

PivotPoint®

Fall 2020

Valley 365° is Here!
Listening to Growers
Leads to Innovation

Pivots Over Peanuts:
Georgia Grower Goes
From the Farm to the Street

100% Turnkey Valley Farm
Requires Elite Irrigation Design



**Next-Level Solutions
for Generations of Growers**

VALLEY 365[®] IS HERE!



LETTER FROM THE PRESIDENT

Everyone is talking about sustainability these days. I wonder how many of them could actually say what it means.

The most common definition of sustainability is from the UN World Commission on Environment & Development: *“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

I don't need to give farmers a lecture about sustainability. Most farmers were environmentalists before being green was popular. They grow food and fiber to feed and clothe the world because they love it, and they take care of the land for future generations because it's the right thing to do. Because it's in their DNA. Because their fathers, mothers, grandparents and great-grandparents did before them.

But there are ways everyone – both individuals and businesses – can get a little bit smarter with how they protect resources.

The technology we're developing to make your life better also makes the world better. The durable Valley structures in your fields improve efficiency. The solutions within Valley 365[®] give growers improved data so they can use less water, irrigate only when and where needed, be more precise with chemical application, and more.

Sustainability is really about producing more with less. It's what we at Valley have always worked toward, and it's why we continue to lead the industry in innovation.

Thanks for what you do.

LEN ADAMS
President, Global Irrigation

Valley 365 is Next-Level Connected Crop Management

Valley helps growers take greater control of their operation, save resources and have a better quality of life. Our technology leadership – and our commitment to listening – continues with the next-level solution in completely connected crop management: Valley 365.

SIMPLICITY

As we listened to your feedback, we noticed a theme: the number of apps on a grower's phone was increasing as they adopted these technology products, so we developed a platform where all of our technology is easily accessible and can be used together seamlessly: Valley 365. Growers can use a single sign-on to access all solutions from anywhere at any time.

RELIABILITY

We used the infrastructure of the cloud-based AgSense platform as the foundation of Valley 365. From that, the platform migrated to Microsoft Azure, an industry-leading provider in cloud technology and was further strengthened to provide top-notch security and scalability.

USABILITY

We interviewed existing customers of BaseStation3[™], AgSense[®], Valley Scheduling[™] and our industry-leading ICON panels, as well as Valley customers that had never used those products. We learned growers' most-used features, likes and dislikes, and incorporated that feedback into Valley 365.

FLEXIBILITY

Valley 365 is organized into modules, so growers can choose the solutions they want, leveraging any or all of the modules for greater efficiency. Valley 365 combines the best features of AgSense, Valley Scheduling and Valley Variable Rate Irrigation (VRI). It also gives access to Valley Insights[®].

Learn more at valleyirrigation.com/365

CONSISTENCY

And because the structure of Valley 365 leverages AgSense, the user experience is superior. Existing AgSense accounts and devices seamlessly migrate to Valley 365, and new customers will be able to use these devices and experience the excellent support that come along with them.





Reasons Growers Switch to Linears

1. FLEXIBILITY & INCREASED YIELDS
2. LABOR SAVINGS
3. WATER SAVINGS

ADAPTATION:

California grower installs linears for efficiency & flexibility

Backed by nearly 100 years of history, Ronald C. Leimgruber Farms, based near Holtville, CA, is perhaps best known for its quality hay and forage crops that are sold worldwide. Yet California's Imperial Valley is renowned for much more than alfalfa. Crops grown in the area literally run the gamut from A to Z, or as farm owner Ronnie Leimgruber puts it, "alfalfa to zucchini."

"We can grow 180 different crops in this area," he adds, noting that he grows around 20. "Right now, we have about 2,000 acres of forage crops that include alfalfa, alfalfa seed, Bermuda and Sudan grass. Plus, we're growing onions, carrots, wheat, durum and a little bit of hemp as a test."

Although most of the family history revolves around dairy farming and growing hay for other local dairies — dating back to when Ronnie's grandparents emigrated from Switzerland in the early 1920s — Leimgruber says most of his hay now goes overseas.

