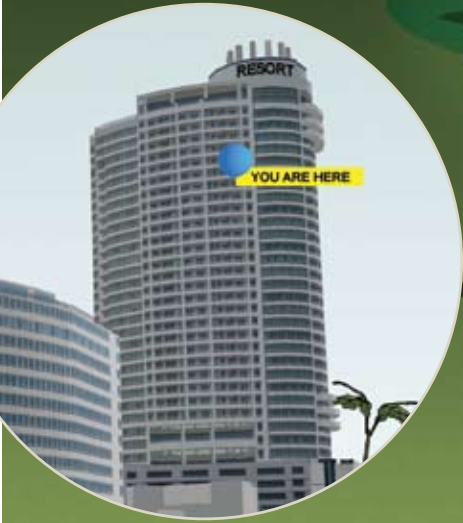


VALLEY 

pivotpoint™



**BaseStation2 –
the Easy Way to be
everywhere at once.** page 4

FALL 2007

IRRIGATION
NEWS, TRENDS,
PEOPLE AND
PRODUCTS



**3 Technology
Saves Time**



**6 Grain Markets
Are Tight**



**7 Customer
Service Is Key**



Ease of Use = Ease of Mind

We all love that feeling when something is easy — when it goes smoother than we expect, or just seems simpler than we had ever imagined. “Easy to Use” is one of the Valley Values we strive for with all of our products, especially the higher-tech choices such as BaseStation2.

Remember when it seemed so challenging to program the clock on the first VCRs? Well, now we have DVRs (Digital Video Recorders) that capture TV shows it just “thinks” we might like without us having to do a thing! That’s the level of intuitive easiness we engineer into every Valley product or service. We want you to feel like you’re getting the latest technology, but with the easy feeling of something that’s not feared but seems familiar instead.

Take for example our BaseStation2, which we feature in this issue. It brings the pivot’s panel to your computer screen, allowing you to control your pivot just as if you were right there in the field programming the panel. But instead, you can stay in your home office in front of the computer screen and click with your mouse. Save all that time and all those miles. Run your operation remotely yet confidently with the help of technology that’s very easy to use and you’ll get to enjoy the ultimate experience — ease of mind.

It’s situations like this where we must admit that today’s technology simply makes your life easier. It can help you find more time and offer you peace of mind. It’s made life easier for so many growers across the country and is likely to become more common in the future as technology only further integrates into the irrigation industry.

Your local Valley dealer can help you decide if the easy-to-use BaseStation2 just might make your life a little (or a lot) easier.

Take it easy!

JIM BROWN

Vice President, Sales & Marketing

CONTENTS

- 3 Staying on Top of Technology
- 4 Saving Time the Easy Way
- 6 Grain Markets are Tight
- 6 Oil Hydraulic Conversion Saves Energy and a Lease Agreement
- 7 Making it Happen in a Must-Water Situation

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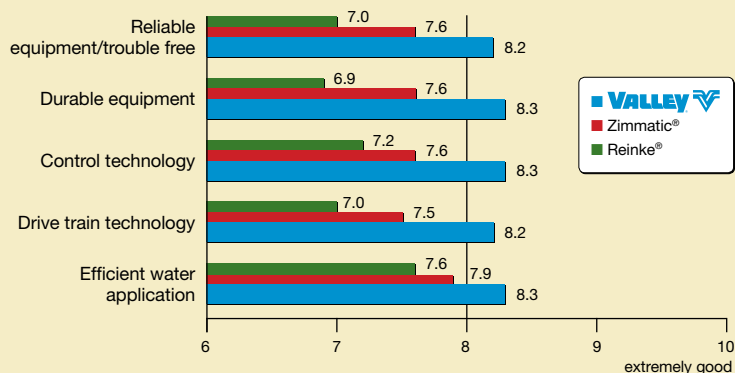
VALLEY HAS WELCOMED THE FOLLOWING NEW DEALERS DURING 2007

