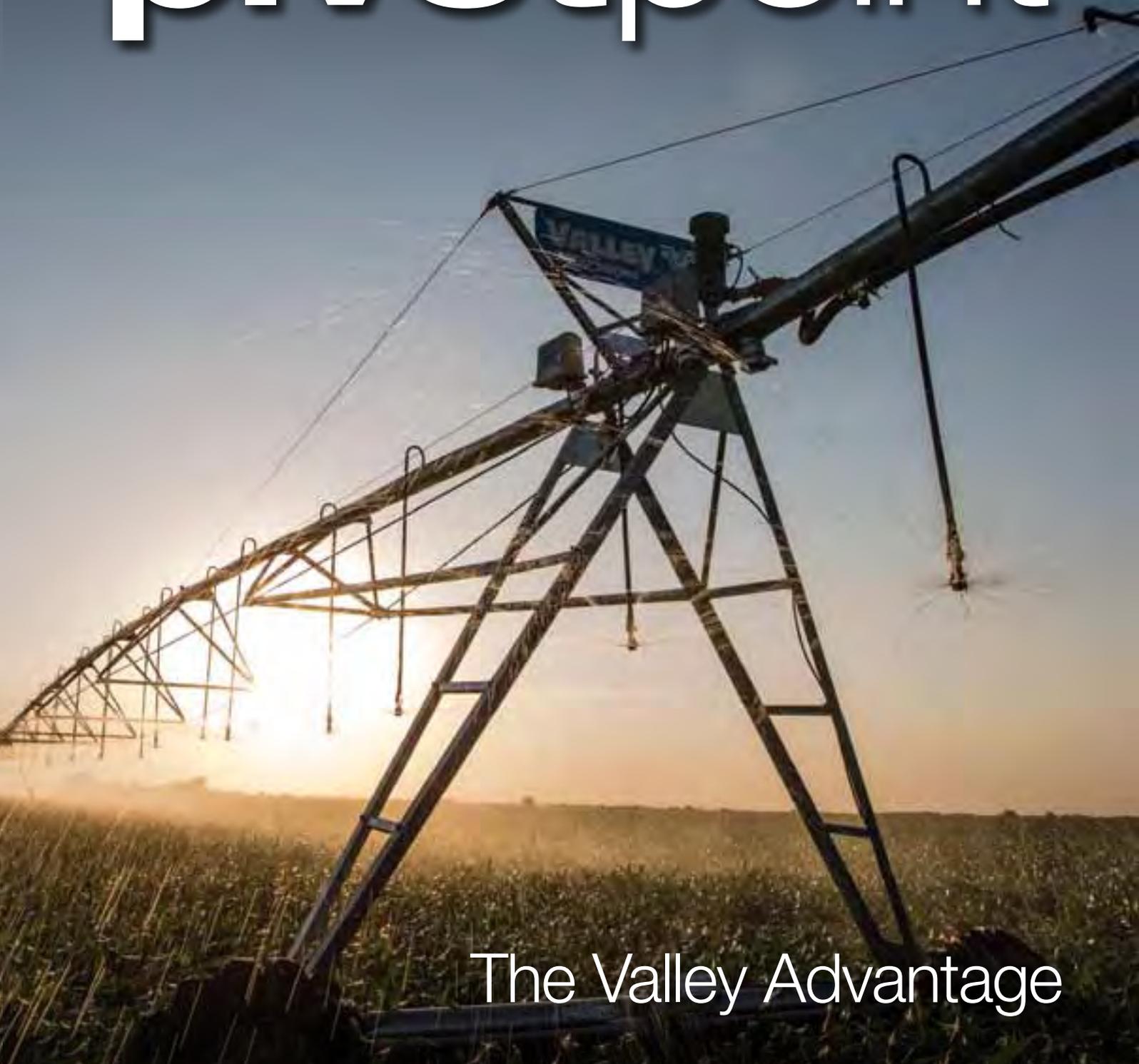


VALLEY 

FALL 2012

# pivotpoint



The Valley Advantage

Backing up the **brand**

BaseStation2-SM **success stories**

Protect your pivots with **CableGuard**



## Transforming Profit and Productivity

More than half of the United States was under at least moderate drought conditions this summer, the most widespread we've seen since the 1950s.