"Because we're so close to the ports in Los Angeles, it actually costs less to send a load of hay to the Pacific Rim countries than it does to ship it to Sacramento," he says. "It may cost \$4,000 to bring a container of televisions here from China, but it only costs around \$400 to fill it with hay and send it back, since the ships are going back anyway."

In the meantime, much of Leimgruber's premium horse hay goes to the Middle East, with the rest going to horse farms around the United States.

Defeating Drought

Regardless of what crops he grows, though, it takes year-round irrigation. On average, the Imperial Valley only receives around one-half to three-fourths of an inch of rain annually. Yet the area boasts a 365-day growing season, which yields 10 cuttings of alfalfa.

"We're fortunate that all our water comes from the Colorado River; and that we have historical rights as the third-highest priority for irrigation," Leimgruber says. "We typically apply 70-90 inches of water per acre, per year. Yet we know that due to all the political pressure from the metro areas, sooner or later, they're going to be coming after our water."

That's just one of the reasons Leimgruber installed two Valley linear irrigation systems on his farm in the last four years, and has plans to install a third this spring. He's already seen a water savings of an acre foot per acre compared to some of the other irrigation methods he uses, which include flood irrigation, furrows, drip systems and solid set units. Unfortunately, all of those methods require additional labor.



I CAN PLANT ANYTHING UNDER A LINEAR UNIT.

RONNIE LEIMGRUBER

Superior to Other Methods

"It costs us about \$100 per acre each time we put out the solid set units and about \$50 per acre to pick them up," he says, noting that the linears are gradually taking their place. "California recently adopted a minimum wage of \$15 per hour, with time-and-a-half after eight hours, so labor costs add up quickly."

Another benefit of the linears, he says, is more uniform water application, which results in better yields. Valley dealer Rick Grimes agrees. The owner of Southwest Irrigation notes that he has installed a number of linears over specialty crops, potatoes and carrots around Bakersfield, CA. "Linears use half the amount of water as flood irrigation," he says.

Effective Over All Kinds of Crops

Leimgruber notes, however, that a final reason he prefers linear sprinklers is because they give him greater flexibility in his cropping program.

"Other than hay, I never know from year to year what I am going to plant," he admits. "It all depends on what the buyers want. As a rule, most of our vegetable acres are turned at least three times during the year. So we might have a crop of lettuce, followed by cantaloupes, followed by Sudan grass. So we have to be able to adapt."

"Unfortunately, drip irrigation works better with some crops than others," he says, "and flood and furrow irrigation limit you on the types of crops you can plant. However, I can plant anything under a linear unit. So in order of importance, I would say flexibility and increased yields are the number one reason for switching to linears. Labor savings would be second and water savings third."

Meanwhile, Leimgruber is quick to credit the reliability of Valley units and the service he receives from his dealer.

"The service from Southwest Irrigation and Valley is exceptional and prompt," he says. "Unlike a producer who grows one 120-day crop per year with supplemental rainfall, we often take a crop like baby spinach from seed to harvest in as little as 21 days. If we were to go just three days without water, we'd lose about 15 percent of our growing time, which can equate to several thousand dollars. So there's no room for failure."

Leimgruber says he still doesn't know what the future holds for water rights and availability. But at least for now, he's making the appropriate moves to adapt.



A TURNKEY OPERATION
MEANS NET PROFIT.
THAT'S THE BOTTOM LINE.

WAYNE CARTER
ELITE SOD FARMS

100% TURNKEY VALLEY FARM: Elite Sod Requires Elite Irrigation Design

Wayne Carter owns and operates Elite Sod along the Red River in southern Oklahoma. Carter has grown that business from 240 acres to more than 900, growing top-notch sod to serve much of the Dallas/Fort Worth metroplex. “We’re not the cheapest by any means,” Carter said, “but people want good stuff and they’re willing to pay for it.”

As his sod business has grown, his need for more water and pivots grew, and so did his need for labor. “For the number of acres we have, we would probably need to hire eight more people,” he said.

Instead, he contacted his local Valley dealer. “Wayne is very smart. He gets things done, and he knew he needed to do it right,” said Destry Suthers of Knutson Irrigation Design in Yukon, OK.

For Carter, doing it right meant complete automation: “I wanted it 100% turnkey – to be able to run it with an iPhone and one or two other guys.”

