



A Valley Hallmark Becomes a Piece of History

Water Source Management:
Save Time and Money

Iowa Farm Goes Against the Grain

Introducing irrigation.education

Letter from the PRESIDENT



In the world of agriculture, we've all seen times of change. In fact, being a grower is one of the riskiest business ventures you can enter into. Yet, an underbelly of passion lives in American farmers who tackle the daily challenges and apply the lessons they learn.

"Change is the only constant in life."

- Heraclitus

You're in a business where variables are constant.

- Markets hit all-time highs and lows.
- The science behind inputs transforms continually.
- Equipment technology advances operator monitoring and control.
- Fluctuating weather patterns further affect what's within your control.

Our hats are off to you! We know these are only a few of the unpredictable elements you face each day. You take risks, and the changes you embrace along the way result in yield increases and operational proficiency.

Change has always been part of our strategy at Valley® Irrigation. And it's not just change for change's sake. We consider the agricultural landscape and how to best support our growers through comprehensive water management.

We will continue to be a constant driver of technology, improving the way you communicate with your equipment and with your dealer. We will continue delivering precision-engineered structures and components while providing you with innovations that fit your fields today and progressively grow with you.

If you want something you've never had, then you've got to do something you've never done.

Embrace what's to come from Valley.

LEN ADAMS

President, Global Irrigation

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Converting to Pivot Irrigation Pays Off in the First Year

What do a cotton and corn producer in Mississippi and a bare root pine tree grower in Georgia have in common, besides being Southerners?

They're also two growers who recently converted to center pivot irrigation to gain greater efficiency and yields.

Jay Hoover of Hoover Farms outside of Macon, Miss., considered irrigating on his 1,200-acre farm for years. However, he didn't invest until last fall.

"For a while, other business interests took precedence over farming for me," Hoover says, "but once I started farming full time again last year, I immediately installed a pivot."

A long-standing relationship with new Valley dealer Stephen Johnson of Triple J Equipment in Macon, Miss., also played a significant role in Hoover's decision. Because the two have known each other for years, Johnson had a good idea about what Hoover might need to begin irrigating.

From Solid Set



The Singleton family. Left to right: Ken's son, Lucas, and his son, Myles; Lucas' wife, Hannah; Ken Singleton; Ken's wife, Lehanna; and Ken's son, Beau.

A Change of Heart

He recommended that, as a new irrigator, Hoover start small. So Hoover opted for an 80-acre Valley pivot, sticking with dryland for his remaining crops.

“Now Jay tells me that irrigation has become the joy of his work,” Johnson says.

Hoover grows wheat and soybeans, and he plans to irrigate cotton and corn on rotation. He started the 2015 growing season with corn under his pivot.

“We’ve had a lot of rain this year, so I don’t think we’ll see as much difference in yield as we will in other years, but I think we’ll see an increase of 60 to 70 bushels per acre,” says Hoover. “I expect that number will change year over year.”

Hoover Farms added a 15-acre recreational lake to their property seven years ago. Today, the lake provides the means to irrigate.

“We have a 400 gallon/minute pump that pulls water from the lake which we can run 24/7,” Hoover says. “If it pulls the lake down a couple of inches, it’s not a problem.”

Because there is plenty of leeway with the water source, Hoover plans to install a second pivot covering another 330 acres next year.



Jay Hoover of Hoover Farms, Macon, Miss.
(Photo courtesy of Delta Farm Press)

to a Solid Investment

Near Buena Vista, Ga., Ken Singleton and his family have been growing pines for 17 years at K & L Forest Nursery, Inc., where they raise 18 million trees every year. While that sounds like a whopping number of trees, Singleton says it’s just a drop in the bucket in this part of the world, where growing pines for lumber, biomass and pulp is big business.

Singleton used solid set irrigation for years, which required intensive effort on his part.

“It was very inefficient and labor intensive,” he says. “I would dedicate all day, every other day to watching that irrigation, making sure nothing went wrong. It just became too much. So this time last year, I decided it was time to make a change.”

Singleton called Jim Reid of Reid Brothers Irrigation in Americus, Ga., to learn about center pivot irrigation. Discussion and consultation led Reid to customize a pivot equipped with really low drop lines and a low and high pressure package.

“I’d never been around pivots in my life and the dealership was gracious enough to train me on everything – and I mean everything!” Singleton says. “I have more time in my life now that I’m not dedicated to watering all day. I absolutely love the change.”