Republican Valley *	Clay Center, KS
G.C. Unverfehrt Farm Supply, Inc.	Centralia, IL
Kuhler Irrigation	Columbia, MO
Central Valley Irrigation, Inc.-Lexington	Lexington, NE
Chaney Bush Irrigation, Inc.-Hazelhurst	Hazelhurst, GA
Owens Supply, Inc. of Wellington	Wellington, TX
Pivots Plus, LLC	Dillon, MT
Allied Pivot Sales, LLC	Okeechobee, FL
Rainmaker Irrigation	El Reno, OK
Innovative Irrigation, Inc.	Billings, MT
AquaTech, Inc. *	Belgrade, MT
O.A. Newton - New York	Bergen, NY
Steve Martell Well Drilling, Inc.	Somerset, WI

* New ownership for an existing dealership.

Equipment Performance Ratings

Learning directly from growers is critical to drive product enhancement. In a recent study among irrigation equipment owners, Valley was rated as the clear leader.



Source: BUYING BEHAVIOR OF USERS OF MECHANIZED IRRIGATION EQUIPMENT - The 2007 Snapshot by Jefferson Davis Associates Inc. Zimmatic is a registered trademark of Lindsay Manufacturing and Reinke is a registered trademark of Reinke Manufacturing. **Qualifications of survey participants:** They were a decision-maker regarding the brand of center pivot or linear irrigation equipment that would be purchased for the operation. They must have purchased new center pivot or linear irrigation equipment within the past 48 months and are able to cite the brand of equipment purchased. This graph represents the views of 455 growers found through EDA, a subset of the full 562 irrigators, from the U.S. and Canada, interviewed all of whom are familiar with Valley and were available to complete the interview.

STAYING ON TOP OF TECHNOLOGY

ENGINEERING INTERVIEW
WITH MARVIN SCHULZ & CRAIG MALSAM



Craig Malsam - vice president, engineering/warranty/service for the North American Irrigation Division



Marvin Schulz - senior design engineer



Computer screen view of BaseStation2

"Technology changes quickly and often. However, we're in the type of business where it's not always the best thing to change too fast," admits senior design engineer Marvin Schulz. "We want to remain just a little bit conservative just to make sure that we're working with something that's reliable and dependable. That's the best way to provide real value for the customer," he adds.

Need not fear — just like being there

"Some people are afraid of relying on technology simply because there really is no replacement for being there in person," Schulz says. "But everyone who uses BaseStation2 to control their pivots quickly realizes that this is the next best thing to being there."

Putting a value on your time

"Instead of driving out to turn on a pivot in a field 15 miles away, you can lean over to your computer on your desk, click the mouse and the pivot starts. Rather than taking 45 minutes, it takes 4 seconds," shares Craig Malsam, vice president, engineering/warranty/service for the North American Irrigation Division. "Most of our BaseStation customers used to be operations with 20-30 pivots. However, with rising fuel costs and ever-increasing labor shortages, we are seeing more and more interest from the 2-3 pivot grower."

Valley customers across the U.S. and Canada are recognizing the value of their own time and realizing that the BaseStation2 saves them significantly on labor, fuel costs and equipment wear. Calculating how much it could save depends dramatically on how they value their labor. Some say \$10 an hour; others say \$100 an hour.

"Just about every customer is a little bit different on how they measure the overall value of BaseStation2 in their specific operation," suggests Schulz.

Custom-designed solution included

"It's so much more than a computer and some software. It's a fully engineered customized solution for the customer when it goes out to the dealer for installation. That's one of the invisible things that maybe even the customers don't realize, because there's a lot of engineering service support that happens before we even ship," states Schulz.






More of what you want...easy

"While growers may tend to think technology has to be complicated, we make it just as easy as operating the panel. We provide an image that matches what they would see in the field. They can get a quick visual view and go through screens just like on the panel," shares Malsam.