DEALER SPOTLIGHT



Knutson Irrigation: Experts on Anything in Irrigation

Knutson Irrigation Design, LLC, was essential to the successful completion of Wayne Carter’s complex water management project. He appreciates the expert assistance he got from two highly skilled staff members in particular: Project Manager Ken Chohon and Sales Manager Destry Suthers.

“Ken is really, really a good guy,” Carter said. “A lot of thought went into making this work, from pipe size to pumping. He helped me design it, and it was more him than me.”

Founded by Jon Knutson in 1981 in Yukon, OK, Knutson Irrigation helps growers with everything from pivots, pumps and pipes to chemigation packages and a commercial-grade parts store. Learn more at knutsonirrigation.com.

6 CHALLENGES

Challenge 1 – NUMBER OF ACRES

“You have to water and mow 900 acres every day. That’s a process in itself,” Carter said. “You get two cuttings a year if you fertilize and mow it right. It takes really good management. You can’t water one day and let it go for three days when it’s 110 degrees.”

Challenge 2 – ELEVATION

The next challenge was the fact that the farm is on two levels. The elevation difference from the river bottom to the boost pump is around 90 feet, and from there to the top is another 50 feet, pumping the water a total of about 1.75 miles.

“The goal was to get a quarter-inch of water per day on every bit of sod, and we were losing 27 pounds [of pressure] going up,” said Ken Chohon, Project Manager for Knutson. They added a booster pump to help mitigate that friction loss.

Challenge 3 – PIPE RE-USE AND REPLACEMENT

The existing pipe was older, smaller, and wasn’t deep enough. “We reverse-designed that 20-year-old pipe in the ground to be more efficient,” said Brett Marshall, Technical Sales Manager for Valley. “The global team of water management experts from Valley made some changes and made the whole thing better.”

Challenge 4 – HYDRAULIC PUMP CONVERSION

The next step was converting the diesel pumps to electric. “Wayne has a full quarter at the bottom, plus two half circles, all of which were being irrigated with siderolls,” Chohon said.

They installed seven identical new centrifugal pumps, all with Yaskawa VFDs. One pump supplies the pre-existing 12-inch line that goes to the pivots on the bottom; two pumps supply the new, 18-inch pipe to a pond that functions as a “cushion reservoir” to re-pump. From there, three more large pumps reach the top level. In addition, they converted one booster station from diesel to electric.

“Overall, we try to be more efficient, conserving water and fuel wherever we can,” Carter said. “Since switching from diesel pumps, we don’t have to do oil changes anymore.”

Challenge 5 – SIDEROLL CONVERSION

The siderolls Carter was using on the top level were inefficient, losing a lot of water when drained. Plus, because they’re in a windy area, they had to shoot the water 30 feet one way with the siderolls.

Now there are eight center pivots on there, including three 7-tower pivots and three with three towers. “We get pretty much every square inch,” Carter said. And the precision that pivot irrigation allows means they also no longer need to dilute fertilizer when applying.

Challenge 6 – AUTOMATION

“Remote management will let us micromanage it to the best condition,” Carter said.

Chohon put ICON smart panels with ICON Link on all the new pivots, connecting everything through AgSense for remote irrigation management via Carter’s smartphone.

“Wayne can turn on the pivots and pumps together and ramp up or down based on demand,” Chohon said. “He can control more than one pivot, and they’re wired to Nelson valves so when the pivot quits, the water automatically quits.”



WAYNE CARTER & KEN CHOHON

Carter estimates that the last batch of pivots and pumps will double his production, while cutting his energy spending by two-thirds.

Marshall says the biggest advantage of a 100% turnkey Valley farm is simplicity. “Growers come to one person for support. We were able to show them the whole gamut, from integrating flowmeters to reporting. Valley is a one-stop shop.”

Overall, Carter said, the project was the difference between making it and not making it. “A turnkey operation means net profit,” he concludes. “That’s the bottom line.”

HIGH DESERT DETECTION

Valley Insights™ Helps with Proper Irrigation in Sandy Soil



ERIC WILLIAMSON

You may not think of desert when you think of Washington state. But near Williamson Farms outside of Quincy, WA, sagebrush – even tumbleweeds – are a common sight. Rain there is infrequent and the soil is sandy.

