



A VIEW FROM THE CAB PROFILE

Efficiency At Every Turn

More than 300 beef cows and just over 6,000 acres is a lot for any one person to manage, let alone take care of by himself. Fortunately, Trent Selte, who lives near Paradise Valley, Alberta, has a few things that work together to his benefit.

First of all, less than a third of the land he rents and owns is devoted to crops. The rest is in hay and pasture for the predominantly Angus-cross cows and calves. Crops, meanwhile, consist of about 1,300 acres of canola, 260 acres of hard spring wheat and around 400 acres of corn. Of the latter, only around 100 to 150 acres is chopped as silage for backgrounding the calves over the winter. The rest is left standing in the field for winter feed as part of a unique rotational grazing program. Last, but not least, Selte relies on the productivity and reliability of a Fendt® 714 tractor and 785 loader to get more done in a day.

"I'm kind of a one-man operation," Selte says, admitting that he does get some help from his wife, Kim. "And on top of everything else, we have three kids that play hockey during the winter."

Fortunately, the workload isn't as demanding in the winter, since the cows are in the cornfield and the only animals that



require silage or hay are the calves that were weaned shortly after Christmas. And even that job goes a little faster, thanks to the responsive Vario transmission in the Fendt.

"I love that transmission," he says. "It's unbelievable how easily it shuttles between forward and reverse. However, I'm also amazed at the technology, as a whole, on Fendt tractors, such as the way the engine and transmission communicate to provide just the right amount of power and torque whether I'm using the loader or baling hay and hit a heavy windrow."

On the other hand, Selte says his relationship with his dealer, Ireland Farm Supply, in Vermilion, Alberta, is the real reason he is now on his third Fendt tractor since 2011.

"The guys at Ireland kept telling me I should get a Fendt," he says. "Well, once I bought the first one around 2000 or 2001, I've never owned anything but a Fendt for a loader tractor since."



The Selte Family (L-R): Trent, Kim, Elyssa, Parker and Aubrie.

In addition to using it for feeding silage and handling round bales, Selte says the 714 is used for cutting hay, operating the baler and powering a rock picker.

When it comes to feeding the extra 250 to 300 acres of corn through the winter, though, a little manpower is all that's required. To make it work, Selte plants a short-season variety that requires as little as 2,200 heat units. By the time the ears reach the dough stage, winter starts to arrive and the plants freeze, preserving them at the current stage.

Around late November, Selte will turn the herd out onto a strip of corn that has been fenced off. As the animals finish grazing one strip, which takes about a week, he will move the fence to provide access to a fresh paddock.

"The system works beautifully," he relates, adding that it's something he's done for a few years now. "In effect, the cows never spend any time in the lot. They go from pasture right to the corn and directly back to the pasture in the spring. And that just leaves more time to finish everything else."



"I'M KIND OF A ONE-MAN OPERATION"

< TRENT SELTE, PARADISE VALLEY, ALBERTA, CANADA



Precision Farming By The Row

If you currently own, or have ever operated, a tractor or sprayer with automatic guidance, you already know how the improved pass-to-pass accuracy can minimize overlaps and reduce input costs related to fuel, labor, chemicals and seed. However, GPS-assisted guidance is only half the equation. SectionControl, which is a Varioterminal option on most Fendt ProfiPlus™ models, can take cost savings to the next level by automatically controlling up to 24 sections of a planter, seeder, sprayer or spreader based on GPS position.

By automatically shutting off spray nozzles or planter row units at the headlands and on point rows, SectionControl saves even more seed, fertilizer or chemicals by eliminating overlap and double coverage.

"SectionControl also allows the operator to work at higher speeds, make faster turns and work into the night with greater accuracy and productivity," says Josh Keeney, Fendt Tactical Marketing Manager for North America.

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> JOSH KEENEY
FENDT TACTICAL MARKETING
MANAGER FOR NORTH AMERICA

One study in Alabama revealed input savings of one to 12 percent, depending on the shape of the field and the width of the equipment. However, using a five-

boom sprayer and 12-row planter, seed and chemical savings averaged \$4.83 per acre.

