekly and works together to

set goals, make decisions and do hands-on work with the goal of running a profitable and sustainable agribusiness.

"I came to Lakeland because of the SMF," explains Creusot. "I wanted that hands-on learning to build my confidence. In SMF, you grow that confidence because you're not just reading from a textbook. You actually get to go out and apply what you're learning."

One of the biggest lessons learned was how to harness the chaos of their classmates, all with varying agricultural experience, into a cohesive and effective team.

"You have to form a team out of 36 strongly opinionated students and bring them together to get things done," Creusot says. "Once everyone knew what to do and where to go, everything went smoothly. Everyone was really helpful and eager to be out there."

Harvest time

During last year's harvest, the crop SMF unit navigated a few hurdles, like dealing with crop damage from hail over the summer. They debated the merits of straight cutting versus swathing, what to spray on the crop when some of it was green, some ready for harvest and other parts were flowering.

"There were issues beyond our control," Creusot says. "Weather, hail damage and waiting for the crop to mature dragged harvest out longer."

Sardoff, as analysis manager, dealt with emerging issues when temperatures rose in the grain bins storing



the canola. She and the team cycled the crop, moved it to a new bin, turned on the air and did everything they could to bring the temperature down, celebrating when it successfully dropped to single Celsius digits.

The students operated the CR9.90 combine and grain cart throughout the harvest. At the end of the day, they successfully harvested the crop and collected data to help with their decision-making process.

Real-world experience

Dealing with these real-world scenarios is a huge benefit of the SMF. They undergo an interview process their peers handle to choose the leadership roles. The SMF students work together to make all decisions.

Assistant Manager Creusot was involved in marketing the grain, going to the elevators and sourcing the seed, fertilizer and pesticides. Sardoff has taken advantage of learning how to fill out insurance claims and other pieces of the business side she may not be involved in on her family's farming operation. They've both had the opportunity to learn about aspects of agriculture they never would have experienced before the SMF, including opportunities to be more experimental.

2024 harvest

The SMF group experimented with faba beans and will be harvesting 1,050 acres of faba beans, yellow peas, wheat, malt barley and canola this year. Faba beans are a risk because they typically need a longer growing season, Creusot says, adding that they've found a variety that should work. She's excited to see how it goes when the crop is harvested this fall.

"That's just one of the bonuses to SMF," Creusot says. "You can try things out to see what happens."

Faculty support

Faculty advisors on the SMF are there to support and guide students, but the decisions ultimately belong to the students.

"Our advisors typically will never say no to us when we are making a decision," Sardoff says. "They do ask us questions to make us think the decision through."

Students research their decision, creating proposals to prove their decision is sound.

"They don't shut us down as long as we have evidence to support what we want to do, how we should do it and hopefully, how it will play out," Creusot adds.

"I've gained a lot more from SMF than I was expecting coming into it," Creusot says. "Coming here puts you ahead of everyone else, especially for your future career. It's pretty awesome to be involved in an industry that cares so much. It all goes back to farmers feeding the world."



WHO: Lakeland College

WHERE: Vermilion, Alberta

NEW HOLLAND EQUIPMENT: P2075 precision drill with P4580 air cart, CR9.90 combine with IntelliSense™ automation, T9.600 SmartTrax Auto Command™ & T9.615 tractors (crops); T6.180, T7.210, T5.140 Auto Command™ & WORKMASTER 120 tractors, Roll-Belt™ 560 round baler, multiple L320, L328 & L334 skid steers, C345 compact track loader, W80C wheel loader, 195 manure spreader (dairy and livestock) WORKMASTER™ 70 tractor (equine arena); WORKMASTER™ 35, WORKMASTER™ 75 & Boomer™ 50 tractors, E37C mini excavator (grounds maintenance)

DEALER: Webb's Machinery, Vermilion, Alberta



*Learn more about Lakeland's
Student-Managed Farm
– Powered by New Holland.*





Strategy for a Thriving Farm

Mainstays are continuous improvement, growth and diversification.

Not many would do what Dennis Gienger did when his hometown grocery store was about to close. He bought the Hometown Family Market to keep it open for the 950 residents of Gladbrook, Iowa. Without it, the town would be a food desert with no source of fresh food.

A farmer, Gienger knew nothing about owning a grocery store, but that didn't deter him.

"I talked to the grocery store manager and had to convince her we could make it work," he said. "I said if you run the store, I'll handle the finances. I called a local ag lender and asked if they could finance a grocery store. They called me back in an hour with a loan."

"The store manager got on board and is a partner now," he adds. "She stocks the store with fresh produce and meats, which really sells the place for customers."

COVID-19 hit shortly after they bought the store and business picked up.

"People stayed home, and the store became profitable," Gienger says. "We started delivering groceries to other communities and still deliver to many customers."

