



# New Products

► Introducing products, services for cattlemen

## New ear tag distributor

Farnam's New Z<sup>®</sup> No-Snag-Tags<sup>®</sup> will now be distributed by Z Tags North America, who will manage tag sales and operations in the United States. Farnam has collaborated since 1990 with Zee Tags Ltd.

Farnam established the manufacture of the tags in the U.S. Z Tags North America will utilize the same U.S. manufacturing facility to supply the tags. A new Phoenix, Ariz.,-based office for the company has been opened. Contact information for Z Tags North America is 3800 North Central Ste. 850, Phoenix, AZ 85012; 1-800-511-4744 or 480-223-4255.

## New site finder

Farm Market iD (FMiD), a company of Telematch Inc., has announced a joint venture agreement with Fargo, N.D.-based Agri ImaGIS to create, co-develop and co-market a unique set of geographic information system (GIS) and geo-spatial products and services.

Using FMiD's proprietary data that identifies grower and farm detail, along with its geo-coded Common Land Units (CLUs), and Agri ImaGIS's proprietary satellite imagery archive and web-based GIS products, the companies plan to offer growers and marketers the opportunity to map individual farms, identify the crops and acreages for each field and know precisely who owns and operates each farm.

For more information about the new geo-spatial products, contact Agri ImaGIS at 701-235-5767 or e-mail Lanny Faleide at [lanny@satshot.com](mailto:lanny@satshot.com) or call FMiD at 1-800-313-4778 or e-mail John Montandon at [johnleemon@aol.com](mailto:johnleemon@aol.com).

## New grinder mixer

Frontier Equipment has introduced the GX1117 Grinder Mixer that features a self-contained hydraulic system to drive all of the feeding attachments and unloading mechanisms for producers who want to mix their own livestock feed. The grinder mixer has a large 14-inch (in.) mixing auger that can be equipped with an optional weigh scale to ensure the feed is consistently and accurately mixed each time.

The grinder mixer also comes equipped with a 21-in.-wide power takeoff (PTO)-driven hammer mill and eight-section banded v-belt for a positive drive. A quick-release pin lets customers disengage the mill when not in use. Large, heavy-duty 18-in. magnets help trap metal to prevent pieces from accidentally entering the mill. Other standard equipment includes lights, screen holder, hose hold and a gravity-feed hopper for the hammer mill.

A 7-foot (ft.)-long, 12-in.-diameter optional swinging intake auger that can be operated at variable speeds is also available.

Frontier Equipment is a line of farm, commercial and consumer equipment that is complementary to John Deere products and is



sold exclusively by John Deere dealers. For more information visit [www.johndeere.com](http://www.johndeere.com).

## New seed branding

Monsanto has created a new brand that will serve as the umbrella for its advanced trait technologies. Genuity<sup>™</sup> is the new brand name that the company believes will both differentiate and unify the company's technology products under one platform and make it simpler for growers to select the traits best suited for their farms.

As part of the branding strategy, the company has developed a series of icons that will help farmers see which traits are included in their seed. Those include icons for weed protection, insect protection, weather protection and productivity enhancement. (The latter two identify traits that have not yet been released in the market.)

The company has set a goal of helping farmers double yields by the year 2030 to meet the growing global demand for food, feed, fuel and fiber, while at the same time helping farmers reduce the use of key resources per unit of output through the introduction of more traits that are currently in its pipeline.

The company expects to launch SmartStax corn with a total of eight biotech traits in 2010, and company executives project that they could be launching new varieties with 15 to 20 genes in the next four or five years.

For more information visit [www.genuity.com/Home.aspx#/home](http://www.genuity.com/Home.aspx#/home).

## New seed treatments

Nufarm Americas Inc. has introduced several new seed treatments to its brands to protect seeds and young crops from insects, stress and disease.