The elimination of overlap also helps prevent crop damage due to overspray of some chemicals. By spraying the headland last, which is an option, the operator also reduces exposure of the tractor and equipment to corrosive chemicals such as liquid fertilizers.

"We know that plants that have to compete for space and resources don't produce to their full potential," Keeney adds. "In other words, another corn plant that is too close is nearly equal, in terms of competition, as an invasive weed. SectionControl prevents the planter or seeder from seeding an area a second time, whether it's on the headlands or the ends of a wedge-shaped field. The ability to work the main field first and work the boundaries last, also eliminates the need to drive over a previously planted area."

As soon as an ISOBUS implement is connected to the tractor, most settings, including implement type, working width, number of sections and any details about the sections, are automatically entered. That also applies to any non-AGCO® brand implement that is ISOBUS compatible. Any additional settings, such as the switch on/off delay, are input using the SectionControl Assistant. Once an implement has been connected, all the information is automatically stored for the next time it is used.

"Another benefit of SectionControl is that it can be combined with Variable Rate Control without any limitations," Keeney adds. "That means you not only have the ability to match application rates or plant population to actual field conditions as prescribed on an application map, but you save time and resources by eliminating any overlap."

By Darren Goebel, Director, Global Commercial Crop Care, AGCO Corporation

Effective Alfalfa Stand Management

Alfalfa is a crop that responds well to management. Growers should plan to manage alfalfa differently, however, depending on its planned use, yield goals and how often it is acceptable to refresh the stand. Stand establishment, fertility and cutting management are the three main tools growers can use to affect quality, yield and stand persistence, with cutting timing having the biggest impact on these characteristics.

Relative feed value, a measure of quality, is highest when alfalfa is cut at the bud stage. This is especially important when growers are raising alfalfa for dairy cows, since dairy cows need the very best ration in order to maximize milk output. One consequence of repeatedly harvesting at the bud stage, however, is that alfalfa stands will need to be reestablished more often, since the plant doesn't have time to adequately recover between cuttings. Yield per cutting will also be reduced when cutting at the bud stage. However, since an additional cutting per year can usually be taken, total yield per acre per season will be pretty similar to cutting at full bloom. For growers who want to optimize stand, quality and yield, cutting at 10% bloom is a good alternative. Cutting at this stage provides acceptable hay for beef cattle and horses.

No matter what your management plan, eventually stand density will decrease. Plant and stem counts should



be conducted periodically to determine the yield potential of a field. When alfalfa growth is 4 to 6 inches in height, use stem counts (stems per square foot) as the preferred density measure. Count only the stems expected to be tall enough to mow. A stem density of 55 per square foot has good yield potential. Expect some yield loss with stem counts between 40 and 50. Consider replacing the stand if there are less than 40 stems per square foot and the crown and root health is poor. Older stands typically have fewer plants per square foot, but older plants produce more stems than younger plants.

When replacing alfalfa stands, rotate to corn or small grains for a minimum of one year to avoid auto-toxicity. If you plan to go back to alfalfa, check pH, P, and K levels before reseeding. It is very important to maintain medium to high nutrient levels and pH should be maintained as closely to 7 as possible. Due to alfalfa seed size, seed to soil contact is critical, so seedbeds must be thoroughly prepared to prevent clods. A Sunflower® 6333 land finisher or 6830 rotary finisher with reel is the ideal alfalfa seedbed preparation tool. Seed alfalfa to a ¼ to ½ inch depth on clay or loam soils and ½ to 1 inch depth on sandy soils. A Sunflower 9610 grain drill with legume seeder paired with a Fendt tractor is the perfect combination to plant alfalfa accurately.



Co-Owners, Brent Baddock (left) and his parents, Rhea and Bud Baddock, celebrated the 60th anniversary of Ireland Farm Equipment this past July.

Six Decades Of Tractor Sales

It's been 60 years since Brent Baddock's father and grandfather opened the doors to Ireland Farm Equipment Ltd. in Vermillion, Alberta, and began selling Cockshutt farm machinery. While Brent's father, Bud Baddock, is still involved in the dealership, nearly everything else has changed since that day in 1956. That includes the merger of Cockshutt into the White brand by the White Motor Company in 1975, and the subsequent acquisition of White by AGCO Corporation in 1991.