It's brought some inevitable comparisons to the mid-1930s, when the Dust Bowl settled over the U.S. and Canada. But this year is still a far cry from those years – for several reasons. Growers in that era didn't use the sophisticated production methods they do today. Fallow fields, crop rotation and the like didn't exist.

Neither did pivot irrigation. For producers around the world, it's transformed the possibilities of what profit and productivity can mean. We're proud to say we've been there since the very beginning, and we continue to contribute to innovations in 21<sup>st</sup> century farming.

In this issue of Pivotpoint, we talk about the people and products that are helping our customers think in new ways about how to grow their operations. We're glad to feature our dealers, whose day-to-day relationships and commitment to you and the Valley brand are key to what sets us apart from the other brands.

As many of you move on to harvest, we wish you all the best.

### LEN ADAMS

*President, Global Irrigation*

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# More Muscle.

For pivots, there's no such thing as a vacation day. When they're needed on the job, they have to be ready to work, day in and day out.

Growers especially needed to rely on their irrigation systems this summer – when more than half the United States was in a moderate to extreme drought, the likes of which were last seen in 1956.

To combat dry conditions, producers around the country turn to Valley, the premier name in center pivot and linear move irrigation. The Newman family of L. Newman Farms in Montevideo, Idaho, can vouch for that. They bought their first Valley pivot in 1995 and haven't looked back.



The family – including dad, Lavar, who started farming in 1958, together with sons Lane and Lewis – have a little over 7,500 acres in the southeast part of the state, consisting of alfalfa hay, wheat and barley. Their pivots get a full workout, from the first of April all the way to mid-August.

“Out here in the west, if you don't have a pivot you don't have anything,” Lane Newman says. “We can't rely on Mother Nature to provide rain for the times we need it. We're relying on our pivots from the beginning day of irrigation season to watering for fall tillage.”

# Longer Life. Superior Support. That's the **Valley Advantage.**

The Newman family has invested in 8000 series pivots almost exclusively. With help from their local dealer, Golden West Irrigation, they put up 13 of them in 1999 and 14 in 2007.

Over the years, Newman says he's bought farms with other brand pivots on them. All of those have since been switched to Valley.

"The Valley conversion made those older pivots, which were very troublesome, a lot easier to deal with," he says. "We had experience with Valley components and an understanding of how they work and how to troubleshoot. After we put Valley components on other brand's machines we were able to keep them running a lot easier."

Newman credits the Valley gearbox with that longevity, noting that "they're tougher and last longer" than other brands.

That kind of confidence in the Valley name, says John Kastl, Valley equipment product manager, starts with using the best design engineers in the industry, together with the best analysis to make sure every Valley product will be as durable as possible.

"We use leading technology that lets us quickly build a concept into a virtual product," he says. "From there, we model all kinds of iterations to ensure we have the right design to handle all kinds of loads. Then we test it in the real world to make sure our analysis is correct. We get rid of the unknowns and resolve any problems before a product goes to the field."

Nick Ricks, co-owner of Golden West Irrigation in Rexburg, Idaho, has seen the payoff of a well-made machine. When he talks with customers about the differences between Valley and other products, he brings a competitive comparison display – a straightforward way to show where Valley shines.

And if customers need more validation, Ricks has plenty of examples to share. "Lots of our customers are running old Valley machines," he says. "We haven't taken any of them out of service, and we're starting to see that we can put in new components because the structure is in good shape."

The gearbox, custom built by Valley in the USA, is a staple of a long-lasting pivot, adds Ricks. This workhorse brings together the best iron components, heaviest housing and longest output shaft, all to help ensure a long, trouble-free life.

It's one more reason why Valley pivots keep their value, and even exceed other brands' resale prices. Five years ago, Ricks says, when the state of Idaho bought up some water rights and participating farms sold off their pivots to growers, "all the Valley pivots sold first and for a premium price."

While most growers won't be ready to part with their Valley machines for years down the road, it's good to know they've made a solid investment. To back that up, Valley offers a best-in-the-business, 8-year warranty – a promise every product has to live up to, says Kastl.

*(Continued on page 11)*

# BACKING UP THE BRAND, ALL THE WAY

A team is only as good as its weakest link, so the saying goes. At Valley, we count on our dealers to be our ambassadors, our point of contact, our source of information for our customers.