The Hometown Family Market is staffed by 14 employees. Most are part time, local residents. The store hosts free Friday ice cream, grilled lunches in the summer and a free appreciation meal every year for the community. Last year, nearly half the town attended.

The push to improve, grow

Gienger's drive to explore new opportunities and improve his business has helped him build a successful diversified farming operation.

"The key to our farm is to continue to grow and become more efficient," he says. "We farm 3,000 acres and have 10,000 pigs. Every year, the farm needs to change or improve something to help make more money like updating



Dennis Glenger.

equipment, buying a farm or renting a farm.”

His philosophy is based on decades of experience. He started farming on his own in 1977, just as land prices and interest rates skyrocketed. Fortunately, he bought his first farm without much debt and was able to buy more land when land prices tanked in the 1980s.

“I purchased quite a few farms at that time. The cheapest was \$1,100/acre,” he says. “People were scared and would not bid [on land]. I did have some cash to make it work.” Today, land goes for \$17,000 an acre.

“With farming, you always need to be in the right position. My Dad taught me not to stick my neck out too far so that I couldn’t make it back. You don’t want to be too aggressive, but you still must grow.”

With help from his son Jason, who is a partner, and Dan DeWitt, another partner who has worked with them for years, the operation is poised to continue thriving in the future.

Profitable hogs, cost-saving manure

The Gienger farm’s hog operation is a significant part of it, which he credits with helping the farm grow.

“Pigs are where I made my money,” he says. “I’ve been in it since 1966 when a farmer I worked for gave me a sow and a litter of pigs. I was 16 years old.”

His hog operation was farrow-to-finish until 1998 when he switched to a sow cooperative and later purchased pigs to finish on the open market.

In 2015, Gienger started finishing pigs for Brenneman Pork, based in Washington, Iowa. Today, they finish 20,000 hogs a year for the company. The pigs move into the Gienger hog buildings at 40 lbs. and out at 300 lbs.

“The thing we have that a lot of people around here don’t have is hog manure,” he says. “We save so much money on fertilizer.”

The manure from one hog barn will fertilize 80 to 100 acres. With six hog barns and a seventh planned, Gienger says they are close to getting all their fertilizer needs met with the manure.

“The pigs have been so good to us,” he adds. “I watched a lot of guys who got out of hogs because they didn’t want to raise pigs for somebody else. But you have to adapt and grow. You must also have your heart in the hogs, or you won’t do well.”

Gienger loves the hog business so much that he spends considerable time and expense promoting pork to consumers.

In February, he goes to the Florida State Fair and works with the FFA to serve Iowa pork. The pork is donated, and the proceeds go to the fair and FFA.

“Florida has 22 million residents, and we have 35 million pigs in Iowa,” he says. “People need to know where their food comes from.”

Crop operation

In the Gienger’s crop operation, corn and soybeans are planted in a 50/50 rotation. They use both no-till and minimum tillage.

A stable of four New Holland T8 Series tractors, a CR8.90 combine and hay equipment handle the fieldwork. As part of his efforts to become more efficient, Gienger trades equipment regularly to take advantage of newer model technology.

One change was switching to LSW (low sidewall) flotation tires on two T8.410 tractors and a CR8.90 combine to reduce soil compaction. “They are great,” he adds. The tires feature a larger rim diameter and a smaller sidewall than a standard tire and are less expensive than tracks.

With the New Holland hay equipment, they mow and bale the many waterways and field-end strips. Gienger contracts with a cattle feeder who picks up a semi-load of hay every month.

He also has 90 stock cows that calve in the spring and summer. In January, the calves are sold to a local farmer.





Dennis and Jason Gienger with grocery store manager, Tandi Davis.



The farm's solar panels slash electricity costs.



The Giengers have six hog barns.



The Giengers invested in a grocery store to help their community.

All in on solar

"I can say we are going green on our farms with solar panels in addition to buying less fertilizer inputs," Gienger says. "Solar panels are on the backside of the farm. The light bill here would run \$800-\$1,000 per month. Right now, it costs just \$18."

In proper form, Gienger and his partners signed on to install solar panels when government incentives were first offered. Recently, USDA introduced a solar panel program that he says farmers should check out.

They used to have a large windmill but took it down and sold it when they decided to go with solar. Gienger says they are much happier with panels because they've been good financially, and people don't notice them like they do a windmill. They do have the public passing by the farm on a bike trail. Gienger even donated land for the trail and thinks it is good for people to see farming.

Reflections

Gienger is approaching 50 years of farming and has no regrets. "The farm and the hogs have been awfully good to me, and I love them all," he says.

"Having my son here wanting to take over has been great. I wouldn't have grown to this size if he hadn't wanted to do that. It's hard to rent land and to bring someone into an operation. You must have something to generate cash, and hogs did that."



