

VALLEY 

SPRING 2010

pivotpoint



Leadership that takes on global demand.

innovative | proven | performance

Valley is a leader – a worldwide leader, meeting the complex and diverse needs of growers today and confronting the challenges just appearing on the horizon. We evolved from humble roots as a one-man business to claim our leadership position. It's the passion we have for what we do – because of our strong, dedicated dealer base and because of customers who recognize, value and demand quality, strength and leadership in their business relationships.

Thank you to all who have propelled Valley into the global leadership position we now hold. We pledge to continue to lead, innovate and perform exceeding your expectations.

Len Adams
President-Valmont Global Irrigation



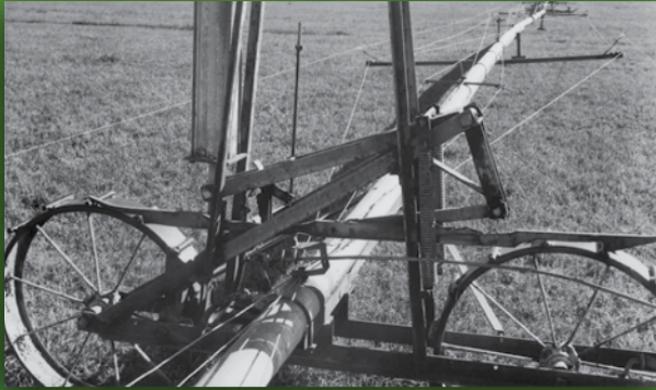
Global Leadership

Any company can claim leadership, but few can back up their claim with evidence and history. Without this, leadership is simply an over-used word. When a company can show their customers the fruits of their efforts, then leadership is a powerful, inspiring force in the world – as you see with Valmont Irrigation.

Started by one man with
a single vision growing into
global dominance.

Leadership is both a product of a company's history and philosophy and their role in meeting current-day challenges. Leaders possess a combination of strength, forward thinking and an innovative attitude. They're never satisfied with simply meeting the demands presented to them, but are driven to find the next challenges and work to meet them as well. Robert Daugherty founded Valley Irrigation with that kind of leadership.

More than 55 years ago, Daugherty had an inspiration. He saw an opportunity to progress agriculture by introducing the first center pivot. He led agriculture into a new, superior direction in irrigation technology, and that leadership and spirit of innovation continues today at Valley.



Valley Irrigation expanded that successful innovation into overseas markets and today is recognized as a reliable resource worldwide. They take their responsibility to the world population seriously, developing and implementing practices that benefit growers with diverse terrain, crops and irrigation needs. With locations in over 57 countries and growing, Valley meets the needs and proves its performance both globally and locally.

Founders
in the Industry.

The only irrigation company with an extensive lineup of products to fit any farming operation.



In agriculture, one size fits no one. It is a very complex endeavor. Terrain, moisture conditions and crops vary widely based on location. Valley has worked tirelessly over decades, drawing on the talent of some of the best engineers in the industry, to develop the most extensive array of irrigation equipment available. Their commitment to research and development is proven by industry-leading, unparalleled products.

Irrigation is a part of life for large-scale and small-scale growers alike, for those farming flat terrain as well as those taking on the challenges of steep hills and ridges. Valley has designed a variety of machines to match growers' unique needs.

Leadership

5000, 7000 and 8000 series machines

The 8000 series machines are built to meet the most intimidating demands. Steep terrain and land that is prone to deep wheel tracks are no match for the 8000. For those looking for durability but farm less demanding terrain, the 7000 series offers an affordable alternative. Growers with smaller operations who still demand the quality and durability Valley is known for, opt for the 5000 series, designed for production ag fields up to 60 acres.

The leader in performance and structural components supported by the best dealers in the industry.

Dedication to service means nothing if products are not dependable. Strong, well-performing products alone cannot create success. But when these two elements converge, a true industry leader is born. Valley has always understood this simple but valuable truth and conformed its product line to reach heights of peak performance and dependability.