After all, when a customer chooses Valley, it's destined to be a long-term relationship. One that lasts through all kinds of situations for producers, including the rigors of hot, dry seasons and the growing pains associated with an operation's success.

Valley dealers are prepared to be there – ready to celebrate the good times and be there with a solution in the tough times.

Doug Grand of Grand Irrigation in Clear Lake, Minn., has seen the evolution of Valley products over the years. He was hired as a parts manager for Valley in 1976 and was a part of a few Valley dealerships over the years. He had the opportunity to buy his business in 1992.

In the 1970s, machines were water driven – making it a full-time job for the grower just to keep them running. Farm sizes were smaller, too, and operators were busy just keeping a couple of machines running.

“We’ve seen a lot of change and refinement in the products,” he says. “Today, we have customers who have 50 or more machines running. That wouldn’t be possible without all the technology available to the industry today. It’s pretty amazing.”

Grand understands the importance of training to keep customers up to date with the latest Valley innovations. His team attends the Valley annual sales meetings and attends webinars to see what’s new for growers. His service people spend a week every year honing their skills at a factory service training session.

“We work in concert with Valley to have trained people in the field, not only to sell a product but also to properly install, maintain and repair it. There’s constant training for the sales and marketing people, and for the technical people who do the in-field installations and maintenance.”

That kind of education at the dealer level is integral to helping dealers stand out in the marketplace, says Doug Dale, North American Dealer Sales Manager.

**“In our business, the known service leader usually wins. If your service is mediocre in the market, you’ll never be the market leader. That’s why Valley puts such a strong emphasis on service.”**

Valley representatives are available to provide ongoing education and hands-on training for all aspects of customer sales and support, technology updates and product financing.

“We’ve always taken the idea that you’re either getting ahead or getting behind,” says Pete Ewing of Ewing Farms in Big Lake, Minn. “Sitting level doesn’t happen in the farming industry anymore.”

Ewing Farms has 500 of its total 2,000 acres in fresh-market red potatoes. Water is a “big deal” for this specialty crop, says Ewing, who’s been in the family business for 20 years.

He relies on Doug Grand and his team not only for prompt service, but also to stay up to date with products and technology.

“When you’re buying equipment, you look at the whole picture. I want to know what’s out there and what my options are,” he says.

Besides getting updates about new innovations from his dealer, Ewing also takes part in Grand Irrigation's annual open house in March – a gathering that features speakers who discuss the latest in the industry as well as an opportunity to get hands-on knowledge about new Valley products.

Brent Anderson at Mountainland Supply in Utah values what Valley offers its dealers, in large part because he's been on the other side. For about seven years, he was a dealer for another brand.

But when Valley contacted him a year ago to meet again, he was open to a change. He became a Valley dealer in July 2011. As of this July, he has sold more pivots than he ever did during the same timeframe in the past.

In Valley, Anderson and his ag division sales manager, Matt Scott, have found the support they were looking for in a superior product.

For him, Valley stands out not just as a company with good products. At the January dealer meeting, Anderson watched a video of how Valley is working to conserve water throughout the world through their technology.

"I really felt a sense of their commitment to a larger purpose than selling a machine," he says.

That commitment helps dealers like Anderson carry it through to customers.

Charles Lindsay, a customer of Anderson, has been farming for 35 years in Duchesne County, Utah. He has 135 acres where he grows alfalfa hay, grass alfalfa hay and oat hay.

This past spring, he sold his 35-year-old Valley pivot and bought a new one. His previous machine had withstood crawling over ledges, so he knew a new Valley would also be rugged enough to take the same kind of abuse.



**There are 257 Valley dealerships across the United States and Canada. We salute all of you.**

Brandon Roley, his Mountainland rep, has helped Lindsay make the transition – from providing product information, to measuring for the new pivot and helping the grower troubleshoot his new machine.

"Valley's hard to beat for dependability. Brandon has been really good to answer my questions and figure out costs. He's good to work with."

While Lindsay has had plenty of experience with a Valley pivot, Terry Hogan is just getting his feet wet. This past spring, he also bought a new Valley – his first.

He's been farming since he was old enough to follow his grandfather in the field. Now, he has 350+ acres near Vernal, Utah, 160 of which are under his new Valley.