WHO: Dennis Gienger

WHERE: Gladbrook, Iowa

NEW HOLLAND EQUIPMENT: CR8.90 combine; (2) T8.360, (2) T8.410, T7.190 & T6.180 tractors; Roll-Belt™ 560 round baler; ProCart™ 1022 wheel rake; Discbine® 313 center pivot disc mower-conditioner

DEALER: Swartzrock Implement Co., Charles City, Iowa



STRATEGIC CONSIDERATIONS WHEN BUYING FARM EQUIPMENT

Dr. Brady Brewer, Assistant Professor
Department of Agricultural Economics, Kansas State University

As a farmer, investing in farm equipment is as significant of a decision you have to make as it impacts productivity, operational efficiency and overall profitability. According to the USDA Agricultural Resource Management Survey (ARMS), farm equipment makes up around 10% of the total U.S. farm balance sheet for commercial farms. This highlights how important it is to understand how a piece of equipment will impact your farm's financials and operations when considering new or replacement equipment.

Minimize the cost of production

The goal for every piece of equipment purchased is to minimize the total cost of production. In other words, for every unit of production e.g., pound, bushel, etc. that the farm produces, the goal is to minimize the total cost to produce it. This includes the cost of equipment. You need to understand the tasks this equipment will need to do, minimum horsepower requirements, the cost of ownership and maintenance costs, features needed and the size of equipment needed to understand how this purchase will impact your farm's cost to produce.

You should create a detailed budget that includes not just the purchase price but also additional costs such as taxes, insurance and delivery charges to understand better the direct ownership costs of the equipment you are considering.

Five Managerial Levers

To complicate matters, you also need to remember the bigger picture, as this could save you or cost you money in other areas of the farm. To examine these considerations, I want to introduce the "Five Managerial Levers" a farmer uses to manage their farm. Broadly speaking, any managerial decision a farmer makes falls into one of these five categories: managing output price, managing yield, managing cost of production, managing assets and managing people. These five managerial levers also represent the key strategic needs of the farm.

I urge you to ask, "How does this piece of equipment impact each of these five managerial areas?" before deciding on a piece of equipment. The right or wrong piece of equipment can have broad implications for how you manage your farm and can have large impacts on your farm's overall profitability.

For instance, a new piece of equipment could impact the labor required on your farm, either decreasing or increasing what is needed. It could also change the type of labor if specific skills or knowledge are required to realize the productivity gain promised from the new equipment.

Given today's tight labor market, the impact this could have may be a limiting factor in what equipment is purchased.