Sandy soil is great for growing vegetables, but it's not so great at holding water. So anything Eric Williamson can do to ensure proper irrigation for his sweet corn, green peas, lima beans, bell peppers, canola seed and grass seed is important.

Williamson is a fourth-generation grower, and much of his immediate and extended family farms with him; at least half the workforce on the farm is related. Last season, Williamson irrigated with about 70 pivots on about 6,000 acres that he owns and rents. He has been using Valley BaseStation3 to monitor and control pivots for nearly 20 years, even installing it on some of the rental pivots. "I just love BaseStation3," he says. "It makes life so much easier."

Greg Snook of Lad Irrigation in Moses Lake, WA, approached Williamson about Valley Insights before last growing season because of his early technology adoption, the size of his farm and the attention he gives his crops.

Valley Insights uses imagery to detect crop health concerns related to irrigation and other factors. It does this by feeding the imagery into algorithms with artificial intelligence technology to identify anomalies, and then notifies the growers about what's happening so they can take proper action.

PREVENT CROP STRESS

Williamson says some of the notifications he received were not surprising, but others saved his crops from stress. He set up the service to receive a text message when it detected an anomaly, so he could go to the dashboard and see the image, see the area that they had identified as a problem area, and take action immediately.



“WITH OTHER SYSTEMS THAT WE’VE USED THAT PROVIDE AERIAL PHOTOS OR SATELLITE PHOTOS, WE’VE GOTTEN SOME GOOD IMAGES, BUT YOU HAVE TO SORT THROUGH THEM YOURSELF AND TRY TO DETERMINE IF THERE ARE ANY AREAS THAT NEED ATTENTION,” HE SAID. “WITH VALLEY INSIGHTS, THEY POINT OUT THE THINGS THAT A MACHINE CAN SEE BETTER THAN THE HUMAN EYE, SO YOU CAN ACT ON THEM QUICKER.”

ERIC WILLIAMSON

Williamson believes Valley Insights could help every grower because it detects things before they could see them themselves. "It helps find problems before they're big problems."

"If I don't catch an issue for a week, the crop may never recover, especially with our sandy soil," he said. "Our soil doesn't hold much water, so Valley Insights would pay for itself every year in crop health. It helped with preventing yield reduction that comes from dry spots or other issues."

Valley Insights also showed an anomaly on a pivot with a corner system. Without the corner, the pivot needed about 900 gallons per hour to cover the crop. But as the corner folded out and started running, the pressure in the entire pivot dropped dramatically.

Valley Insights notified Williamson of the impending damage to the crop. "We have a VFD (variable frequency drive) on that pivot, so we increased the flow to 1,250 gallons per hour when the corner was running," says Williamson. "That saved quite a bit of our crop."

There was one field that he planted late, so unfortunately, Williamson didn't have Valley Insights watching over it. He says that led to more than \$25,000 in crop losses. "We had a pivot that was reversing in the middle of the field instead of going to the end," he explains. "By the time we saw it, the end of that field was dried out. Valley Insights would have seen it much earlier and we could have saved the crop."

PRECISION WITH CROP PROTECTANT

The Williamsons also chemigate about 200 times a year. Williamson says that if a regulator was blown, it would put too much of the crop protectant in one spot.

Fixing those regulators before there's a bigger issue is crucial to the operation. "Valley Insights helps with precision," he says. "We try to run lean, so it helps to have that eye in the sky looking out for us."

"Valley Insights pays for itself easily because if you can detect a problem and correct it, it'll more than make up for the cost of it. And sometimes you can detect some rather large problems that might have paid for Valley Insights for your whole farm."



Valley Insights is available only in select regions.

PIVOTS, PEANUTS & PUPPETS

Georgia grower highlights farming on Sesame Street

Casey Cox began to appreciate her ag background after her first year of college, but she never realized her love of the outdoors would take her to the city – all the way to Sesame Street, in fact.

After earning a Bachelor of Science in Forest Resources and Conservation from the University of Florida in 2013, Casey returned to the family farm. “Right now, I am very much in the learning phase and spending time with my Dad, Glenn, to absorb his knowledge from a lifetime on the farm.”