The tipping point for going with Valley? "The number-one thing is Grant Hansen," his Mountainland sales rep. "I consider myself an honest person, and I see that with Grant. He showed me the Valley product and the other brand's. I actually held it in my hand – and I could see the difference in the metal and everything. It was eye opening."

As Hogan has gotten his Valley up and running, Hansen has stepped him through everything in the process – even helping him pour concrete for the new pad.

And because his Valley dealer understands that farming is a seven-day-a-week operation, Grant has returned Hogan's phone calls, "even at 8 or 9 at night and on Saturday. He's helped me out quite a bit."

In the end, having satisfied customers is what being a Valley dealer is all about. Grant Hansen says he feels great about the product he's selling and the company he represents.

**"Valley has always been a forward-thinking company. We're fortunate to be able to present that to our growers. And because Valley helps us provide information and training to our customers, we're the whole package."**

## GETTING UP TO SPEED

New dealers like Brent Anderson, who joined Valley in 2011, take part in training that covers a wealth of topics. Held in groups or provided to individuals at their location, training topics include:

- Design and Application
- Technical Service
- Product
- New Products
- Professional Proposal
- Profit Mastery
- Customer Focused Selling



# BaseStation2-SM Success

## The NAPI Project: **NEW MEXICO**

With 71,000 acres under cultivation and pivots, the Navajo Agricultural Products Industry – better known as NAPI – is the largest irrigated contiguous farming operation in North America.

Located in the Four Corners area near Farmington, N.M., NAPI produces a variety of crops, from corn and other small grains, potatoes, vegetables and fruit to alfalfa and hay.

NAPI grew out of a 1973 study conducted by the Bureau of Indian Affairs and the Bureau of Reclamation to see if sprinkler irrigation would benefit the Navajo lands of the southwest United States.

To those who use pivot irrigation, the results weren't a surprise. The report concluded an all-sprinkler system would be economically advantageous. But, as the operation has grown, so has the challenge to manage what's become a total of 644 center pivots.

In the late 1970's Valley teamed with the operation to create the NAPI Project.

"Last summer, we helped completely update their BaseStation radio communication equipment with BaseStation2-SM – including software, radio communications and computers," says Scott Mauseth, Valley product engineer. "For the first time, they brought all of their machines under a single operating system."

The Valley BaseStation2-SM simplifies remote irrigation management. Users can remotely follow the status of each center pivot or linear machine, as well as gather current soil moisture information to aid in their irrigation scheduling. GPS technology also allows operators to pinpoint where every machine is located.

"Getting information in real time has been a huge benefit to these growers," Mauseth says. "In the past, farm managers had to physically select each machine to request status, but now they simply select the desired group and instantly they are receiving their current status updates. It really saves time, wear and tear on vehicles, and labor."

NAPI also uses BaseStation2-SM Mobile – an application that allows users to check their pivots connected to BaseStation2-SM from a cell phone, iPad® or other tablet.

Being able to communicate with all 644 center pivots and get essentially instant status updates is a big hit with crop managers, as is the synergy between the NAPI Irrigation scheduling software and BaseStation2-SM, says Anthony Valdez, NAPI farm project manager.

"We really like having the ability to check pivot status from anywhere using our wireless 3G-enabled iPads."

BaseStation2-SM Mobile also allows users the ability to customize their system," Mauseth says. "One thing that makes this work so well for NAPI is that they can look at things that are relevant to certain farm managers."

Each operator or farm manager can have the convenience of customizing the view to only show the desired information. The software will easily note an alarm and drill down further to see how long a pivot has been down, assess why it shut down and quickly determine a course of action.

Valdez says BaseStation2-SM helped prevent a potentially costly situation. At one point, a pivot shut down because of a safety alarm, but the water valve failed to close.

"Because of BaseStation2-SM, the alarm was communicated to the control room – where it was easy to see that the machine continued to have water pressure and the pivot continued to water in the same spot. The control room was able to dispatch service techs to fix the valve and save the crop from being washed out."

By providing constant feedback about how each pivot is functioning, Valdez says, BaseStation2-SM has allowed NAPI to deliver more timely maintenance and repairs of the machines in season.

"That has greatly reduced our downtime and positively affected our yields."



iPad is a registered trademarks of Apple inc.