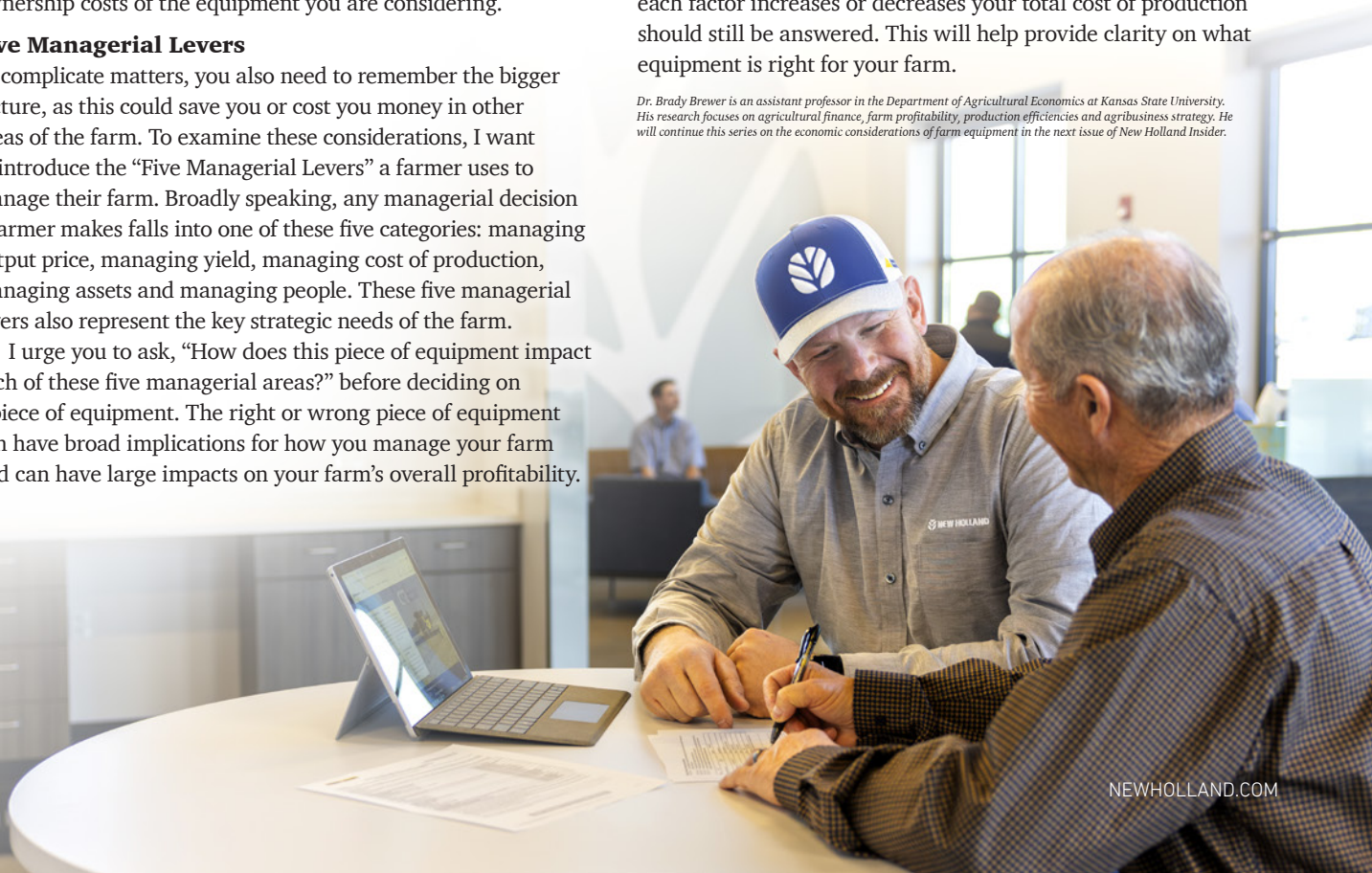
Impacts on profitability

If I haven't convinced you by now to consider these five managerial areas when looking for your next piece of equipment, let me provide one more example of how these indirect considerations can greatly impact your farm's profitability.

Let's consider how a new piece of equipment may affect other operational expenses of the farm. With today's rapidly changing technology, equipment can impact fuel costs per acre, seed costs, time in the field and other equipment costs if complementary equipment is needed. Understanding how your farm's equipment will also impact the needs of other farm inputs must be considered to fully understand the influence the piece of equipment will have on overall farm profitability.

These additional impacts may be hard to quantify when formulating a budget. However, at least knowing whether each factor increases or decreases your total cost of production should still be answered. This will help provide clarity on what equipment is right for your farm.

Dr. Brady Brewer is an assistant professor in the Department of Agricultural Economics at Kansas State University. His research focuses on agricultural finance, farm profitability, production efficiencies and agribusiness strategy. He will continue this series on the economic considerations of farm equipment in the next issue of New Holland Insider.





YOUR OFFICIAL GUIDE TO THE NEWEST AUTO-GUIDANCE KITS

New Holland and Raven's latest Guidance Kits are the easiest way to integrate autosteer into your everyday operations. Upgrading your automatic Guidance Kit today can help you be more efficient and productive.

Our latest technology gives you:

- More acres covered per day due to increased application speeds.
- Increased yield potential due to less crop damage and less soil compaction.
- Reduced operator stress with the freedom to take care of other application monitoring/management while the machine steers itself.
- Reliable, repeatable GNSS signal, keeping operations consistent from planting through harvest, further reducing crop damage.

Choosing the right automatic Guidance Kit will give you the power to cover more acres each day, leading to more profits. It also helps your operators be more efficient while relieving stress and reducing burnout. Here's how the new Guidance Kits stack up and which one you should consider for your operation.

Adding guidance to your operations

To easily upgrade your auto-guidance, talk to your local New Holland dealer. As you prepare to add guidance to your operations, consider the following:

- Which kit makes the most sense with your fleet and budget?
- Do you need a solution for only New Holland machines?
Check out the IntelliView™ 12 Guidance Kits.
- Do you need a solution that integrates with multiple brands?
Consider the Raven CRx Guidance Kits.

What level of GNSS accuracy do you need to be successful?

Accuracy can make the difference between an efficient operation and an inefficient one. Too little accuracy means more crop damage.

New Holland IntelliView™ 12 Guidance Kit

If your fleet is proudly and only blue, the New Holland IntelliView 12 Guidance Kit is the choice for you. The kit can help make your machines as good as new when you apply this New Holland factory-fit technology to your machines in the aftermarket. Retrofitting this technology to previous

generations of tractors allows for a more consistent and easier user experience for customers.

Having one consistent automatic steering experience across all your New Holland machines simplifies and streamlines your workflow. It's much easier for operators to use one standard system with autosteer functionality than learning a new system every time they drive.

The New Holland IntelliView 12 Guidance Kit offers this consistency on all New Holland machines, simplifying and streamlining your workflow. Whether you choose to purchase the Guidance Kit from the factory or in the aftermarket, our hydraulic or electric system is proven, supported and fully serviced by New Holland.