Pine trees require an extensive amount of water from the very start. At K & L, the Singletons lay the seed on the ground in the early spring, cover it with natural mulch and keep it damp for four to six weeks. They often run the pivot twice a day at very low pressure, just to ensure there’s enough water and to keep the seeds cool during germination.

“It’s not just that they need water – they also need the cooling effect to grow in this hot southern climate,” Singleton explains. “But even though I’m watering often, I’m still saving water. Now, I’m only running one well instead of two as I did with the solid set.”

Singleton says that while the water savings are significant, the center pivot also enormously improved his application uniformity, which is essential in the pine business.

“The germination and the uniformity are outstanding now,” he says. “I thought I was irrigating evenly before with the solid set, yet in August and September I still had some holes. With the conversion, everything is watered so uniformly that there are no deformed trees, which brings me greater returns.”

Singleton also plans to add another pivot next year.

“The pivot provides a great return on my investment, and it increases my land value,” Singleton says. “I can’t see a flaw in pivot irrigation yet!”



Valley Water Management Provides
Tools that **SAVE TIME**
and **MONEY**

If you're one of those farmers fortunate enough to have a water source right next to your pivot point, you'll never know the challenges of moving water great distances to irrigate your crops. And you likely won't deal with communication issues between your control panel and your pump.

If you're not one of those fortunate few, you may face those challenges every day – driving out to your pumps and your pivot control panels, dealing with kill wires, or trying to piece together a way for your pivot to communicate with your pump control.

Rod Dirkschneider, service manager for long-time Valley dealer Vavrina in Clarkson, Neb., says his customers trust him to provide the proper equipment to get water on their crops in a more efficient, hassle-free way, wherever their water sources may be.

While Dirkschneider knows Valley pivots inside and out, he struggled with creating pumping solutions for the difficult situations around Clarkson. That's why he called in the experts – Valley Water Management (VWM) – for some training and assistance. Now he's equipped with the knowledge he needs to take on those challenges.



"I've got some complicated projects, from pumping wastewater to supply two pivots a mile away, to supplying three pivots from two wastewater lagoons and one freshwater source," says Dirkschneider. "It's not just about selling pivots. It's about managing water and that can become complicated."

Merritt McDougall, Valley Water Management's eastern project sales manager, says dealer training is an important part of providing growers the best possible solutions from the start, rather than modifying and adjusting technology after equipment is installed.

"When dealers have the right tools and knowledge, they can save the grower a lot of money, and they'll reduce a lot of their own frustration," McDougall explains.

Dirkschneider agrees. "I tackled one difficult project alone, and it was really hard."

That project was for Herman Dinklage Inc., a farm that's been operating for more than 100 years near Wisner, Neb. Fourth-generation farmer David Dinklage says the farm has one well supplying six pivots, and that created several issues.

"Any time we were watering at the same time as our neighbors, our pivots would lose pressure and turn off. We had to change the parameters on them," Dinklage says. "Then, we had a hard time with line-of-sight issues, too, because the pump and the pivot are a mile apart. Rod was out here a lot, trying to get it all figured out."

Long distances or in-field obstructions can interfere with communication between Pump Connect® and center pivots.

"I spent many hours coming up with solutions for them," says Dirkschneider. "Hills were the biggest issue. I was looking for a better way to handle the communication issues, and eventually the key was to install different antennas."

Pump Connect gives growers the power to wirelessly start and stop their pumps from the control panel on the center pivot, McDougall explains.



"It has a robust ability to serve multiple pivots with a single pump, a single pivot with multiple pumps, and everything in between," he explains, "but it does need to be able to communicate with the pivot control panel."

Customers who irrigate with wastewater are especially reliant on Pump Connect to safely shut down the pump engine if a pivot stops in the field, Dirkschneider says.

"It's a good safety measure to prevent the pivot from watering in one spot for hours," he says. "That can wreak havoc on a crop, so we try to avoid it any way we can."

(Continued on page 15)



**AMERICA DEPENDS ON FARMERS.
SO WHO DO FARMERS DEPEND ON?**

VALLEY® 8000 SERIES WILL NEVER LET YOU DOWN.

Pretty simple. Farmers depend on what's dependable. That's the Valley® 8000 series, the #1 center pivot available. Our machines have been in field the longest, with engineering that just won't quit. As ever-increasing demands are put on your shoulders, let Valley lighten the load – and increase yields – with rock-solid reliability.

VALLEY 

The Leader in Precision Irrigation.