From down the road to around the world, growers are depending more and more on Valley BaseStation2-SM to manage their multi-pivot operations.



# Stories

## Great Island Project:

### BRAILA, ROMANIA

Imagine a 55,000-hectare/135,850-acre operation located on an island, with 29,000 hectares/71,500 acres covered with center pivots. Now imagine if 22 individual farming operations on that island could control anywhere from 5 to 18 pivots – without any central control system for all 240 machines.

It's really happening.

Great Island sits on the Danube River in the Braila state of Romania. The island was reclaimed from swamps and converted to a farming operation during the Communist era. In 2009, the individual farms purchased pivots from Valley. Thus, the Great Island Project was born.

Valley installed BaseStation2-SM for the operation in 2010, says Scott Mauseth of Valley.

“By installing Valley pivots and managing all of them with BaseStation2-SM, the project has moved closer to its goal of developing the Great Island into the largest and most efficient farm in Europe.”

Ruediger Claas, Valley territory manager in Romania, says several features of the system have made day-to-day tasks easier for growers. “Now, they can easily confirm that their pivots are working correctly, they can use a remote start and stop function, and even inject fertilizer” without having to physically be in the field.

The Great Island Project will add another 37 pivots this winter. Their success on a large scale translates for any size farm: that BaseStation2-SM makes operations easier and more convenient.

Claas says the best feedback about the value of BaseStation2-SM on the island is that the operation is continuing to add new machines – and is drawing interest from political representatives and other large growers in Romania.



©2012 Google Maps

Whether you're running 3 pivots or 603, or somewhere in between, the Valley BaseStation2-SM provides the same level of precision irrigation management and convenience.

This all-inclusive remote management tool helps growers save water, time and labor – all from the convenience of a smartphone, computer tablet or any computer with Internet access.

Using remote radio telemetry, BaseStation2-SM allows remote monitoring and control of pivots or linear mechanized irrigation equipment based on soil moisture data received from WATERMARK soil moisture sensors.

By allowing users to manage multiple pivots from any location using their smartphones, tablets like the iPad or any computer with Internet access, BaseStation2-SM has changed the way monitoring and controlling is done.



## Beyond Pivot Management: Soil Moisture

Another way BaseStation2 is delivering added convenience and increased efficiency to irrigation managers is through soil moisture monitoring. Users can monitor every pivot in the field and control it based on soil moisture data coming from Watermark sensors from IRROMETER®.

While other soil moisture monitoring products require that the user work back and forth between two different software platforms, BaseStation2-SM with IRROMETER allows the user to monitor and control equipment along with the soil moisture monitoring information. This simplifies the process, which is important to any size operation.

**For more information on BaseStation2-SM, contact your local Valley dealer or read more online at [valleyirrigation.com](http://valleyirrigation.com).**

# Protecting Pivots from Copper Theft

Ultimately, it wasn't the \$5,000 reward that led to the arrest of a group of copper thieves in eastern Nebraska and western Iowa. **It was a billfold.**

Dropped by one of the thieves near the crime scene, it provided the clue that law enforcement needed to connect the rash of thefts, attempted thefts and damage to pivots in the area earlier this year.

Travis Freund, Valley dealer at Mid-Continent Irrigation in Fremont, Neb., saw the impact firsthand. He repaired or replaced parts on about 75 machines that were damaged in the crime spree. Freund also worked closely with local law enforcement to apprehend the thieves.

Around 20 systems in an eight-mile area were hit in Nebraska – including seven of Mike Steinbach's. The Valley, Neb., operator and customer of Freund knew it was the same group stealing about 40 feet of cable off every span: Identical saw cuts appeared on every damaged pivot.

Steinbach took action, contributing with others to a reward fund for the thieves' arrest and conviction. He also took another crucial step: He installed GSM CableGuard Monitor alarms on several of his larger pivots.

"We ended up having one of the alarms go off about 5 a.m., while it was still dark and before any crops were planted," he says. Steinbach and others converged on the field.

Within 20 minutes, another alarm went off – indicating that the thieves were still out there. Steinbach called the sheriff and noted an unfamiliar car driving around. Returning to the field, the grower found two spans cut on a 12-span system.

CableGuard had done its job, Steinbach says.

"We put the fear of God in them and the thieves eliminated that area because they knew there was something that tipped us off."