The IntelliView 12 Guidance Kit includes:

- IntelliView 12 displays
- A hydraulic or DirecSteer™ electric drive steering unit
- A PLM CGR or PLM CGR Lite receiver

Raven CRx Guidance Kit

If you have a mixed fleet, the Raven CRx Guidance Kit is the ideal solution. It caters to producers seeking a high-performing yet cost-effective automated steering system and those who want a common steering experience on multi-branded equipment. With its fast line acquisition, desired accuracy, simple installation and intuitive operation, the Raven CRx Guidance Kit is the key to maximizing productivity and efficiency in your operations.

The Raven CRx Guidance Kit is easy to use and install, and is customizable to fit any task, including tillage, planting or controlled traffic farming. It is also fully serviced and supported by your New Holland dealer but is specifically designed for aftermarket installation. It gives you a relatively brand-neutral, yet consistent in-cab experience across your multi-branded fleet.

The Raven CRx Guidance Kit includes:

- CR7® or CR12® displays
- A hydraulic or DirecSteer electric drive steering unit
- A 500S, RS1, or SC1 receiver

Visit your local New Holland dealer to configure your Guidance Kit upgrade.

New Holland FieldOps™

Making Full-Farm Management On the Go a Reality

A new era is dawning in how New Holland customers and operators engage with their farm and machinery data. New Holland has introduced FieldOps and is now available for platform-ready New Holland machines.



This new solution is New Holland's all-in-one farm data management mobile and web app. It houses all of an owner's machine health and agronomic data in one place, giving them one easy-to-use platform for all their machines and fields. FieldOps™ also allows them to monitor their entire operation in real time¹, maximizing every minute to be more efficient.

“The agricultural industry – regardless of if you raise cattle in Texas, grow romaine in the Salinas Valley or farm wheat in Saskatchewan – is becoming increasingly digitalized with an exponential growth in cloud-connected machines,” says Paul Welbig, precision technology product marketing director, New Holland Agriculture. “This means farmers need to avoid having unconnected digital solutions and multiple apps or platforms. Instead, an all-in-one, easy-to-use platform that unifies their core operational management needs is not only necessary, but critical. That's the role FieldOps can play.”

FieldOps is designed to simplify a New Holland owner's entire workflow from the moment they connect their machines all the way through to post-season analysis. Its all-new interface streamlines workflows, simplifies farm management and makes data accessible from anywhere.

Instead of using multiple apps to manage their mixed

fleet, users will be able to view and monitor all their machines in one place, centralizing tools and existing connectivity platforms, like New Holland PLM™ Connect, into one platform. This gives owners easier access to their field and farm data and provides any connected user the ability to manage their machines from anywhere at any time via FieldOps' mobile or web platform.

The key features of FieldOps include real-time machine monitoring i.e., precise location and duty status, remote view of in-cab displays for improved operator support, visualization of agronomic data layers for a specific field over the course of the season and machine health and activity monitoring to quickly spot priority issues.

“One of the biggest benefits of this technology are consolidated and real-time telematics and access to essential machinery data at any point,” Welbig states. “Insights and metrics like fuel tank levels, engine state or status, whether the machine is on or off, vehicle speed. These are all accessible with FieldOps. Another piece that makes this solution impactful is how accurately it tracks machine task completion.”

An example Welbig points to when outlining the potential for task completion monitoring and timing estimation through FieldOps is the use case for sprayers.



As a sprayer traverses a mapped field, an owner or farm manager can see from afar how much of the field has been sprayed, where it's been sprayed, when the sprayer will need to be refilled and when the work in the field will be completed.

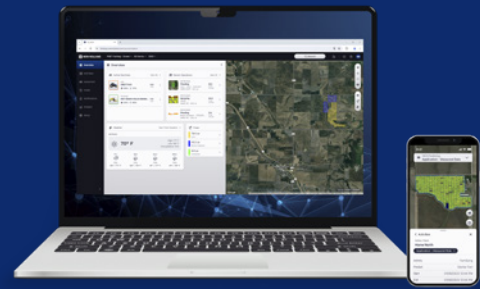
“This gives an owner or the farm manager not only analytics and insights into what’s happening on that machine but more predictability from an operational perspective. That’s a luxury we don’t always have in farming,” Welbig says.

All New Holland machines with a Telematic subscription active and End User License Agreement that has been accepted are able to use FieldOps. Current PLM Connect users can transition their data to FieldOps when they download the mobile app and log into FieldOps using their current log in credentials. The app will then download their existing data. FieldOps is available on both the Google Play Store for Android phones and the Apple App Store for iPhones.

*Scan to learn more
about FieldOps features.*



¹Real-time monitoring data transfers approximately 3-5 seconds following each machine action and location change. Real-time monitoring features are currently only available for PLM Intelligence tractors: T7 LWB, T7 HD, T8, and T9 tractor models. These features will be phased in across other platforms, including combines and sprayers, in future updates.