AgSense® LiveChat Provides Answers Fast

Get Answers to Your Questions Direct from Our Support Team

Have a question about your AgSense® Field Commander®, but don't have time to contact your dealer or call the company? Now, you can hop online, type your question and get an instant response, thanks to a real-time chat tool that connects you directly to the AgSense team.

Growers and technicians can get immediate support and answers through AgSense LiveChat, a new feature now available at AgSense.net, WagNet.net and on the AgSense Facebook page.

LiveChat is similar to texting, says Steve Sveum, AgSense vice president of sales and marketing.

"People can get answers to their questions in as little as 20 seconds, compared to the two minutes it takes for even the fastest phone call," he explains. "It becomes another tool in their arsenal for gaining efficiency, because this communication method is less disruptive to the growers' day."

Active for only a few months, LiveChat is quickly becoming popular.



"It's a prime concern for us to be responsive, and LiveChat makes us even more accessible when customers need us most," Sveum says. "The way we see it, there can never be too many ways for customers to contact us. We recognize the importance of time and giving answers quickly."

Lucas Schnider, AgSense and parts technician at Western Sprinklers, Inc., the Valley dealership in Colby, Kan., often accesses LiveChat through WagNet® on behalf of his customers.

"I'm usually on WagNet anyway, so if I'm on the phone with a customer, I can just click on LiveChat and use it to get an answer for the customer before we're off the phone," Schnider says. "It saves a good deal of time all the way around – for the customer, the dealer and for AgSense."

Three or four AgSense team members are available to answer questions on LiveChat anytime between 7 a.m. and 6 p.m. every Monday through Friday, and Saturdays during the growing season (April through August) from 8 a.m. until noon (Central Time).

Customers or technicians can also submit questions through LiveChat during off times. As soon as the AgSense LiveChat support team members sign in the next business day, they'll see the question and respond immediately.

Sveum says LiveChat has the added benefit of archiving conversations.

"That helps us, because if anything related to that chat comes up later, we can refer back to it for information that may help solve the current issue," Sveum explains. "It also helps the customers because they can keep a record of everything we've told them."

AgSense understands that some growers prefer to remain anonymous when asking questions. LiveChat is formatted so growers don't have to provide their email address or name if they don't want to, Sveum says.

"We're not interested in capturing their information," he adds. "Our goal is to provide answers to their questions quickly and easily."



Want to start a LiveChat?

It's easily accessible in three different places!

1. LiveChat box on AgSense website home page
2. LiveChat box on WagNet website home page
3. LiveChat With Us! tab on Facebook

ONLINE HOURS (Central Time):

Monday – Friday 7 a.m. – 6 p.m.
Saturday 8 a.m. – noon (April – August)



AgSense website



WagNet website



Facebook

NEW SPRINKLER LINE

GROWER:	Kees Weyns Othello, Wash.
DEALER:	Thad Taylor, LAD Irrigation
CROPS:	Potatoes, Wheat, Corn (under pivots) / Onions and Grapes (drip)
PRODUCT OF CHOICE:	Nelson's Pivot Rotator® with Brown Plate – now with the 3NV Nozzle



Left to right: Kees Weyns and Thad Taylor.

Kees Weyns may be young, but he definitely knows his way around the farm. Now 38, he's been farming since he was 14 and he definitely knows what kind of equipment he wants to use.

His parents moved to the Othello, Wash., area in the 1960s and began farming his grandparents' land. Today, Weyns, his parents and his brother grow potatoes, wheat, sweet corn, feed corn, onions and grapes. The family clearly understands the benefits of center pivot irrigation and has used Nelson® Rotator® technology since its inception because it is reliable and long-lasting. Weyns is a big fan of the Brown Plate Rotator's wide irrigation pattern with minimal runoff.

He says his Valley dealer, LAD Irrigation, and Nelson Irrigation are focused on providing the products that are best for his field conditions.

"We're in a unique region with different soil types not very far apart and different climatic conditions," Weyns said. "It's important to know what's right for the area."

Dick Schisler, Nelson Irrigation's original equipment manufacturer manager, spends a great deal of time in the area with growers and dealers. This is prime testing ground for new products, including the new 3030 Series Pivot Sprinklers that has Weyns intrigued.

3030 Series Pivot Sprinklers Offer Greater Flexibility

At the heart of the 3030 Series is the new, multi-function, side-load 3NV Nozzle that turns a great sprinkler into a highly effective farm management device. The 3NV Nozzle can act as an integral shut-off valve, turning off selected sprinklers much more economically and reliably than a ball valve.