After introducing Senator<sup>™</sup> 600 FS (imidacloprid), for systemic, early-season insect control and Sebring 2.65 ST (metalaxyl), for systemic control of *Pythium* and *Phytophthora* in 2008, the company expects to have 15 products available by the end of 2009. So far this year the company has released:

- Sativa<sup>™</sup> 318 FS (tebuconazole) a broad-spectrum fungicide treatment that protects against a wide range of diseases in cereal grains, soybeans and other crops;
- Sativa M RTU (tebuconazole and metalaxyl) a ready-to-pour formulation designed for on-farm treatment;
- Sativa IM RTU (tebuconazole, imidacloprid and metalaxyl) for extremely broad-spectrum disease and insect control;
- Sativa IM Max (tebuconazole, imidacloprid and metalaxyl) a higher imidacloprid load that extends early-season insect control;
- Signet<sup>™</sup> 480 FS (metalaxyl) a fungicide seed treatment for control of damping-off, *Phytophthora* and other soil-borne diseases in a broad range of crops; and
- Spear<sup>™</sup> 240 FS (myclobutanil) a fungicide seed treatment for sore shin and black root in cotton.

For more information, contact Brian Rund at [brian.rund@us.nufarm.com](mailto:brian.rund@us.nufarm.com).

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### New trailer cover

Agri-Cover Inc. (ACI) has announced the release of the all new AutoLock™ Electric Tarp System. The AutoLock exclusive Dual Drive™ System consists of a high-strength Kevlar® drive line and 3-in. aluminum roll tube that work together to provide a powerful front and rear drive system. The rotational drive system ensures the tarp will roll straight every time and provides a load-hugging roll, according to the release.



The tarp features include storm sealing end caps, a 194-gear ratio high output motor and a latch plate that secures the tarp system tightly over a trailer.

To place an order or find an ACI dealer, visit [www.agricover.com](http://www.agricover.com).

### Web site news

Members and customers of Genex Cooperative Inc. now have access to company products and genetics online with the opening of the Profit Shop. The site provides the opportunity to purchase high-quality semen and products at any time of the day, seven days a week. Orders are shipped directly to the farm or ranch, providing better exposure for the company's products in remote areas.

For more information or to place an order, visit <http://profitshop.crinet.com>.

Farm Works® Software has revamped its web site with a more contemporary design and user-friendly layout. Customers can navigate through products and view updated thumbnails of features.



The support area includes an overhaul in tutorials, detailed manuals, frequently asked questions (FAQs) and discussion boards. Customers with older versions can use the "Feature Finder" tool to gain more information about new features with screen shots.

Enhancements in placing orders include a shopping cart, a purchase wizard, the order history finder and greater security.

Dealers also will notice advantages in the new site. Once logged in, dealers will find printable product brochures, graphics, pricing, policies and important news about upcoming events. Purchasing has been streamlined to accommodate dealer pricing levels when placing orders online. Dealers can also share ideas and experiences by using the dealer discussion groups.

For more information visit [www.farmworks.com](http://www.farmworks.com).

Big Ass Fans® has unveiled a new web site that the company says features a more intuitive structure and provides users with easier navigation and interactive applications while integrating the site's

typical entertaining and lighthearted content.

The site contains informative details explaining the design and engineering associated with the company's products, its corporate culture and its philanthropic undertakings. In addition to learning about the company's products, web surfers can order company apparel and merchandise, with all the proceeds benefiting the Longhopes Donkey Shelter, visit the "Kudos and Complaints" page or upload a homemade video to the "Genius Not at Work" page.

For more information visit [www.bigassfans.com](http://www.bigassfans.com).

### New trailers

Featherlite® trailer models for 2010 feature the company's new Step-Safe rear gates in addition to the center gates. These gates help prevent livestock slippage, according to the release, while adding convenience for farmers and ranchers, as well.

A transferable warranty program is also now available to customers; the company's eight-year limited warranty now stays with trailers when traded in at a Featherlite dealer for a new Featherlite trailer. The company is also offering a new power lift package on the model 3110 car trailer. This option tilts the trailer bed down to the ground, eliminating the need for ramps.