Today, after all the mergers and acquisitions, Ireland represents AGCO as a dealer for Massey Ferguson®, including Hesston by Massey Ferguson® hay equipment, Sunflower and, most-recently, Fendt.

"We took on the Fendt brand in 2001 and sales were, admittedly, slow for the first few years," Baddock recalls. "The product was still new to everyone that first year. Then, in 2002, we experienced a severe drought, which slowed the purchase of all farm equipment for a while."

Since the mid- to late 2000s, though, Fendt has been rapidly gaining ground as producers in the community began witnessing the performance, reliability and fuel economy of Fendt tractors and saw the type of service Fendt owners received from Ireland.

Baddock notes that because much of the local farm economy revolves around beef cattle and small grains, the Fendt 700 Series accounts for the majority of sales, with the 714 and 716 taking the top spots. Not only are both models fully capable of handling a mower and baler, but they also offer excellent agility with a loader, thanks to the Vario transmission.

"Nearly all the Fendt tractors we sell go out of here with a Fendt loader, with most of them being used for hay production and cattle feeding," he adds. "That includes both the field-installed loaders and the factory-installed models. However, we've started selling more of the factory installed CargoProfi™ loaders lately because of the integrated scales feature."

Although the CargoProfi models offer such unique capabilities as speed-dependent damping and electronic limitation of the working range and memory functions, Baddock says customers most often use the scales feature to weigh bales, as they are loaded into a TMR (total mixed ration) mixer. This allows them to know the exact amount of hay in the ration so they can add the appropriate amount of grain and minerals.

"Fendt tractors are sold as high-end units," Baddock adds. "You're not going to sell them on price. But if a customer starts pricing optional features on any other brand, we'll bring in a Fendt and show him what Fendt has to offer, such as a standard CVT, standard front-axle-suspension and unmatched fuel economy. Then, we can sell him on the cost/benefit factors that include productivity, efficiency and reliability."

"AGCO is still the youngest company in the industry," Baddock relates. But through acquisitions and research and development, they have built an outstanding product line, with Fendt being right up there at the top. When it comes to reliability and fuel economy, they're the best in the industry."

"WE'VE STARTED SELLING MORE OF THE FACTORY-INSTALLED CARGOPROFI LOADERS LATELY BECAUSE OF THE INTEGRATED SCALES FEATURE."

> BRENT BADDOCK,
IRELAND FARM EQUIPMENT LTD.,
VERMILION, ALBERTA, CANADA



420 W. Lincoln Blvd., PO Box 969
Hesston, KS 67062

FINANCE AT ZERO PERCENT

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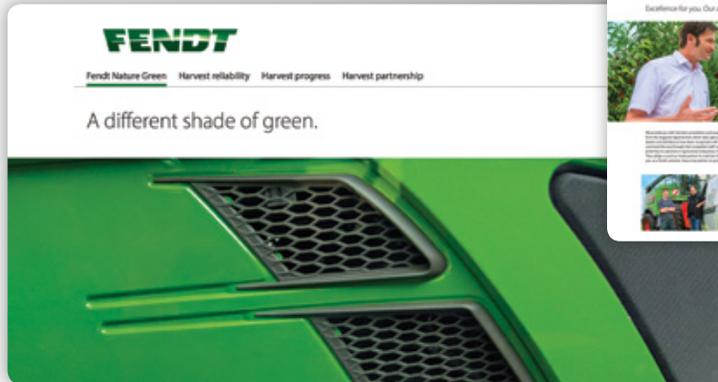


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UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
Aug. 30-Sept. 1	Expo-Champs	St. Liboire, Quebec
Sept. 13-15	Canada's Outdoor Farm Show	Woodstock, Ontario
Sept. 20-22	Ohio Farm Science Review	London, OH
Oct. 4-8	World Dairy Expo	Madison, WI
Nov. 9-12	Agri-Trade	Red Deer, Alberta