In tough agricultural conditions, growers spend considerable time managing their water application devices. Nozzles can get plugged with debris and have to be removed for cleaning. The 3NV Nozzle system allows a grower to simply push and turn the nozzle between on, off, nozzle flush and line flush positions to remove debris without removing the nozzle.

"The new 3030 product is appealing," Weyns says. "I definitely see the advantages in the flushing modes; however, I'm most interested in the ability to turn sprinklers off. Sometimes we'll run into situations where we're chemigating and we don't want to get too close to a neighbor's crop. Now we can turn sprinklers off at the end of the machine. It's also good for wheel tracks where we're seeing a little runoff during certain periods."

The Weyns currently have three machines equipped with the 3030 Series and 3NV Nozzle, and eventually they'll switch their other machines too.

"Anytime we get on a rented piece of ground and things aren't quite up to snuff – one of the first things we do is overhaul a sprinkler package. Or, at least look at the age of it, especially on high-value crops," Weyns explains. "Since using Nelson products, my fields are more even and hopefully that turns into a better bottom line."

Weyns believes in replacing a nozzle package and updating regulators earlier rather than later to ensure even water application. For him, Nelson products mean water conservation and maximizing yield and grade.

"In my experience, Nelson is all ears when it comes to listening to the industry and does a pretty good job of keeping with the times and offering new product for varying situations," he says. "What I hear is that if there is a way to make products work better, Nelson will certainly figure it out!"





Early Retirement

Twenty-five years of center pivot irrigation for \$2,800 – now that's a wise investment and some serious dependability.

But as with all good things, this too must end. This Valley Water Drive 1260 – one of the last operating in Nebraska – retired this year.

Brothers Norman and Marvin Brugger of Albion, Neb., struggled with the decision to put their Water Drive out to pasture.

“It's a little tough to take it down because, man, it's been there a long time,” Norm said. “Our sons are not real happy with us. They said, ‘Are you kidding? We wanted to run that pivot someday.’ I told them, ‘Guys, stuff just doesn't run forever.’ We tried really hard to make it run forever, but it's not going to.”

Actually, the old water drive still works, but it was becoming more difficult to find parts for it. Fortunately, the Brugger family's affinity for old stuff means part of the machine will be donated to the Boone County Historical Society Museum in Albion, and that's good news for everyone because this old pivot has a great story.

“My brother and I bought our first farm in 1990 and it was a gravity irrigated farm,” Norm explained. “We wanted something that was a lot less labor intensive and gave us a little savings on water, but since this was our first farm, buying a new pivot wasn't really an option.”

The brothers rented a farm the previous year with a Valley Water Drive on it, so they had experience operating one. They thought the Water Drive was a neat machine, so they searched out one for their new farm.

“It was bought new in 1967, so it would have been 23 years old when we bought it and we've had it now 25 years,” Norm said. “Time goes by pretty fast.”

For those keeping track, that's 48 years of irrigating. The Brugger brothers ran it an average of 10 to 12 circles a year. Other than routine maintenance and replacing parts now and then, it's been a solid performer.



“ It's a good old pivot. It just goes and goes and goes. ”

— Norm Brugger

A VALLEY HALLMARK BECOMES A PIECE OF HISTORY

"It's a good old pivot," Norm said. "It just goes and goes and goes."

The Water Drive stopped once in a while, Marvin said, but often it just needed to be restarted and off it would go.

"There wouldn't be anything really wrong, just a glitch," he said. "Sometimes a good kick helped."

But seriously, it's been a great pivot, Norm said.

"We're diehard Valley people," he said. "We like our Valley pivots. If it's got a Valley on it, it's got to be good."

Their father, Don Brugger, is a Valley guy, too. He bought his first electric Valley center pivot in 1981 with his brother, Paul Brugger. Marv and Norm farmed with their father and uncle for several years.

"We're thinking that Valley pivot has close to 16,000 hours on it – 16,000 or 17,000 – and we can honestly say it's probably stopped six times," Norm said. "No flat tires, no gearbox trouble, no center drive trouble."

The Bruggers, customers of Tri Valley Electric dealership in Neligh, Neb., own seven other Valley pivots and farm 1,700 acres of corn, soybeans and alfalfa. Plus, they raise a spring cow herd and a small fall cow herd, feed cattle and sell some seed.

(Continued on page 15)



Left to right: Norman and Marvin Brugger.