The company now includes chrome glass windows as a standard feature on all trailers, while creating models that are more economical, such as the 8117 stock trailer and the 8414 and 8415 combo trailers.

For more information about all of the company's 2010 products and features, call 1-800-800-1230 or visit [www.fthr.com](http://www.fthr.com).

Sooner® Trailers has introduced the Legacy and Saratoga trailers as high-end trailers with attractive price points, high degrees of functionality and an assortment of popular features.

The Legacy, created for Western riders, has a tough exterior, complete with an extruded nose rail, the company's full-length "Arrays" slat on the sides and on the rear doors and a standard divider in the horse area.

The Saratoga, created for both Western and English riders, has a concealed nose rail for a sleek look, the company's "Echelon" slat that can be applied to the entire exterior or just around the horse area, and a slat-covered divider that offers a high-end look without compromising on safety, according to the release.

Both trailers have standard high-visibility LED exterior lights. They also have more head room in the gooseneck and new axles that increase clearance height. The horse areas include hand-built dropdown feed doors and a fully carpeted rear tack area. Both models are available in gooseneck and living quarters models.

For more information call 1-800-800-1230 or visit [www.soonertrailers.com](http://www.soonertrailers.com).

### Increased animal comfort

Big Ass Fans has introduced the Isis,™ a commercial-grade fan designed for smaller spaces. It features gentle air circulation, energy efficiency, silent operation and a stylish appearance, according to the company.

The new fan can replace multiple existing turbo fans in a barn for a less expensive, more effective method of keeping animals comfortable, according to the release. The fan weighs less than 100 lb., is available in 8-, 9- and 10-ft. diameters, and is specifically designed for spaces with ceilings as low as 12 ft.

To learn more about the new fan, visit [www.bigassfans.com](http://www.bigassfans.com) or call 1-877-Big-Fans.

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## NEW PRODUCTS

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### New auto-steer model kits

Leica Geosystems has added two steer-ready kits to its line of auto-steer systems, releasing one for all steer-ready Case Magnum MX models and another for John Deere™ 8x20 AutoTrac™-ready tractors.

The two new kits include a steer-ready controller along with the associated wiring harness, brackets and fasteners needed to implement auto-steer solutions in these tractors. All of the steer-ready kits are designed to “plug and play” with the company’s mojoRTK and mojoGlide auto-steer systems.

For more information visit [www.mojoRTK.com](http://www.mojoRTK.com) or call 1-877-800-6656.

### Welding notes

Lincoln Electric has an interactive kit titled, “Are You Ready?” that explains what the company is doing to educate employers and the general welding community about effective fume control practices as well as recent and upcoming Occupational Safety & Health Administration (OSHA) regulations, including the hexavalent chromium standards going into effect May 31, 2010.

The company also has an interactive web site, [www.lincolnelectric.com/weld-fume-control](http://www.lincolnelectric.com/weld-fume-control), that can provide key information about the company’s Weld Fume Control Awareness Campaign and the new OSHA regulations.

For questions or to speak with an expert source regarding OSHA regulations, contact Becky Casto at 216-472-2391 or Kate Eidam at 216-472-2390.

Lincoln Electric has announced the Mobiflex® 100-NF welding fume exhaust unit, a portable, low-vacuum system designed for the continuous removal of welding fumes. The unit includes a 16-ft. house/hood set and 16-ft. exhaust hose set.

The exhaust hose set can also be used to extend the hose/hood set to a full length of 32 ft.

The unit can adapt to various work locations and welding applications, including stick, tungsten inert gas (TIG), metal inert gas (MIG) and flux-cored welding. A standard carrying handle makes it easy to move around the job site, according to the release.

For more information, request brochure E13.42 by calling 1-888-3214 or by visiting [www.lincolnelectric.com](http://www.lincolnelectric.com).