Sporting six core benefits and features, FieldOps enables users to:

1. Remotely view in-cab displays

Gives an owner’s team extra support with in-app, full-screen display viewing. They can use this view to help their operators make real-time adjustments almost as if they are in the cab with them.

2. Visualize agronomic data layers

An owner or farm manager can view and compare layers of application data for a given field in the platform. An in-depth analysis of a field’s conditions is accessible by toggling between data layers of a specific job or activity. The most recent activities can be viewed and checked quickly in FieldOps.

3. Monitor machines in real time

Precise location and job status, task completions and 24-hour machine history can be viewed and monitored in the system. For a specific job, FieldOps’ robust performance data can share how much area is left and provide an estimated time to completion.

4. Easy to learn and use

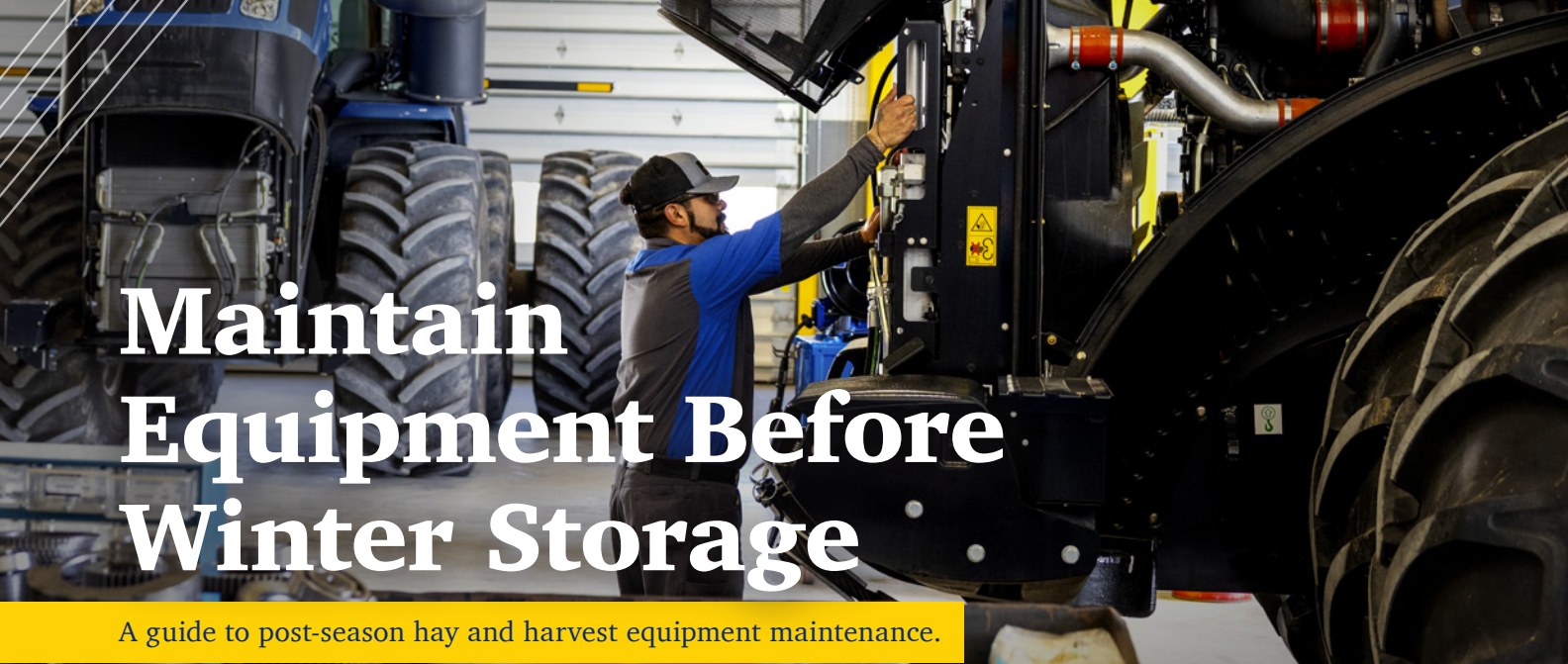
An intuitive user interface helps an individual navigate their data effortlessly. Easy toggling between tabs or FieldOps’ powerful search and quick filters make the job move quickly and help the user access what they need swiftly.

5. Customize parameters to fit workflows

An operator can set up their favorite machine parameters to see exactly what you want by machine or across your fleet. This personalization of one’s FieldOps experience helps set the right fit for specific machines and applications.

6. Monitor machine health and activity

Quickly spot and resolve high-priority issues with real-time customized notifications.



Maintain Equipment Before Winter Storage

A guide to post-season hay and harvest equipment maintenance.