Valley components are exceptional within the industry, both because of their superior performance and the durability of their structural components. Irrigation is a vital part of agricultural success and irrigation equipment is under intense stress to meet these demands day after day. It's why every component and finished product is engineered, constructed and field-tested to take on these demands. Valley machines outperform other brand machines year after year, head to head. From the gearbox to the drive unit, Valley machines deliver the longest lifespan and greatest dependability available in the world.

Our extensive dealer network is also second to none. Valley dealers are committed not only to their local customers, but to keeping up-to-date on the latest innovations and advances in engineering and changes in the industry. Well-established training programs keep Valley dealers ready to meet all of their customers' needs.

55 years of
Leadership

Valley Irrigation serves customers across the globe and their strength lies in their ability to provide local, dedicated, knowledgeable support.

The only irrigation
company that designs
and manufactures it's
own gearbox.

In 1975, Valley Irrigation determined that in order to provide the highest quality, strongest and the most reliable gearbox to its customers, they needed to engineer and produce their own gearbox. Now, 35 years later, Valley Irrigation continues to be the only irrigation manufacturer to prove their leadership with this level of dedication. Growers from Indiana to Italy benefit from the superior quality these gearboxes provide.

Valley gearboxes are designed and built to work under even the most demanding growing conditions. The stronger, heavier bull gear, pre-loaded worm gear and advanced shaft seals all contribute to the durability these gearboxes are known for.



Built with engineering expertise
Valley gives customers peace of mind. Even the
most challenging conditions, Valley equipment
out performs in the field.

in the Industry.

GPS Ready makes life easier.

Valley GPS Ready control panels are another standard feature of Valley machines that enhance growers' abilities, giving them greater control over water, fertilizers and other farm inputs. This technology, available on all Valley computerized control panels, allows growers to align growing techniques with land variability, resulting in greater efficiencies and lower costs.



Irrigation management at your fingertips.

The Valley BaseStation allows growers to manage irrigation from their home computer, eliminating costly and aggravating trips to the field. BaseStation2-SM also allows producers to assess soil moisture information in addition to monitoring and controlling their equipment in one easy-to-use software package.

Most innovative
in the Industry.

There's
only one –Valley.

Our leadership has been proven in the field for more than five decades. Their commitment to meeting worldwide needs in agricultural production is proven by their extensive and, innovative line of products. Their dedication to meeting the individual needs of customers at the local level is proven by their extensive and, knowledgeable dealer network. There are other irrigation machinery manufacturers, but there is only one Valley.

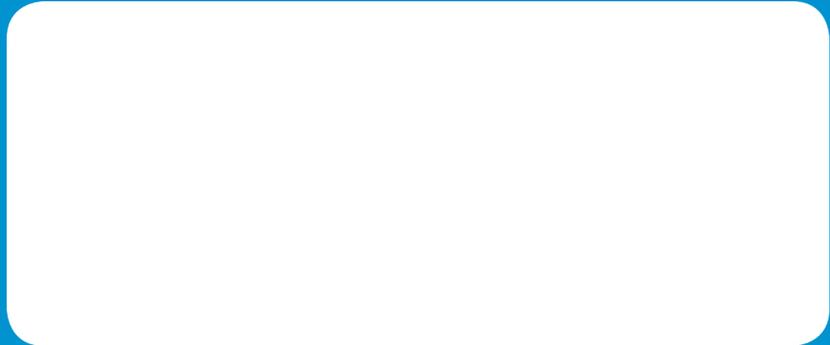
Valley the leader in
precision irrigation.



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Challenged by producing more with less water is the reality growers face. The core of water application efficiency starts with a sprinkler package from Valley.

Receive a

\$1,500⁰⁰



Sprinkler Package Instant Rebate* Today!

Hurry! Offer ends April 9, 2010

*This \$1,500 sprinkler package instant rebate offer applies to new pivot, corner and linear machines purchased now through April 9, 2010. See your dealer for details on this limited time offer.

Don't miss out on receiving a **\$1,500 Sprinkler Package Instant Rebate*** or **Interest Free Financing** or **Five and Seven Year Low Rate Financing** with a new machine purchase before April 9, 2010.

Find the Valley dealer nearest you at: www.valleyirrigation.com