"We get a lot of customer requests and these actually influence what we do from a design standpoint," states Schulz. "Valley engineers get out in the field quite a bit. It's good to talk to the customers. We listen to what they want and collect a list of requested features and functions to be incorporated in future releases and upgrades," he adds. "At Valley, customer and dealer feedback is highly valued."

"Going from manual operation to BaseStation2 is kind of like going from flood or wheel lines to center pivots. It's that kind of a quantum leap," says Malsam. "And it's going to make that dramatic of a difference in the management of your operation."

20+ Years of Technology Leadership

<ul style="list-style-type: none"> • Model 6000 pivot • Valmonitor - computer aided scheduling 	<ul style="list-style-type: none"> • cams™ Pro Panel • cams™ Base Station • Modular Panel Design • Remote Pivot Control 	<ul style="list-style-type: none"> • Model 8000 pivot • PolySpan® • Precision Corner™ • Remote Link 	<ul style="list-style-type: none"> • Data Radio & Auxiliary Link packages • Valley Tracker 	<ul style="list-style-type: none"> • Valley Tracker SP • 7000 series • BaseStation2 
1984		1994		2007

SAVING TIME THE EASY WAY

Valley BaseStation2 helps you be a better manager.

Imagine finding an extra two hours in every day.

That's what happened to **Bud Bowers of Corrin F. Bowers & Son in Luray, South Carolina**, when he added the Valley BaseStation2 remote monitoring and control system to his Valley pivots.

"It helps me be a better manager because it's taking a lot of the work out of me running the system and manually turning them on and off. I can be doing more than one function so I'm accomplishing something quicker. It gives me more peace of mind...and makes Bud go further," laughs Bowers, who runs ten pivots (nine Valley units) to farm 1500 acres of primarily cotton, peanuts and corn.

Love the labor savings

Or take the case of **Robert Horner at Horner Farms in Artesia, New Mexico**. He estimates he was able to eliminate five full-time staff by adding BaseStation2 to his seven Valley pivots. He grows 2000 acres of alfalfa hay to service local dairies as well as 1000 acres of cotton and 800 acres of pinto beans.

For the past three years, Horner has appreciated the time and labor savings from the remote control and monitoring of BaseStation2. "One of the major reasons we put these systems in is because of labor. Labor is getting more scarce and if we're going to have to do it ourselves, we have to do it remotely if at all possible," says Horner. "Because it just takes too much time driving around."

On an even larger level, **Troy Emmerson, Irrigation Manager for Watts Brothers in Paterson, Washington**, realizes significant time and labor savings as well. "Purely from a labor standpoint from taking those folks off of strictly changing water and putting them to

preventive maintenance, I would associate up to \$180,000 a year once you take into consideration employee wages, benefits, fuel and vehicles," estimates Emmerson. Since Watts Brothers farms 20,000 acres under 210 center pivots – 187 Valley machines – that equates to almost \$1,000 savings per pivot per year with BaseStation2.

Technology with staying power

Back in the early 90's, Watts Brothers was the first Valley customer to install the original control panels with BaseStation product on a 4500 acre farm. "We've seen many versions of the product over the years. We've upgraded as the technology improves and as our older equipment lives out its useful life," explains Emmerson. Today, Watts Brothers grows corn, peas, potatoes, carrots and onions as well as alfalfa and Kentucky bluegrass. Their Valley center pivots and 15 pump stations are connected to BaseStation2 using a repeater to reach out 17 miles away from their farm office.

According to Emmerson, Watts Brothers appreciates "having the protocol to run different radio systems on it. We're currently running our older 300 baud and our newer 9600 baud systems – the very newest on the market and our oldest model of radios – in tandem with BaseStation 2. Obviously we can't upgrade everything at once, so being able to run older versions and newer versions at the same time is a huge benefit," he adds.



