

# The Horizon



May 2010

Ag Customer Newsletter

## Welcome!



Pat Richards

Welcome to *The Horizon*, Fisher Farm & Lawn's new customer newsletter. The goal of this publication is to let you know what is on the horizon in the agricultural equipment market and in the services Fisher offers you. Some of the valuable articles you will find in this edition discuss Interim Tier 4 emissions regulation compliance, John Deere parts and

equipment availability, and upcoming customer training and equipment demo events.

The Horizon is just one of the many ways that Fisher is fulfilling a redefined and renewed commitment to you, our customers. Last fall, we undertook an in-depth survey of the agricultural community, with the assistance of John Deere Company. This survey assessed perceptions of the service we were providing. From this information, we have redefined our company's commitment to you. We are hard at work to make this commitment, which we call the Fisher Customer Experience, a reality for every customer, every time. Watch us work for you!

Best wishes for a successful and profitable growing season!

A handwritten signature in black ink, appearing to be "Pat Richards".



## The Fisher Customer Experience

### ◆ **Unite**

*All the people and resources of Fisher will work together to earn your trust and provide you with unparalleled service.*

### ◆ **Innovate**

*We will listen to you and create customized, value-added solutions, that exceed your expectations.*

### ◆ **Achieve**

*Fisher's people and equipment solutions will maximize the ease and profitability of your operations.*

## Fisher Farm & Lawn Celebrating 85 Years of Service

*The story goes, that Harold Fisher went to Portland one day, in 1925, to buy a tractor. But he came home with a John Deere Dealership! Back then, the biggest sales challenge was convincing customers of the value of switching from horses to tractors. Not all that much has really changed—we are still solving problems, increasing efficiencies, and reducing costs for our customers. It just looks a bit different!*



Fisher Brothers' Implement Co., Broadalbin St, Albany.

Photo courtesy of Eileen Fisher Weddle

# Tier 4 Emissions Regulations: How Will They Affect Farmers?



**NTTL efficiency results confirm that the John Deere 8320R, with EGR emissions regulations solutions, out performs every tractor in its class for efficiency in producing power with less fuel.**

EPA emissions reduction regulations, for off-road diesel engines, have been steadily unrolling over the past ten years. The biggest step yet, Interim Tier 4 (IT4), will be implemented in 2011.

To comply with IT4 requirements, John Deere will continue to use the cooled exhaust gas recirculation (EGR) approach, adding an exhaust filter. The cooled EGR is field proven and is part of an integrated vehicle design. This solution is simpler and easier to maintain, when compared to selective catalytic reduction (SCR) systems, which incorporate a separate fluid tank, tank heaters, and other maintenance-intensive components.

John Deere was the first manufacturer to widely commercialize off-highway Tier 3 cooled-EGR diesel engines and has a proven record of reliability and fuel economy. Latest Nebraska Tractor Test Lab results confirm that the cooled EGR approach is the best solution for meeting emissions regulations and has the lowest daily operating cost, when compared to other tractors that require the use of diesel exhaust fluid.

Fisher Service Technicians will complete their training on the new IT4 systems by October 31, 2010, and they look forward to helping customers keep this equipment running at peak performance.

For additional information, see:

*"John Deere 8320 R Tractor Sets Fuel Efficiency Records at Nebraska Test"* <http://www.dealer.johndeere.com.au/rattenslater/Article6.html>

*"The Drive to Reduce Emissions: What Every Farmer Needs to Know"* [http://www.deere.com/en\\_US/rg/emissionsinfo/tier4/ag/index.html](http://www.deere.com/en_US/rg/emissionsinfo/tier4/ag/index.html)

# Getting Parts—Easier than Ever!

With a 94% in-stock fill rate on parts orders, Fisher's Parts Departments are exceeding expectations. But, add to that the convenience of JDParts online ordering and the rapid fill rate of John Deere, through their Portland Parts Distribution Center, and customers have the greatest access to parts, ever.

Regarding JDParts.com, Ryan Malpass, of Malpass Farms, in Harrisburg, says, "Out of all the companies that have this service, John Deere is by far the easiest. It helps increase our farm efficiency by giving us detailed parts books that help us with maintenance, reduced waiting time while working on a piece of machinery, and the guarantee of getting the right part the first time."

And, with Deere's 250,000 sq. ft. Portland Distribution Center, stocking nearly 40,000 individual inventory part numbers, most customer special orders arrive in short order!

# Lead Time on Your Purchases

Early dealer orders are becoming an essential part of obtaining equipment, for agricultural customers. In an effort to better manage assets, our major equipment vendors rely on dealer sales forecasts to set production numbers.

Advantages to customers are that for most early orders, we can offer extra cash or finance incentives and tailor the equipment and set delivery dates to meet individual needs. However, with production completed prior to season start and limited availability of dealer stock, it can be difficult to fill retail orders that are not placed early in the year.

Our Sales Team would be pleased to meet with you, at any time, to discuss your operations and equipment needs. We will employ every resource at our disposal to provide innovative solutions that make your work easier, reduce your risks, and increase your profits.

# Customer Training & Demos



## Precision Ag Training

is coming to you on Wednesday, June 16, in Donald, and on Thursday, June

17, in Tangent. This hands-on training, lead by Tom Wells, Mike Burnside, and Deere representatives, will refresh and expand your AMS skills, for application on combines, tractors, and sprayers. Space is limited, so register with your Sales Representative, ASAP!



Fisher will be hosting a **Hazelnut Growers' Equipment Demo Day**, on June 9, 10:00-

3:00, at Coleman Orchard (across from Fisher McMinnville's driveway). Demonstrations will include: JD510ML; JD6430L, w/pyramid cab; JD100F w/ cab; Schmeizer orchard leveler; and the Rears 500-gallon orchard sprayer. Please come!