Valley's line of cable theft-deterrent products is helping combat the growing issue of copper cable theft. CableGuard products range from steel guards, clamps and banding that make it extremely difficult for thieves to remove cable, to an alarm system that will automatically alert growers and law enforcement about a crime in progress.

Valley first began developing CableGuard products in 2008, when prices for metal commodities began to soar and thieves saw opportunities in stealing center pivot copper wire. Scrap prices dropped for a couple of years after that; today, they're on the rise again, spurring crooks to re-enter the fields looking for a quick buck.

One of the challenges of developing these products, says Senior Mechanical Design Engineer Ben Toman, is trying to get in the mindset of the thieves themselves.

"Working and living ethically as most people try to do – it's not the same decision making process as someone who's desperate," he says.

Staying a step ahead of criminals means evaluating and refining the product. Valley has made a major design change, for example, with its CableArmor: Now, the covering for the flange is easier to use and is less bulky. The cover still pulls down tightly, but leaves less of a gap between the cover and the pipe to make it difficult to access with a cutting tool.

"We're working hard to deter thefts as much as possible," Toman notes. "While it's not a good thing to have to think about adding these products to a machine, if it prevents thefts from happening, that's a good thing."

While Steinbach and other growers hope that tighter security and fingerprinting will dry up the market for copper thieves, CableGuard is giving them some peace of mind.

"This is a first step of defense that has actually worked," Steinbach says. And if the alarm prevents just one theft, it's a savings in both money and headaches. Today, he says, arming his operation against theft is just the cost of doing business.

## ARM YOURSELF WITH VALLEY CABLEGUARD PRODUCTS

**GSM CableGuard Monitor** – This voice and SMS (text message) dialing system alerts users to when span cable, machine power and safety are compromised. The intelligent monitor can record up to four different messages and can be set up to send them to as many as 10 different phone numbers – including local law enforcement.



**Cable Armor** – Designed to deter theft two ways: One, by the steel guard attaching to the pipe with a number of heavy-duty clamps that match the profile of the cable and guard – making it difficult to cut, especially in dark conditions, and difficult for wrench removal, thanks to heavy-duty locknuts. Second, by protecting the cable itself against cutting. New kits are available for complete coverage of the pivot point, ARAS box, and motor lead. Even the toughest bolt cutters meet their match against this product.



**Span Cable Clamps** – Our heavy-duty cable clamps install on Valley flanges for 5-10" diameter pipes with 8-, 10- and 12-gauge variations. Attach the cable at the flanges of the span for a solid attachment that won't be easily stripped off.



**Stainless Steel Banding** – An alternative to conventional ideal bands and spring clamps, this heavy-duty banding can be spaced at the producer's discretion to allow for customization. Requiring labor to remove the banding from the span cable, many thieves will pass it by.



**Flexible Steel Conduit** – Placed over the entire span cable and held in place with stainless steel banding, this option adds another layer of protection – making attempts to cut the cable more difficult and time consuming.



## ECONOMIC UPDATE

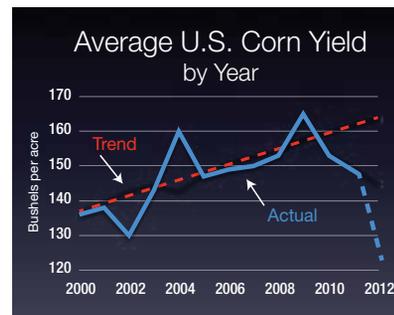
Rich Pottorff, Vice President and Chief Economist, Doane Agricultural Services



There is little doubt that weather is the driving force for the agriculture sector. Producers planted more land to crops in 2012 than at any time since 2002 and big crops seemed likely. But poor growing conditions this summer trumped the high acreage and the early planting and yields of major crops, especially corn but also soybeans, sorghum and cotton, will all be affected. With below trend yields there will be little or no increase in carryover stocks in the 2012/13 marketing years and crop prices will stay high.

The impacts of crop weather problems are widespread but some areas are hit harder than others. Farmers in many areas face low production and are unable to take advantage of high prices. In other areas farmers enjoy both good yields and high prices, boosting farm income and cash flow. In the aggregate, the increase in prices is typically bigger than the decline in production making the overall financial condition of the sector look strong.