Time is too valuable to spare

According to Horner, his main reason for investing in BaseStation2 is for its convenience. "I can sit here in my office, pull up the screen and look at every one of these pivots in two minutes and tell you what they're doing. That's worth a lot to me!" he exclaims. "Because you just don't have time to run around during the day." "Plus it [BaseStation2] does help give you a little more time with your family or whatever hobbies you may have," he adds.

More savings. More precision.

"I only have two pivots that run on electricity, but if I run that pair during the day (10 a.m. - 6 p.m.), my rates are four times higher. From 6-10 p.m., it's half as much. So we need to run those two pivots from 10 p.m. to 10 a.m. and sometimes it's just not feasible for me to go out and turn both of those pivots on at 10 o'clock at night and be there at 10 in the morning to turn them off," explains Bowers. With BaseStation2 controlling his pivots for evening operation, he's able to run at the lowest electrical rates.

His other eight pivots are powered by generators so "first we have to communicate to the generator and crank it up then it sends back the signal and we get started watering," adds Bowers. He watches weather forecasts and uses computer programs to determine optimal application rates. He appreciates that the Pro Panels allow him to "just dial in what you want to put out water-wise. "If you can save one application of water in a season, that can mean \$15/acre," Bowers states.

"Using BaseStation2, we're able to very closely and accurately apply water that meets the crop needs and not over-irrigate," explains Emmerson. "Instead of letting water run until it's convenient for us to go back and turn it off, we're able to take that water and move it on to the next one. When you do that for 187 pivots, it adds up to a tremendous amount of water savings throughout the year," he shares.

Money saved is money well spent

Three years ago when Horner decided to install BaseStation2 to control his seven pivots, he worried "that we were spending all this money and they wouldn't work or you couldn't trust them. But I don't remember a time they weren't working perfectly," he recalls.

Just like being there

Emmerson talks of BaseStation2 being user-friendly enough to even allow Watts Brothers' summer interns to get up to speed quickly. "The same controls and features that you see on the pivot panel are the same things you see on the BaseStation2," he clarifies.



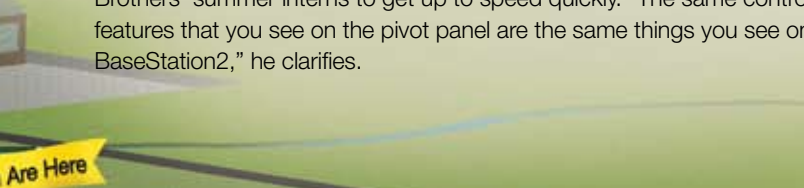
Irrigation crew of Watts Brothers. Left to right, Top row, Pedro Olvera, Gerardo Madrigal, Marco Carrizales, Gabriel Aguilera, Middle row, Steve James, Jesus Mendoza, Robert Casteel, Santiago Madrigal, Guillermo Magana, Edgar Zamora, Antonio Armenta, Kneeling, Troy Emmerson

Horner also appreciates the ability to use off-the-shelf remote access software to look at his pivots from wherever and whenever. "Anytime I go somewhere, I take my laptop with me and I can access the BaseStation2 remotely. That's really handy. You always have access to control your pivots," he points out. "It sure makes a lot of difference when you don't have to drive 12-15 miles down there," admits Horner.

Future fixture for farming

"In commercial crop production, when you're competing on a world market, you need to find the most efficient means by which to apply your inputs. The Valley center pivot has been an efficient means by which to get water onto the crops. And adding the advanced technology like BaseStation2 to support your inputs' accuracy just makes the overall efficiency level even better," boasts Emmerson.

"I guess I knew it all existed but it really surprised me how well it works. I really figured there'd be more problems with it. And that's why, when we buy new Valley pivots, we keep adding BaseStation2 to them," Horner shares. "I don't think we're ever going to buy a pivot without having one. It's most definitely a part of the future for my operation," he concludes.