“ We're diehard Valley people. We like our Valley pivots. If it's got a Valley on it, it's got to be good. ”

— Norm Brugger



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HARDLY LIFTING A FINGER.**

THE INTUITIVE BASESTATION3™.

It's time to dole out the chores. With the intuitive BaseStation3™ from Valley, you can easily control and monitor your irrigation equipment anytime, anywhere, from a computer, tablet or smartphone. Net result? Less time running around fields, more time doing whatever you want.

VALLEY 

The Leader in Precision Irrigation.



INTRODUCING irrigation.education

Your 24/7 source for knowledge and training

The more you know, the more you grow.

To improve your operation, you need a way to evaluate irrigation equipment and technology, and a place to receive ongoing training after you purchase equipment.

But there hasn't been a comprehensive resource with education tools specific to irrigation. Until now.

Launched Sept. 1, irrigation.education is designed for growers. The new website offers a wealth of best practices and self-training courses sponsored by Valmont® Irrigation, AgSense, Nelson Irrigation, Senninger® Irrigation and Diversified Financial Services.

Now you have 24/7 access to straightforward, easy-to-understand irrigation information — from sources you trust. Best of all, it's available on your schedule and it's absolutely free.

Information that matters to you

It made sense to create a place that brings together information from providers that growers know and respect, said Patrick Angel, director of learning for irrigation.education.

"irrigation.education gives growers the power of information," says Angel. "Understanding how different irrigation applications work, the water-saving strategies associated with them, and how different soil types can affect irrigation practices, for example, gives a grower a baseline for making the right decisions. And that gives the grower more control over the outcomes."

The site is truly dynamic, offering the latest information about new products and technologies, and why they are important to your operation. You'll also find in-depth courses, such as the features and benefits of remote monitoring and control solutions, so after you've reviewed the information, you can feel confident about choosing the right product for your operation.

The information on irrigation.education will help you make the most of your equipment for many years to come. And it will always be evolving as new courses are being continuously developed.



Learning on your schedule

When you create an account at irrigation.education, you'll have instant access to an online library of overviews, techniques and analyses on a variety of topics. You can set deadlines for yourself as you complete training courses in the topics that matter to you and your operation.

Start your education today!

Become an irrigation expert. The courses are free and the knowledge is priceless. Go to www.irrigation.education to start learning.

A growing list of training topics

Here are some of the training courses that irrigation.education offers. It's just the start of what you'll find on the site.

Featured Training

- Variable Rate Irrigation Overview
- Valley BaseStation3 Overview
- Theory of Pivot Operation
- Soil Types and Traits
- AgSense Field Commander Overview
- Senninger Sprinkler Selection
- Nelson R3000 Rotator
- Irrigation Types: Benefits and Drawbacks
- GPS Overview
- Control Panel Concepts
- Soil Infiltration

www.irrigation.education

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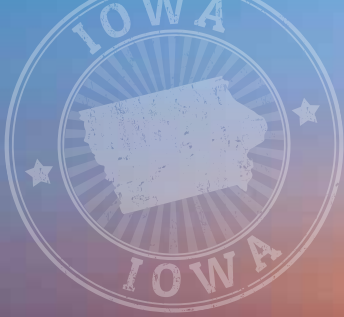
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Eastern Iowa Farm Goes Against the Grain

A center pivot rests over the lake that supplies its water.

JCS Family Farms is setting the stage for center pivot use in eastern Iowa. Because Iowa is known for its reliable rainfall and rich, productive soil, irrigating is fairly unusual. JCS is paving new ground by implementing supplemental irrigation to maximize its yields.

Irrigation also improves corn health and quality, and both quality and quantity are important at JCS. The operation is one of the largest suppliers of white corn to Quaker® Oats in Cedar Rapids, Iowa, where its corn is a key ingredient in Cap'n Crunch's Crunch Berries®. Quaker also uses JCS corn in a variety of flavors and types of grits. JCS waxy corn is used as a food thickener for Cargill and as part of the papermaking process by Ingredion (formerly Penford Corporation).

Working land over a six county area, JCS began irrigating with two pivots on two-quarter sections of land in 2012. The success of that venture led managing partner Jim Sladek to work with Landmark Irrigation again in 2015, building an 18-acre lake to supply five more pivots and irrigate another 475 acres. Now, 10 percent of JCS's corn acres are under pivots.