During the hustle and bustle of hay and harvest season, your equipment lineup is the lifeblood of your operation. You expect consistent power and performance with minimized downtime to get the crop harvested and out of the field. Hopefully, your season has been successful, and yields have been fruitful.

Before parking your equipment in the shed for the winter, we recommend a diligent maintenance practice to minimize issues when spring returns. Cold temperatures, battery issues caused by inconsistent starting and potential rodent infestations can cause setbacks when you need your equipment again. Follow along for a guide to post-season maintenance.

Steps before storing

After finishing the last field, focus on cleaning your equipment. We recommend primarily using an air compressor or leaf blower to remove loose hay, crop stubble or other debris from your machines. Debris remaining on your equipment for the winter creates an ideal environment for rodents to form their nests in the winter. If you choose to pressure wash the exterior, avoid getting water in areas of the machine with electrical wiring or sensors. You may also want to touch up any paint chips to avoid rust spots.

Prepare for cold temperatures by disconnecting batteries and using a battery maintainer. Cold temperatures can cause a chemical change within the batteries, and if not started for several months, the batteries can lose charge by spring. Also, ensure the machine is filled with coolant formulated for cold temperatures and top off other fluids, like engine or hydraulic oils, to prevent condensation buildup.

Walk around your equipment and make note of any

broken or worn parts that need replacement before next year. Next, fill all fittings, bearings and PTO drivelines with grease one last time for this year. Ensure tires are properly inflated and do not need repairs.

Finally, record any possible error codes displayed on your dash or within precision systems. If scheduling an equipment inspection with your local New Holland dealer, this is helpful information for the technician working on your machine.

The value of dealer-performed maintenance

Above all, we recommend booking an equipment inspection with your local New Holland dealer during the winter downtime. A comprehensive check of everything on your balers, combines or even planters and sprayers is valuable to maintaining equipment longevity, power and performance. The local experts at your New Holland dealer see equipment like yours every day and have been through diagnostic and product training to understand all makes and models of equipment.

Technicians go through multi-point inspection lists to check for potential failures, wear or damage. After reviewing the workings of your equipment, they will present findings and recommendations to you along with pricing and timing, and you can choose how to proceed with repairs or replacements. As extra insurance for next year, all dealer-installed parts receive a 12-month warranty.

Focusing on maintenance and booking inspections now will save you time next year when the busy season arrives. Visit or call your local New Holland dealership for maintenance advice, service expertise and genuine parts and lubricants for your full equipment lineup.

Achieve Optimal Accuracy with Precision Guidance Kits.



Get everything you need to easily upgrade to autoguidance technology for your entire fleet!

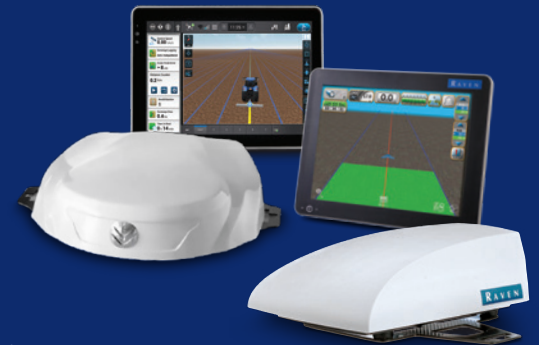
The New Holland IntelliView™ 12 Guidance Kit for New Holland fleets and the Raven CRx Guidance Kit for mixed fleets make it easier than ever to deliver accuracy in the field. Choose your steering, both kits offer hydraulic or electric steering options.

New Holland IntelliView 12 Guidance Kit:

- **Fits New Holland:** Adds the factory-fit precision hookup experience to your existing New Holland equipment
- **One Convenient Solution:** Includes the IntelliView 12 display, PLM Cygnus™ receiver and the PLM™ Connectivity Module

Raven CRx Guidance Kit:

- **All Machines:** For mixed-fleet equipment, including older models
- **Scalable Options:** Choose from a variety of receiver and display solutions to fit your operation and goals



To learn more, visit your local New Holland Dealer.

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Join NCBA and Save on Your Next New Holland Purchase!

Did you know that members of the National Cattlemen's Beef Association (NCBA) receive exclusive discounts on New Holland equipment? NCBA and New Holland have partnered together to provide cattle producers the best value for their membership.

Every day in Washington, D.C., NCBA is fighting to ensure cattle ranchers are protected from the rules and red tape coming from our nation's capital with policies created by cattlemen, for cattlemen.