Valley BaseStation2

Reduce your worry and stress while lowering cost and improving efficiency with the NEW Valley BaseStation2. See for yourself just how easy it is to use. Log on today to www.valmont.com/basestation and order a FREE BaseStation2 demo DVD.



Valley interviewed growers who have added BaseStation2 to their operation.

- Robert Horner, Horner Farms, Artesia, NM
Dealer contact: Luigi Bratcher, Pecos Valley Pump, Artesia, NM
- Bud Bowers, Corrin F. Bowers & Son, Luray, SC
Dealer contact: Shay Hane, Guess Farm Equipment, Hampton, SC
- Troy Emmerson, Watts Brothers, Patterson, WA
Valmont rep: Shane Shiplet, Valmont Northwest, Pasco, WA

Grain Markets Are Tight

Rich Pottorff, Vice President, Chief Economist, Doane Agricultural Services



RICH POTTORFF ANALYZES DEVELOPMENTS IN U.S. AND WORLDWIDE AGRICULTURE AND DEVELOPS FORECASTS, BRINGING PRODUCERS INSIGHTFUL COMMENTARY ABOUT THE AG ECONOMY. HE RECEIVED HIS DEGREES IN AGRICULTURAL ECONOMICS FROM COLORADO STATE UNIVERSITY.

The soaring production of ethanol has transformed the U.S. corn market and is impacting the supply and demand balance for other crops as well. But the changes in U.S. agriculture are only one part of the overall picture. Not only have grain markets tightened in the U.S., but outside the U.S. the rest of the world is running out of grain.

World grain markets appear headed for a crisis. In recent years, consumption has exceeded production and stocks have been dramatically reduced. Since 2000, the net grain deficit totals more than 225 million metric tons and production has fallen short of use in seven of the last eight years. That situation is clearly untenable.

The effects of the global grain shortage have become evident this year as wheat prices have soared to new record levels. Overall, the world wheat crop was pretty good, up 17 million metric tons from the 2006 crop and the third largest ever. But production is still smaller than consumption and world stocks will fall to their lowest level in more than 20 years. If the shortfall was just in wheat, land could be shifted from other crops to boost production and ease the shortage. However, the problems are spread across all the grain markets.

The data clearly shows that world grain production will need to increase significantly to keep pace with accelerating demand growth. This can only happen if more land is brought into production. Prices will have to stay high to make that happen, not just here in the U.S. but in other major producing countries as well.

U.S. grain supplies are tight and there will be another intense battle for acreage in 2008. Demand for corn is rising as ethanol production increases, and soybean production is already about 400 million bushels less than expected use. Even if acreage and production increase in the U.S. and elsewhere, there may not be enough grain to go around.



Oil Hydraulic Conversion Saves Energy & A Lease Agreement

After just one year of leasing his land with three oil hydraulic-drive pivots on it, landowner **Brian Anderson of Othello, WA**, was given an ultimatum by his renter — convert the oil hydraulic units to electric, or else he wouldn't continue to farm it.

Anderson admits he, too, had grown tired of fighting with the oil hydraulic drives over the past 10 years, but seemed surprised it only took **Richard Callahan of Callahan Farms in Royal City, WA**, just one year to lose his patience with them.

According to Callahan, who runs a 4000-acre operation and ships hay worldwide, "I run 45 circles and was spending 25% of my time on these three pivots." "For me, it was the difference between leasing the property or giving it back. They were so undependable, I could not in good faith farm the crop," shares Callahan.

Since the Valley conversion to electric drive, Callahan is spending just 2% of his time on the three formerly problematic pivots that water timothy, alfalfa and carrots. "I'm happy because when I check them at night, they're still running," he laughs.

"I feel blessed and fortunate. When you're farming quite a few acres, you don't have a lot of time to deal with problems. That's probably my bottom line," admits Callahan. "I've got enough to do that I can't babysit

circles. Now I can go start them and leave and feel confident they'll keep running like they're supposed to. And I was tired of putting five gallons of hydraulic oil in each week per pivot. At \$7 a gallon over the seven months we water, that really adds up!" exclaims Callahan.