In a normal year – one with plenty of rainfall – Sladek doesn't see a lot of variance in yield between his irrigated and unirrigated acres. However, in an extremely dry year, like 2012, irrigation can make a difference of 100 bushels or more per acre. That difference was significant enough for the pivots to pay for themselves in a single year.

With yield increases like that, other area growers are starting to pay attention.

"I think some of our neighbors thought we were crazy, but now a couple of them have adopted irrigation practices as well," Sladek says. "Investing in irrigation diminishes the risk, so we can maintain steady yields and income."



Not **How Much**, But **When**

According to Sladek, the amount of total rainfall during the growing season isn't the only factor. When plants receive the water is just as important as how much they receive.

"The largest amounts of nutrients are needed during corn's rapid growth phase, and soil moisture must be adequate in the top six or eight inches for the roots to be able to access them," he explains. "In many years, the only way to guarantee adequate moisture and to keep nutrients available throughout that critical time period is through irrigation. Timing is everything."

"Even in years like 2015 when Mother Nature cooperated with timely rains, having the ability to irrigate was beneficial because we set higher yield goals than we would have without it," says Sladek.

"All inputs are significant, and irrigation on our land and in our region could play a valuable role as we continue the push to increase yields year over year."

Yield isn't all Sladek cares about. He's also interested in sustainability.

"We irrigate with the same water over and over again," he says. "Our land is tiled, so we capture both our tile and surface runoff and reuse it. That way, we reduce nutrient and soil runoff, and also minimize the risk of flooding downstream. It's a win-win system that is sustainable."

JCS is hoping to gain more exact insight through academic studies. Iowa State University (ISU) is considering a research project on the economic and environmental benefits of water recapture for the irrigation of Iowa's highly productive soils. Sladek is hoping to partner with the university.

"ISU is intrigued by how capturing runoff and recycling nutrients in a 'closed system' can impact water quality," Sladek explains. "The goal is to increase grower interest and adoption of these types of practices."

Hot Potatoes!



TASTEFUL SELECTIONS GROWS TO MEET MARKET DEMAND BY ENGAGING THE VALLEY TEAM OF THREE

Baby potatoes are defying American spud-eating habits. At a time when annual U.S. potato consumption is decreasing – falling nearly 25 percent since peaking in 1996 – the baby potato market share grew from 3 percent in 2010 to 10 percent today.

Tasteful Selections is at the forefront of this emerging trend. Its pre-packaged specialty potatoes showed double-digit growth over the past five years, according to Russell Wysocki, president and chief executive officer of RPE Inc., a co-owner of Tasteful Selections.

“Even we were surprised at how fully our customers embraced [our specialty potatoes],” Wysocki said. “Tasteful Selections hit its five-year goal in two years.”

Wysocki attributes the growing popularity to the unique flavor and size of the potatoes, uniform cooking time, and ease of preparation with pre-washed, thin skins.

Tasteful Selections is co-owned by RPE, CSS Farms of Watertown, S.D., and Plover River Farms Alliance of Stevens Point, Wis. The operation integrates a world-class seed farm and greenhouse, growing and packing operations, and a sales and marketing division to grow and market bite-sized potatoes and fingerlings.

Conserving Water in the Midst of Rapid Growth

To accommodate its rapid growth, Tasteful Selections worked with three Valley Irrigation companies – Valley Irrigation, Valley Water Management and Cascade Earth Sciences – to develop a 200,000-square-foot facility outside of Bakersfield, Calif., completely dedicated to baby potatoes. Five harvests in Washington, Arizona, Nevada and California provide a continual supply of bite-sized potatoes, all of which will move through the plant. The fragile baby potatoes are handled with care as they are sorted, cooled, washed and packaged in the new state-of-the-art facility, which can store about 80 million pounds of potatoes.



JOIN THE REVOLUTION.

DISCOVER THE NEW VALLEY® REVOLUTION™ AIRLESS TIRES.

Install Valley Revolution™ airless tires on your center pivot and eliminate flat tires in your field. Get excellent traction and reduced wheel track depth backed by a five-year, full replacement warranty. Contact your dealer to join the Valley revolution.



The Leader in Precision Irrigation.



“This was a project that Valley supported from concept all the way to production. We were able to help with all of the water supply planning in the facility and the fields.”

— Ray Batten

Valley Irrigation Territory and
National Account Manager

The project was carefully designed over two years to ensure environmental efficiency and to conform to Cal Green Certification standards, which means it promotes saving water, environmental responsibility, cost-effectiveness, and a healthier place to live and work, said Nathan Bender, plant manager for Tasteful Selections.

