

Huge Benefits Stoke Demand in

For today's farmer, cutting costs, saving time and ensuring his entire agricultural enterprise is more efficient and accountable is essential to successfully competing in domestic and global markets.

Thanks to the advent of precision farming technology, farmers can now manage every aspect of their agricultural operations to improve overall productivity and efficiency from planting to harvesting to land leveling. They can literally work their land by the square foot instead of the square mile.

The Rapid Adoption of GPS Guidance and Automated Steering: A Social Phenomenon

In 2007, massive adoption of various GPS systems to help guide and automatically steer farm machinery and implements—often to sub-inch levels—has become a technological and social phenomenon. According to a recent Ohio State University study¹, adoption of precision guidance systems increased 26.4% between 2003 and 2007. The rapid acceptance and usage of these GPS systems is being driven by several key factors, including:

Tangible Payback GPS-based guidance systems improve in-field productivity, reduce crop inputs such as fuel, fertilizer and chemicals, and operator fatigue so farmers can operate machinery for longer hours.

Simple Installation and Operation For example, an assisted steering system from Case IH requires only about 30 minutes and one wrench for the grower to install.

Beyond GPS – The Amazing Accuracy of RTK

In addition to GPS systems, numerous growers are now upgrading to the superior +/- 1 inch accuracy and performance of RTK systems in areas where several of the following factors are converging:

Larger "large" Farms Over the past 50 years, U.S. farm size has

undergone what statisticians refer to as a bimodal distribution shift: The mid-size farm of 500 to 1,000 acres has become scarce. Most farming operations now fall into two distinct size categories—relatively small or very large. Large operations often range from 5,000 to 12,000 acres or more. Managers of such large operations seek

the boost in accuracy, efficiency and productivity that an RTK system offers.

Input Costs As prices for fuel, fertilizer and other crop inputs keep rising, growers must find ways to cut costs while improving yields. Several proven agronomic practices that require +/- 1 inch machine operations can indeed

cut costs while increasing yields. These include strip-tillage, drip tape irrigation, twin-row peanuts, precision ridging, tramlines and planting/spraying/harvesting of high-value crops.

Narrow Weather Windows In many growing regions, a combination of large operations, earlier planting dates and erratic



Put your farm on the
Higher yields. Lower costs. Less labor. What are you v

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