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John Deere AMS Delivers Solutions

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"First, we expect the industry to become more consumer-driven. Second, we believe production will become more differentiated, more segmented, and less commodity-based. Third, we anticipate that production agriculture will follow more of an industrial-type model where tighter controls and more documentation become the norm. Finally, we believe environmental compliance and documentation of that compliance will become critical to participating and succeeding in the market.

"At AMS," Schaffter said, "we're focused on providing growers with a variety of solution packages to not only help them deal with these changes and trends, but more importantly, profit from them."

The solution packages — backed by some of the latest computer, wireless communication and global positioning technologies — are designed to help producers:

- Improve control of input costs.
- Increase yields.
- Enhance the productivity of equipment and labor.
- Create new income op-

portunities through documentation.

• Aid compliance with current and future regulations.

To deliver these results, John Deere AMS is focusing its energy and efforts in these core areas: agronomic management, equipment management, information management and business management.

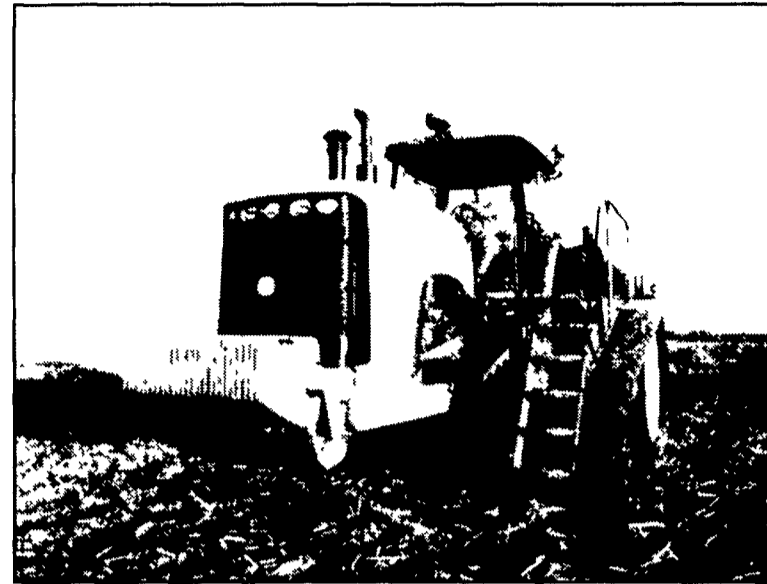
The focus within agronomic management is to help growers reduce input costs and/or increase yields. Valuable tools designed to meet these goals include AMS products such as JDmap[®] and Field Doc[™], which allow producers to electronically gather and record information about their operation and incorporate it into yield data and maps. By building on the Field Doc application, the John Deere Seeding Group and AMS are now able to offer map-based seeding, a key innovation in helping growers realize maximum economic yields and greater profits.

Innovations in equipment management are geared to improving the productivity of both equipment and operators. In February 2001, John

Deere and AMS introduced Parallel Tracking to provide assisted-steering guidance. The company recently took this technology to an even higher level with the introduction of the GreenStar[®] AutoTrac Assisted Steering System. AutoTrac virtually eliminates the need for straight-line steering. It is now available on all John Deere Track Tractors. AMS is working to bring AutoTrac technology to wheeled vehicles while continuing to develop new innovations for fleet management, automatic machine controls and a mobile office.

The emphasis in information management is on gathering the data producers need to meet compliance requirements or to capitalize on added-value income opportunities from product-specific contracts. Field Doc serves as the foundation for gathering this information. The system offers all the capabilities needed today and will soon become increasingly automated.

The area of business management is particularly important. More than ever, growers are looking for new and better ways to share information



The GreenStar AutoTrac Assisted Steering System, available on John Deere Track Tractors, is an equipment management solution from John Deere AMS that virtually eliminates the need for straight-line steering.

with partners and consultants and between enterprises in their overall business. AMS is striving to provide fully integrated data management systems so that once the information is captured it can be easily shared.

While John Deere AMS is not alone in providing management solutions to agriculture, it does possess a truly unique position in the market.

"Because of the breadth of our equipment lineup and our penetration in the market, no one else can match the data gathering and management systems that we can provide growers," Schaffter said. "Our

foundation components — the StarFire position receiver, GreenStar Display and mobile processor — provide compatibility, flexibility and system integration that nobody else can touch.

"These systems make it possible for us to provide customers with solution packages that they can customize to their individual needs to ensure they receive the maximum return on their investment," Schaffter adds. "After all, the solutions we're developing at AMS aren't worth much if they're not putting money back in our customers' wallets at the end of the day."

Deere Specialists Share Cropping Systems Knowledge

MOLINE, Ill. — Site-specific farming. Narrow-row production. Strip till, ridge till, no-till. Conservation compliance. Environmental compliance. Biotech crops. Identity preservation.

Agriculture is more complex, more sophisticated than ever. And the need for education and support has never been greater.

John Deere recognized this need 10 years ago and began addressing it by creating a new staff position known as cropping systems specialist. Today, approximately 20 of these specialists, based at John Deere Training facilities throughout North America, work closely with dealers and their customers to share leading-edge insight into some of the newest trends and practices in production agriculture.

"The original intent was for cropping system specialists to be conservation equipment specialists — to share knowledge with dealers and customers on how John Deere equipment and systems could most effectively address their challenges in meeting their conservation compliance needs," said Chris Foster, cropping systems

specialist manager. "But with the proliferation of nontraditional systems and practices, like site-specific farming and changes in seeding technologies, the company soon realized it was important for our specialists to take a much broader view."

As a result, Foster said, cropping systems specialists maintain close relationships with universities and highly regarded consultants in their individual areas.

"These relationships are important because they help keep our folks on the leading edge," Foster said. "They can share this information, then, back with dealers, their customers, and the company as well."

A key area of focus for many cropping systems specialists this past winter has been training dealers — and invited customers — on John Deere's new map-based seeding system and parallel tracking with contours.

"This training has been a high priority because these technologies can provide tremendous value to growers," Foster said. "It's crucial for our dealers to have a thorough understanding of these systems so they can market

and support them effectively. It's equally important for our customers to have a firm grasp so that they can realize the full benefits these products can provide."

In addition to sharing knowledge with dealers and customers, Foster said cropping systems specialists also play a key role in sharing information and knowledge back with the company.

"Because of their almost daily interaction with customers, our specialists have a valuable firsthand perspective on how growers feel about our products and about issues and trends that have an impact on their business," Foster said. "This is important information that we're constantly reporting back to marketing, product development and other key areas within the company."

Cropping systems specialists also contribute to the field training of new marketing personnel at John Deere.

"Every new marketing employee who joins the company is required to go through a four-day program created by our staff. This

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