“Being sensitive to the need for water conservation, the water used to wash potatoes is either reused for potato washing or applied to nearby farmland,” Nathan said.

The Valley Team of Three

The reality of the Tasteful Selections plant counters thoughts that Valley Irrigation is solely a manufacturer of center pivots. In fact, it demonstrates the breadth of services – from field to fork – as the Valley family played an integral role in all levels of the venture.

Bob Bender, co-owner and president of Tasteful Selections, said he had prior experience working with Valley Irrigation and was always pleased with the quality of the equipment and exceptional service Valley provided.

“It seemed like a natural fit to work with them again on these projects,” Bob said. “Valley Irrigation recommended we work with Valley Water Management to get everything automated – from the software to the sizing of the pipelines. And, Cascade Earth Sciences [a Valley Irrigation company] was recommended to us by the architect and engineering team working with us on our new facility.”

As the umbrella coordinator for the project, Cascade Earth Sciences served as a single point of contact for water and environmental permitting for the plant, and provided soil science and field mapping for the potato fields.

Valley Irrigation Territory and National Account Manager Ray Batten said, “This was a project that Valley supported from concept all the way to production. We were able to help with all of the water supply planning in the facility and the fields.”

(Continued on back cover)

AFTERMARKET PARTS ARE READY AND WAITING

Irrigation equipment doesn't have the chance to rest on its laurels during the growing season. So when parts need to be replaced, or it's just time to upgrade, there's no time to waste. Valley Irrigation and its four distribution centers have a detailed, behind-the-scenes process that gets the parts you need to your dealer quickly and efficiently.

The main purpose of the Valley aftermarket parts department and the distribution centers is to support dealers so they can support their customers, says Kenneth Bracht, director of North American aftermarket sales and service for Valley.

"It's our goal to make certain the customer gets what he needs when he needs it, from sprinkler packages to pipes," Bracht says.

Stephen Arant, manager at Chaney Bush of Fitzgerald, Ga., is only 30 minutes away from a Valley distribution center. The close proximity means he can serve his customers' needs quickly and efficiently.

"With the distribution center so close, we can usually send someone to pick an order up, if it's urgent," Arant says.



AFTERMARKET PARTS WAREHOUSE LOCATIONS

- 1 American Falls, Idaho
- 2 McCook, Neb.
- 3 Lubbock, Texas
- 4 Tifton, Ga.

Chaney Bush customer Mac Paulk farms 2,500 acres, about half of which are irrigated with Valley center pivots. He says the combination of great customer service and a distribution center just a few miles away keeps his equipment up and running, even under the most difficult circumstances.

"Just like with everything in farming, things are always happening, and one accident or breakdown can stop you in your tracks," says Paulk. "I'm convinced that no one can keep us going like Valley."

"If a storm comes through, a lot of people can be affected, but Chaney Bush gets us the parts we need right away to keep us up and running. Stephen really looks after me, and he can almost always get me going again by the next day. That's service I can rely on, and I wouldn't have it any other way."

LAD Irrigation in Moses Lake, Wash., is 600 miles from the nearest distribution center, but dealership President and General Manager Randy Gubler says it's still a reliable source for them.

"Every year is different, so while we try to keep our inventory on target, we always need to fill some unusual orders," says Gubler. "And when our inventory is depleted in June or July, we depend on the distribution center. We can place an order on a Tuesday and it's almost always here by Thursday. It helps us serve our customers and limit downtime in the field."

"We also obtain the larger structural items from the distribution warehouse when there are windstorms or when Mother Nature takes hold. We just don't keep that much pipe on hand."

Bracht reiterates that it all boils down to supporting the customer.

"It's about our customers and what they need to keep their pivots up and running so they can save time and worry less," he adds.

What are the hottest aftermarket purchases right now?

"The big thing for us now is sprinkler package conversion," Valley dealer Stephen Arant says. "With our grower base, many sprinkler packages are starting to wear out, and some government organizations in Georgia are providing incentives, which helps with the conversion."

Valley dealer Randy Gubler agrees that there's high demand for sprinkler packages several times a year.

"We also look at maintenance," he says. "What's going to keep that pivot running and efficient? It varies for each situation. And then, of course, there are conversions when people want more features, like GPS Positioning or programmable control panels."