CASEY COX WITH DAD, GLENN
Photos Copyright National Peanut Board

Peanut Irrigation in a Nutshell

Casey is a sixth-generation farmer whose family has been farming along the Flint River in southwest Georgia for more than 150 years. They’ve been growing peanuts for at least three generations, back to Casey’s great-grandfather in the 1920s. “They’re the foundation of our local economy and culture,” Casey says.

Like every crop, peanuts face challenges related to weather, disease and pests. “Because they grow and develop underground, we have to manage conditions in the soil carefully to ensure optimal development,” Casey says. “Our weather is highly variable, so pivot irrigation is a very effective risk management tool to provide the right amount of water at the right time when we don’t receive rainfall during critical growth stages. Irrigation may be the difference between making a profit and having a total crop failure.”

The benefits of pivot irrigation are most evident in drought years, Casey says, citing a 2014 University of Georgia study where irrigated peanut fields averaged about 6,000 pounds an acre while dryland fields yielded only about 400 pounds per acre.

Casey and Glenn work with Rentz Irrigation, a Valley dealer in Bainbridge, GA. “They provide excellent customer service,” Casey says. “Rentz has always been quick to provide the maintenance and support we need, and they understand how critical timing can be.”

From the Farm to the Street

It’s still rare for a daughter to return home and take over the family farm, but her community has been “incredibly supportive” of her return. “The future is bright for women in ag. We have a new set of opportunities to contribute to the industry and blaze the trail for a generation of young women to get involved.”

One of the trails Casey herself blazed was down a street that is very familiar to most of us: Sesame Street.

“Appearing on Sesame Street was an absolute dream!” Casey says. “I never imagined I would have the opportunity to be on my favorite TV show from childhood with my favorite character: Cookie Monster!”

On a new segment called Foodie Truck, Cookie Monster and a character named Chef Gonger travel to the peanut farm and the peanut butter factory to learn how peanuts are grown and how peanut butter is made – and to replenish their peanut butter supply, which Cookie Monster had eaten.



So how was Casey selected to appear? The Sesame Street production crew reached out to the Georgia Peanut Commission, who connected them with her. She even had to submit a short “audition” video reciting some lines. “My favorite part of the experience was how the entire peanut industry came together to help us pull off filming the clip in February, which is not exactly the optimal time of year to highlight peanut production,” she says.

A Millennial Woman in Agriculture

Casey says that being a young woman in agriculture has opened doors for her to fill a unique role within the industry. “Women have always played a vital role in the success of most farm families, but in past generations, they were typically more behind the scenes or their roles were not highlighted,” Casey says.

“As a woman, and a millennial, I have the opportunity to connect with consumers and challenge the stereotype of what a farmer looks like ... and demonstrate to other young women that agriculture might be a good field for them, as well.”

VALLEY DEALER SPOTLIGHT: CHICOT IRRIGATION

Third-Generation Business Serves Three States

Multi-generational family farms aren't unusual, but Chicot Irrigation has an unusually long history for an irrigation business, going back more than 50 years.

A History of Growth

It all started in 1954 when James McDonald began working for a small well-drilling business. Nineteen years later, he purchased the business and began Chicot Irrigation. Following in his footsteps, James's daughter, Beverly, and her husband, Glen Rowe, purchased Chicot in 1977 and started selling T-L pivots.

In the 80s, drought conditions led to Chicot's growth to more than 10 employees. The Rowes' son, Cory, joined full-time in 2000, helping start a small satellite dealership in Rolling Fork, MS, shortly after. By 2012, Cory and his wife, Heather, purchased the business, and a year later purchased a Valley dealership, Scott Irrigation. "That's when we decided to make the change from T-L to Valley across all our businesses," says Cory.

They never looked back. Today, Chicot Irrigation serves 30 counties in three states – Arkansas, Mississippi and Louisiana – with five locations and as many as 125 employees, depending on the season. They're still gradually replacing the T-L pivots with Valley, and their customers are as happy with Valley as Chicot is.

According to Cory, their success and longevity "takes a lot of people, good communication and real teamwork to keep up with everything from sales tax codes to service in three different states. We drill wells, install and service Valley and T-L pivots, install underground pipe and even manufacture PVC fittings. There are a lot of moving parts, so it takes an immense amount of coordination."