With an investment in membership with the National Cattlemen's Beef Association you'll receive:

- | | | |
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| <ul style="list-style-type: none">• NEW MEMBERS:
Receive a FREE 1L bottle of pour-on dewormer• Ten monthly National Cattlemen newspapers and two Directions magazines | <ul style="list-style-type: none">• Weekly email updates• Enrollment in NCBA's Member Benefits Program where you can save with 12 different companies – Including BIG savings on New Holland equipment! | <ul style="list-style-type: none">• Full-time representation in our nation's capital• Voting rights on all NCBA policies |
|---|--|---|



Interested in learning more about the National Cattlemen's Beef Association?

Reach out to the membership team and join NCBA today at 866-233-3872, membership@beef.org, NCBA.org, or scan the QR code.

**NCBA membership must be active 60 days prior to discount.*



4 WEED-MANAGEMENT TIPS FOR HARVEST TIME



Harvest is a good time for farmers to reflect on lessons learned from environmental, disease and weed pressures from the past growing season, how much yield those stresses cost and how to manage them next year.

Specifically for weeds, you can be a steward of the land and get a jump on next year's weed management during this year's harvest. While harvesting your crop, it is very easy for the combine to spread weed seeds throughout your field as well as into neighboring fields.

University of Tennessee Row Crop Weed Specialist Larry Steckel, Ph.D., offers four adjustments you can make to your management practices during harvest that could make your spring and summer weed management easier.

1. Manage weeds before they take over your field. Proactive management will improve your yields and reduce the chances of having herbicide-resistant weeds develop in your fields.
2. Go around large patches of weeds in the field. This will diminish the amount of weed seed spread throughout the rest of that field.
3. Clean the combine after harvesting weedy fields. Clean machinery transfers fewer weed seeds to other fields.
4. Harvest the fields with the most weeds last. Leaving the worst for last will decrease the spread of weed seed even more.

Augmenta® Field Analyzer Brings Fungicide VRA to Farmers

Farmers can apply variable fungicide rates with just one aftermarket solution that supports various input applications.

The Augmenta® field analyzer, Raven’s cutting-edge sense and act technology, is set to transform how farmers apply fungicides. In the summer of 2024, the fungicide variable-rate application (VRA) service was made available to cereal crop farmers in North America, complementing the other established VRA services, including nitrogen, harvest aid and plant growth regulators (PGR).

The value of applying fungicide VRA

While fungicides are an important tool for maintaining crop health and yields, their overuse can lead to problems. Excessive fungicide application can have significant agronomic, financial and environmental risks. By delivering the optimal amount of fungicide at the right place on the field, only vulnerable areas will get a high dose of fungicide, effectively protecting the crop from fungal diseases while reducing costs and minimizing environmental impact.

Augmenta’s sense and act technology revolutionizes fungicide applications. Unlike competing products that rely on generalized application rates, the Augmenta Field Analyzer ensures precise and efficient fungicide application by utilizing real-time biomass data to target specific field areas.

The Augmenta Field Analyzer fungicide service provides various benefits to farmers, including:

- Targeted application: Augmenta’s sense and act technology ensures that the applied fungicide rate in each crop area is adjusted on the go to adapt to changing field conditions. This results in protecting the crop from fungal infections, maximizing crop health, minimizing crop loss and improving overall field performance.
- Reduced chemical use and costs: Precise application reduces the amount of fungicide needed, ultimately lowering farmers’ costs while reducing environmental impact.
- Eco-friendly practices: Minimizing fungicide use reduces runoff and environmental contamination, promoting sustainable farming practices. Also, agricultural

applications release fewer emissions from reduced hours of driving in the field.

How the Augmenta Field Analyzer works

The Augmenta Field Analyzer uses computer vision and machine learning (CVML) to translate visual data into agronomic insights, fine-tune prescriptions and implement real-time variable-rate applications. The Augmenta unit provides and applies the best VRA prescriptions as the applicator simply drives in the field.

The Augmenta Field Analyzer is designed to be easy to use and install. It can be mounted on most common tractor and sprayer platforms. Its lens provides a 138-foot field of view, taking in biomass data. In real time, the system uses this data to adjust application rates and deliver the right amount of inputs in the right spot in the field through its new fungicide VRA service.

An all-in-one solution for input applications

The Augmenta Field Analyzer provides various in-season application services to meet each farm’s unique application needs. These add-on algorithms tailor the sensor’s data analysis to measure and apply according to the crop’s specific requirements. Augmenta’s technology currently supports nitrogen, fungicide, plant growth regulator (PGR) and harvest aid applications in various crops.

Augmenta Field Analyzer’s new Fungicide VRA service represents a revolutionary approach to crop protection in North America. Combining precision technology with practical, cost-effective solutions, Raven’s sense and act technology empowers farmers to enhance their productivity, ensure sustainable practices and maximize their return on investment.



Interested? Scan here to submit your information and an Augmenta sales team member will be in contact.





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The New Holland Store is the place to shop for your favorite New Holland branded merchandise. Everything from great-looking caps, jackets and tees, to popular toys and seasonal home décor items.

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