Valley Water Management Provides Tools that **SAVE TIME** and **MONEY**

(Continued from page 5)

Pump Connect uses a 900 MHz, frequency-hopping radio with one-watt output to find and use the strongest signal available for the best possible communication, regardless of uneven elevation or difficult terrain.

“It’s like an invisible kill wire,” says McDougall, “and we offer four antenna heights to cover any situation. Of course, first we need to determine what that situation is. That’s where a Site Survey Radio comes in.”

Site Survey Radio, or SSR, simulates the radio signal between the Pump Connect installation site and the pivot control panel to see if a standard antenna will be suitable or if an upgrade is needed.

“It minimizes post-installation troubleshooting,” says McDougall. “There needs to be good communication between the pivot point and the pump station, and SSRs can show digitally what communication will be like. It’s basically preventive maintenance before installation, and it’s a simple, quick process.”

The first time Dirkschneider saw a SSR in action, he was quite impressed.

In that particular situation, Pump Connect was a mile and a half from the pivot and there were line-of-sight issues. The SSR revealed exactly what antennas were needed.



“Now I’ve got the SSR tool kit, and I know how to use it,” Dirkschneider says. “It provides more flexibility and information for me, and it makes me a lot more comfortable with what I’m selling. I won’t have to change antennas out after the fact because I’ll know what the customer needs before installation.”

“It also saves me from over designing, and selling a customer something he may not need. My customers trust me to do right by them, and now I feel even more confident that I can do that.”

Early Retirement

(Continued from page 9)



Their Water Drive was originally purchased by Leo Dwyer in 1967, who replaced it with an electric pivot in 1990. The Water Drive was a low-profile pivot, so the Bruggers told the salesman that if he could find some extensions they would buy it for \$1,400. The corn grows higher in Boone County than in Wheeler County where the pivot came from.

“He said, ‘OK, just give me some time,’” Norm said. “He looked around and by golly up by Atkinson (Neb.) he found several pivots that had those extensions. So he said, ‘Boys, I found you some of those extensions, the deal’s made.’”

The Bruggers took the pivot apart – completely apart – put it on a truck, hauled it to Albion in pieces and put it back together.

“And that cost us 1,400 bucks,” Norm said. “It cost us just as much to move it and set it back up as we paid for it.”

“Our banker looked at us and said, ‘what kind of pivot did you guys get for 2,800 bucks?’”

Norm told him not to worry.

“It’s good. It’ll work,” Norm told the banker. “We’re renting ground that has one on it and it goes and goes. I know this one will too. And it did.”

But, just as parts are becoming more difficult to find – making the machine harder to maintain – an unexpected opportunity to replace the old pivot surfaced.

“We just stumbled across a used electric pivot,” Marvin said. “It’s the same length. It’s just one of those deals where we found a used Valley to fit the spot, so it’s time to retire it.”

Although busy with their operations, the Bruggers made time earlier this year for the wistful task of dismantling their trusty Water Drive. The end tower went to the museum, and nostalgia led to a couple towers remaining on the Bruggers’ farms as elaborate hose holders. The rest of this sturdy machine? It went for scrap iron. But whatever the metal is repurposed as, it will be hard for it to be as invaluable as it was in its Water Drive form.

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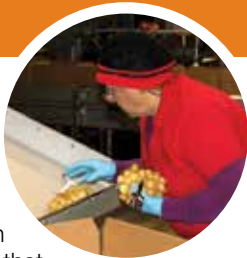
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Hot Potatoes!

(Continued from page 13)



Valley dealer Rick Grimes of Southwest Irrigation in Casa Grande, Ariz., created the irrigation installation for 1,500 acres of land that will eventually include seven Valley linears. The land and linears also will be used by another company to rotate in carrot crops.

Meanwhile, Valley Water Management designed the water supply plan that redistributes used water into the potato washing process or onto nearby farmland. It also installed the pumps, Variable Frequency Drives and related equipment in multiple fields.

"We really wanted an irrigation system that could be automated – a smooth transition from seven wells, to the pipelines and the linear ditches that provide water to the irrigators," Bob Bender said. "Valley Irrigation and Valley Water Management enabled us to hook everything together. Now we don't have to have a team member run out to a field to push a button – everything can be controlled from our office."

The connection between the three companies, through Valley, made project communication seamless.

"If we were talking to one company about a particular portion of the project, they made sure to communicate our needs to the rest of the team members without us having to coordinate everything separately," Bender said. "We've had a longstanding relationship with Valley Irrigation and have worked with them for years. We would recommend these Valley companies to anyone and will work with them again."

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