Invest In Higher Yields

NORCROSS, Ga. - Spend money to make money . . right? Absolutely. After all, farming is an investment and obtaining a return on that investment is what it's all about.

Just like the stock market, the goal is to invest wisely. So, how do farmers invest wisely? Invest in higher yields.

Profit is the difference between the total return from sale of the crop and the costs. both fixed and variable, of producing the crop. It is what is left over after all the bills are paid. If nothing is left over, there is no profit. Think of profit as a pie and costs as slices from that pie. Higher yield gives a bigger pie to work with and greater opportunity for more leftovers.

Total return is the product of yield and price. Some years prices are great and some years they are not so great. The question is, what can growers do to increase total returns? Unfortunately, they seldom have much say about price. Market factors such as supply and demand, government farm programs, and so forth basically determine crop price. Price may be influenced by quality, but within a specific grade, price is, as previously stated, out of the growers' hands in most situa-

Yield level significantly influences total return. The greater the yield, . . . the greater the total return. This is the area where growers can

dramatically make a difference and why best management practices (BMPs) arc so important.

Agronomic BMPs are aimed at optimizing yield. Some BMPs cost more, such as additional fertilizer or more total irrigation water to reach a higher yield goal. Others cost no more or little more than previous practices. Examples of low cost inputs are selecting improved seed and planting to a higher plant population. Good management decisions are no cost inputs that can significantly increase yield. For example, changing the planting date to a more optimum time for a specific variety and adjusting equipment for more precise and uniform application of



fertilizer are no cost inputs.

High yields obtained through BMPs have additional benefits beyond more profit. They also protect the environment because:

- Efficiency of inputs such as fertilizer and crop protectants is increased.
- Earlier ground cover is achieved which decreases erosion hazard.
- More crop residue is produced which increases water infiltration when residue is incorporated. Erosion hazard is also reduced.
- Greater root development reduces erosion poten-

 More yield per acre increases freedom to idle fragile acres.

High yield management involves careful investment of inputs. Done properly, the return can be substantial. If not, potential profit is lost, and risk is actually increased because all controllable inputs are not being properly managed . . . some are being left to chance. There will always be risk involved in farming because of factors beyond our control. But let's be sure to minimize that risk by managing those factors that are, in fact, manageable

Higher yields are always a good investment with BPMs

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CASE III

CX SERIES

MX SERIES - MAXXUM

CX50-CX100 C50-C100

MX80C-MX100C

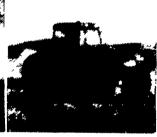
MX100-MX135

MX150-MX170



40-83

67-83



85-115

130-145

Models

PTO HP Range

Customer

Needs

Key

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Exceptional Performance, Fuel Economy,

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- New Larger Transmission, Clutches, Gears, Shafts and Bearings
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