But the effects of the small crops will extend well into the future. At the beginning of the summer, USDA was predicting that corn carryover stocks at the end of 2012/13 would be more than double those for 2011/12. If 2012 weather conditions had been favorable, crop prices would have dropped sharply, impacting farm sector economics in 2012, 2013 and beyond. But with this year's poor crop, corn prices are strong and the outlook for prices and income in 2013 is considerably brighter, at least for crop producers.



Developments in 2012 clearly show the interdependence of world agriculture. While U.S. wheat yields were generally at or above the trend level, wheat prices are very strong. Crops were poor in other key exporting countries allowing for strong U.S. exports and high prices. The high soybean prices are due to the relatively small U.S. crops in both 2011 and 2012, but production shortfalls in South American countries have added additional fuel to the fire.

We have now seen two or three consecutive years of yields below trend for corn, soybeans, cotton and other crops due to hot and dry weather and the advantages of efficient irrigation systems are clear. In addition, the high crop prices will encourage farmers to keep acreage high next year. Add in the fact that contracts covering as much as 2 million to 2.5 million acres of land in the CRP expire in September and we could see total crop acreage in 2013 match or exceed the high 2012 total. This season emphasizes how critically important risk management is for growers with tools such as crop insurance and investing in efficient irrigation.

At Valley, we've built our reputation on the saying that "the whole is greater than the sum of its parts." But, with more than 55 years under our belt, we can say that because we're so confident about how well we design each and every part.

And there's no better way to see how Valley products shine than to put them in a direct comparison with other brand equipment. In this issue, we spotlight the Valley Ball and Socket.

Frequent use and challenging terrain ask a lot of any pipeline. Unlike other brands, the Valley Ball and Socket allows the span to move freely in all directions – side to side, up and down. The design minimizes stress on the pipe while providing the maximum flexibility for a machine in any field condition.

## The Challenge: Ball & Socket



The forged hitch ball deserves special attention, too. Since we're always looking to make a better product, we've revamped its design from a bolted ball to its current form. The forged hitch ball transfers the load smoothly into the pipe. There's no flow restriction in the pipe versus other brands, so Valley owners know they have minimal pressure losses due to an open pathway all the way through the joint area.

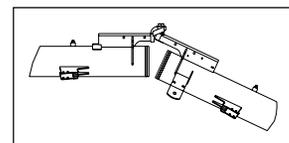
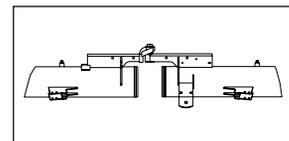
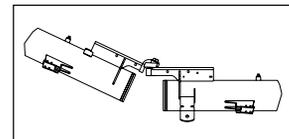
A saddle bracket at the back of the hitch helps transfer the load evenly to the pipe. Side gussets near the front where the hitch mounts to the pipe maintain the shape of the pipe and contribute to smooth load transfers.

By comparison, one brand uses a hook and eye – requiring a large, heavy lifting truck whenever the rubber boot needs to be removed. Another downside? The hook and eye contact point is constantly subject to wear due to the "steel on steel" design and results in additional pressure loss causing higher pumping cost.

See for yourself how the Valley Ball and Socket stacks up to the competition:

## Advantage Valley

- Ball joint allows movement in all directions, minimizing pipeline stress.
- Forged-steel hitch ball for maximum strength and durability.
- No internal obstructions, which minimizes pressure loss.
- No lifting equipment required to replace boot.



### Competitor #1

- Hook and eye connection contributes to higher wear conditions at the joint.
- Hook system inside the pipeline causes flow restriction and pressure loss.
- Hook and eye requires boom truck or crane to disconnect boot.

### Competitor #2

- Uni-knuckle design allows movement in only two directions
- Uni-knuckle connection held by only two bolts on each axis which can wear — causing alignment issues and bolt failure.
- Very difficult to replace failed Uni-knuckles.
- Torsion forces can be transferred from one span to the next on extremely rolling ground.

# More Muscle. Longer Life. Superior Support.

(Continued from page 3)

“Every product has to meet that kind of performance, or we won’t have happy customers,” he says.

“We’re willing to take that risk because we’re that confident our product will meet the customer’s requirements during that timeframe.”

And, in many cases, well beyond.