CATE, CARTER, HEATHER & CORY ROWE

Many Crops, Many Solutions

Chicot works with growers who irrigate cotton, corn, grain and rice, among others. They manage all different soil types and farming practices. Rowe says there is no one-size-fits all solution. There are too many variables.

One challenge the area doesn't have is a lack of water. They're right on the Mississippi River Aqueduct – but Chicot still works hard to help growers protect their most precious resource.

"We're trying to bring awareness to our growers so they water only when they need to," Rowe explains. "The mindset of efficiency versus convenience is just getting started here. We hold seminars to show the ease of Valley technology like ICON panels – especially the ICON5 and AgSense. We really push using moisture sensors, and our customers are starting to use a little variable rate irrigation."

The Rowes plan to help area farmers grow their crops for generations to come. After all, the Rowes may be raising the next generation of Chicot Irrigation dealers.



CORY ROWE

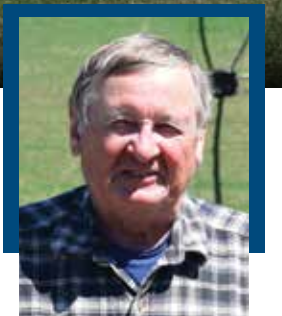
Experience the difference in irrigation service and support. Contact a Valley dealer near you today.

PEAK POTATOES

Center Pivot Irrigation on Hills



The Atchley family ranch consists of 5,000 acres near Ashton on the Northern Snake River plain in southeastern Idaho. Their land is at an elevation of over 5,000 feet, with some inclines so steep trucks can't climb them.



CLEN ATCHLEY

TALL HILLS, SHORT SEASON

The Atchleys' landscape might be extreme, but they face the challenges common to all potato growers. "Keeping disease readings low is important," Clen Atchley says. "And, of course, you need the right price and a good growing season."

Long winters mean they usually can't start until May 1 or later, so seed potatoes are their best option. They grow up to 300,000 sacks per year, selling primarily to other potato growers in Idaho and Oregon.

PIVOT PRACTICE MAKES POTATOES PERFECT

Atchley's father tried flood irrigation, but "it didn't take too long to figure out that didn't work too well on hills." The right amount of water is important to avoid runoff, Atchley explains. "Once an erosion line starts, you have to live with it for the summer."

Clen himself tried hand lines and wheel lines, but those weren't precise enough and required too much labor.

Now, the Atchleys have 30 Valley pivots irrigating 4,000 acres. "Pivots can control the quality. As we learned how to use pivots, we could raise a better potato." The quality and appearance is better, which makes them more desirable to buyers.

AN UPHILL CLIMB

Attractive potatoes aside, the hills the Atchleys' pivots have to climb can be ugly. "Some of them are at least 40 degrees," Atchley says. In fact, their equipment doesn't work going up the steepest hills, so they have to harvest going down.

The pivots Atchley purchased in 1982 are still working perfectly. He worked with Trent Angell of Golden West Irrigation, a Valley dealer in Rexburg, ID. "We put three-wheel drives on the pivots that wouldn't have the traction to handle the terrain." They also engineered a 120-foot bridge over a deep canal.

To monitor their pivots over the unforgiving terrain, the Atchleys' operation uses remote management and GPS tracking. "New technology can be great. We can check the pivots on computers and cell phones."

It's also important to monitor the pivots because potatoes are as sensitive to too much water as they are to not enough. "Timing is critical, and poor irrigation can make a lot of off-type tubers," Atchley says.

Angell sums it up best: "Clen is someone who knows what he wants. You don't cut corners." Which is important when you're irrigating in a circle on sharp slopes.



Photos Copyright Tyrell Marchant

DFS: A DIFFERENT APPROACH TO FINANCING

Since the company was established in 1969, Diversified Financial services (DFS) has financed and insured more irrigation systems than anybody else in North America. In 2019, DFS celebrated 50 years of providing quality products and services tailored to meet the unique needs of each customer.

Because relationships are their primary focus, DFS takes a different approach to the credit application process. DFS uses dedicated relationship managers (RMs) to work on every transaction. These RMs work directly with each customer to build a finance program customized to their needs.