Dealer support satisfies both parties

Doug Muscott of Lad Irrigation in Othello handled the Valley conversion for the three oil hydraulic pivots. Both landowner Anderson and lessee Callahan were "very satisfied" with how it went. "They did everything they agreed to do and then some," said Anderson. "They did a great job!"



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As the first Valley Distribution Center, the Lubbock, TX location has helped revolutionize the irrigation industry from a customer-response standpoint since 1998. Dealers and their customers are better served by providing quicker service on parts with lower freight costs.

While the Lubbock Distribution Center typically serves customers in Texas and areas within a 400-500 mile radius, there are exceptions for emergency situations. For example, a few months ago, Jimmy Narvaiz, manager of the facility, received a call at 5:30 p.m. requesting parts for a customer outside his region.



Staff pictured above: Kevin Ortiz, Jimmy Narvaiz and James Ortiz

“Our UPS truck had already left our facility, so we delivered the order to the UPS service center and it shipped out next day air,” relates Narvaiz. “The customer was happy to receive it so quickly and get his crop back on water. When a system is down, it costs the grower money, so it’s critical for us to be here for them,” admits Narvaiz.

Greg Biram, owner of the South Plains Valley Irrigation dealership of Lubbock, raves about the business benefits of having the DC right down the road. “If not on a daily basis, certainly weekly, we’ve needed something and they were there. And they’re a lot closer than the main Valley factory, which is 850 miles from us,” Biram admits.

“I think it’d be almost impossible to go back to doing business the way it was before the DC. We absolutely need to have them,” declares Biram.

“It’s not just a monetary issue from a dealer standpoint, it’s also customer service,” says Biram. “If we didn’t have the part, the customer would be the one out.”



Making It Happen In A Must-Water Situation Responsive Customer Service Shines This Summer

When grower **Wayne Wescott of Ainsworth, NE**, saw the mess in his cornfield on a Tuesday night this summer, he was beside himself. It was mid-July in north-central Nebraska, so it was extremely hot, dry and windy.

“A crop doesn’t last long very long without water in this country,” admits Wescott, who farms 4,600 acres of corn and soybeans on sandy soils. With his corn crop in a critical phase of growth, he knew he had a matter of days to make a miracle happen or he’d lose yield...or worse yet, the whole crop.

“We had a system wrap around itself. The safety failed and it walked into itself — twice,” explains Wescott. His 10-tower 1969-70 competitive model was tangled together in his shoulder-high corn.

“He basically had ten towers wrapped up in four, so it was quite a mess,” confirms Lee Irish of Perfect Valley Irrigation in Bassett, NE. Irish was at home when he got the call from Wescott around 9 p.m. on Tuesday night.

“We ended up getting the 8000 series, the strongest machine we could get. Our preference was definitely the Valley,” admits Wescott, who currently runs 14 Valley pivots and about 20

competitive units. “Getting it all coordinated out there and running in 48 hours is pretty amazing,” marvels Wescott. “They’re to be highly commended!”

Russ DeLong, plant manager at McCook, NE explains that the same-day customer service responsiveness isn’t necessarily a miracle but something that he and Valley are committed to doing for growers in critical must-water cases. “On crashes or must-water situations, we’re able to accommodate that kind of quick turnaround. Our goal is to get a pivot on the road the same day,” tells DeLong.



Wayne Wescott and Lee Irish.

“We do this quite a bit, especially in summer months because we recognize how critical it is to get water on a grower’s field,” admits DeLong, who enjoys the competitive challenge.

To read a more detailed story on how Valley’s quick response saved Wescott’s corn crop, go to valmont.com/irrigation.



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Replace ...



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COMING NEXT ISSUE



Corrosion Solutions



Water Application
Technology

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www.valmont.com/irrigation

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