“We have a lot of 35 year old machines,” says Ricks. “There are a lot of model 4971s that are running great. Our customers believe in their old machines.”

Lane Newman says he can always spot an old Valley. “We talk with neighbors who have a Valley machine that was manufactured in the 1970s, back when the control panels were red. It’s pretty easy to tell one of those – and when you see one, you know it’s a pretty old pivot.”

Today, 17 years after putting in their first Valley pivots, he says his family continues to be confident in their choice.

“When it’s hot and watering is critical, it’s very important that you have a solid machine and sound replacement parts. We depend on Valley’s reliability and the support we get from Golden West Irrigation. When we require more pivots in the future, we plan to buy Valley.”

## What Keeps Growers Coming Back

Valley has earned its reputation as the pivot to beat in the marketplace. Here’s what goes into all our products so they’ll be the ones you’ll have in the field for years to come:

**Strength** – From the pivot point to the last span, a Valley machine is engineered and constructed to handle operating stresses and stand up to the toughest loads produced by field conditions and span lengths. The tower support design of the 7000 and 8000 series make sure the load is transferred properly into the span. Trussing beyond expectation can handle loads for even the most extreme conditions.

**Durability** – From pivot point to the end tower, Valley machines are engineered, constructed and field-tested to handle the toughest loads produced by any field conditions. Our test field challenges our machines to real-life conditions – just as our customers would run them.

**Support** – Time and again growers tell us how important local service and support is to their farming operation. That’s why Valley continues to invest in its 250+ dealer network in the U.S. and Canada. In addition, Valley provides regional parts distribution around the country to ensure you have the parts quickly if needed.

**Warranty** – Valley performs accelerated life testing to test the ultimate strength of our products and compare them against the competition to make sure we’re as good or better. The results help us make the claim to the best warranty in the industry – 8 years full parts and labor.

**Longevity** – Customers know even seasoned Valley pivots, corners and linears have a lot of life left in them. That’s why our products have the highest resale value in the industry.

**Technology** – The most advanced control and monitoring devices in the marketplace ensure Valley machines are running when crops need water the most and provides growers with the most advanced management tools available. Growers can receive messages and control their machines via cell phone or computer or direct radio control.

**Water Management** – It’s more important than ever to conserve the water we have. New technology is helping growers put moisture only where and when it’s needed. Variable Rate Irrigation puts the water where it is needed most and ensures making the best possible use of the water being applied – all to potentially increase profitability.





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When the fields are rugged and you need the added mobility, get on board with Valley® and **sink your teeth into a chance to win one of four John Deere Gator™ Utility Vehicles with Valley graphics package.**

It'll get you through the most rugged terrain, even in the toughest conditions, just like our pivots – weathering all the elements.

**Entry deadline  
December 28, 2012**



## 2 Ways to Enter!

1. Purchase a new Valley Center Pivot or Linear with at least two (2) drive units or a Retrofit Corner by December 28, 2012 and receive one automatic entry for each eligible product purchased during the promotion period.
2. Visit your local Valley Dealer and enter.

**For more details and to find your local Valley dealer, visit [ValleyGatorGiveaway.com](http://ValleyGatorGiveaway.com).**

Must be 21 years and older to enter.

Take advantage of great savings from Valley with **large cash allowances.**

**Low rate 5 & 7 year financing\*** packages to meet your specific needs.

**Interest rates as low as 2.62%**

(Sept. 10 – Oct. 12, 2012)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA (EXCL. QC) 21 YEARS AND OLDER. VOID IN QC AND WHERE PROHIBITED. Sweepstakes ends 12/28/12. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit a participating Valley Dealership or [www.valleygatorgiveaway.com](http://www.valleygatorgiveaway.com). If Canadian resident, mathematical skill-testing question must be correctly answered to win. Four Grand Prizes (approximate retail value of \$10,000 USD) available to be won. If you would like your name removed from Sponsor's mailing list email: [irrigation@valmont.com](mailto:irrigation@valmont.com) or call 800-VALMONT x3505 and your name will be removed within 60 days of the request. Sponsor: Valmont Irrigation, a division of Valmont Industries, Inc., 28800 Ida St., PO Box 358, Valley, NE 68064, U.S.A.

\* Low rate financing - available only on 5 and 7 year finance programs with participating Valley Authorized Finance Providers in the USA.