DFS currently offers 0% down on all new Valley pivots and the option to go up to 26 months before making the first annual payment. These features, combined with historically low interest rates, make today the perfect time to invest in a new Valley pivot. In addition, DFS offers financing on new technology for your current machines.

PHYSICAL DAMAGE INSURANCE FROM DAC

DAC is the largest insurer of center pivot irrigation equipment in the United States, and they offer the most comprehensive physical damage insurance product in the industry. In the last few years, many growers have sustained damage to their pivots as a result of hurricanes, tornados and floods. Following these catastrophic events, many growers realized that their irrigation equipment was not properly insured, and in some cases, they are still waiting on an adjuster to come out and inspect their claim.

DAC offers replacement cost coverage for all machines up to 35 years of age. For example, if your existing pivot is totaled in a storm, DAC will pay to replace your old machine with a new Valley by simply paying your deductible. DAC will also get you up and running faster than the competition because we typically use your local dealer as our claims representative. Please contact one of our more than 60 licensed Valley Dealerships for a quote today.

DFS is proud to be the only Valley-authorized finance and insurance provider. Ask your Valley dealer how DFS and DAC can customize a finance and insurance program for your next Valley purchase.



NELSON IRRIGATION AND ROTATOR® TECHNOLOGY



Help sustain your operation ... and the world

Mechanized irrigation is an essential part of feeding a growing world population by improving crop yields and grade while using less water, energy and labor.

Nelson Irrigation Corporation, a leader in sprinkler technology for Valley machines worldwide, focuses on providing optimal water application packages from the pivot point through the end of the overhang.

At Nelson Irrigation, we believe in solving problems one application at a time. Vast differences in crops, soils, farming practices and climatic conditions – coupled with regional differences in the availability (and quality) of water and energy – require an array of sprinkler performance characteristics. No other sprinkler manufacturer comes close to providing the custom solutions Nelson has available.

Sustainable irrigation requires well-engineered systems that combine high uniformity and efficiency. Proper sprinkler selection, spacing and height, operated at the correct pressure, will result in uniform water distribution. In addition to high uniformity, efficient systems must also minimize evaporation of water from the air, foliage and soil surface. Perhaps most importantly, they must also match application rates to soil intake rates to prevent runoff.



The Rotator® Redefines Sprinkler Irrigation

The complexity of application rates, droplet distribution and soil surface sealing makes sprinkler selection difficult. Tradeoffs exist between sprinkler products; while no “perfect” sprinkler exists, the wide pattern from Rotator® streams provide maximum uniformity and better soil health. The large wetted diameter means longer soak time, resulting in reduced runoff. It is simply the best possible way to get water and nutrients evenly and efficiently into the soil in most applications.

For more than 45 years, we’ve designed and manufactured products and promoted irrigation practices that improve profitability, stewardship of the land, air and water, and quality of life for producers.



Sent compliments
of your Valley dealer.



28800 Ida Street
Valley, Nebraska 68064 USA

PRSRT STD
U.S. POSTAGE
PAID
PERMIT NO. 1863
OMAHA, NE

www.valleyirrigation.com

FINANCING OPTIONS TO MEET YOUR NEEDS

\$0 down!

26 months before first payment

FINANCING RATES AS LOW AS
2.77% for 5 years or **3.07%** for 7 years*

Get two full irrigation seasons before your first payment is due, plus low-rate financing!

Financing rates as low as

2.01%

 for 5 years*

\$0 down, 12 months before first payment.

Financing rates as low as

2.50%

 for 7 years*

\$0 down, 12 months before first payment.

- Above interest rates are dependent on number of drive units and price of irrigation machine.
- Low rates apply to machine purchase only.
- Standard interest rates apply to ancillary equipment.

or



FREE

Valley GPS Positioning

with End Pressure Monitoring
when adding any ICON panel to a new machine purchase.

* Financing offers apply to purchase of a new 7000 or 8000 series machine that includes a pivot point or linear cart, control panel and sprinkler package. Above rates are based on a 7-drive unit machine at (\$70,000) financed. Financing provided by Diversified Financial. Offers end December 27, 2020.

Offers end Dec. 27, 2020*