



Michigan Valley

I R R I G A T I O N

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THE NEWSLETTER FOR THE MICHIGAN AG INDUSTRY

WATER WORKS

Welcome to Michigan Valley Irrigation's new quarterly newsletter. Our goal is to keep our customers informed on new practices, new technologies, and even offer some great sales!

Mother Nature has elected to test our resolve again this fall. In McBride, we recorded over ten inches of rain during a single week in October. Early freeze in the western states has been hard on potato crops, and wet weather prevents harvest of corn and beans across the Midwest.

To keep it interesting, commodity price graphs look like earthquake sensors subject to influence by China, the USDA, and what the weather is doing in Brazil. Technology has created an amazingly small world where 150 typed characters 15,000 miles away can impact prices more than an early freeze.

While the obstacles we face are numerous, these difficulties allow the ingenuity and resolve of American farmers to shine. Necessity is the mother of invention, and the future of agriculture is dependent on new practices and new technologies. These technologies will not stand alone however; it takes tenacity, long hours, sweat and heartache at our foundation.

Michigan Valley Irrigation will continue to evolve with the new agricultural world, committed to bringing our customers the highest quality equipment and solutions. We look forward to working with you to overcome obstacles and are honored to stand beside you during these volatile times.

JOHN M. MCGEE, PRESIDENT



A center pivot on potatoes after applying frost protection passes through a 14 degree night.

REMOTE MANAGEMENT

I hope to build a relationship with my customers that allows you to call me and ask a question as if we are friends, because we are. That's the great thing about business and the reason I love it so much. I help you and you help me. The transaction, whether it be a quick question or a year long intense development project on your farm, is beneficial to both of us. We grow and learn everyday and for the greater good of everyone around us. That is the result of an actual business friendship.

I would like to share some of my experiences as I study and practice efficient and effective ways to irrigate crops. As new technologies become available and are tested, it is my goal to bring to your operation the best way to stay ahead of the curve. By introducing and supporting only the tested and proven ways to adapt to our ever-changing industry, I hope to bring value to your farm. I believe our purpose is to produce a quality, healthy source of good nutritious food for the world, while making a respectable profit to raise our families and support our communities.

For this article I would like to talk about remote management. I design every new project to have the ability to monitor and control your system from wherever you are. Whether you are at your desktop, using your smartphone, or instructing your grandson, however you get the weather for the day, a similar method can be used to make it rain on your valuable crops. You might ask, can we add these control features to older existing equipment? Can we take a twenty-year-old irrigation system and monitor and control it with this technology? Well, the short answer is yes! With experienced, dependable, affordable labor getting harder to find, and the markets demanding higher quality crops with tighter margins, we need to be able to do more with less.

What if you could monitor and control your irrigation remotely and measure what it is doing in the field? The old adage, you can't manage what you don't measure applies here. You monitor your checkbook and make changes if its short. You measure fertilizer and adjust for conditions and crop performance. You evaluate your employees and make adjustments if they do not produce favorably. Why then, do we not measure our water applications and adjust them based on the result? What if we not only provided water, but strategically timed our applications with a precise amount based on soil, crop, maturity, and data from previous years practices?

This is going to be fun, irrigating Michigan with you, breaking records, and proving the universities wrong on their claims that you cannot achieve greater than X, or produce more than Y.

Let's talk about it.

**CLAYTON IRANI, SALES
MICHIGAN VALLEY IRRIGATION**

TESTIMONIALS

"Between the peace of mind and time saved it is well worth the investment." - Brandon Carlson, Arbogast Farms

"The ease of water reporting and peace of mind in knowing where they are all the time is great. Being able to irrigate wherever you are is a real time saver."

- Jeremy Portel, Lakeview Dairy

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TOP 10 REASONS TO MAKE MICHIGAN VALLEY YOUR IRRIGATION DEALER

- 1. Customer Comes First** – Our goal is to provide sound, cost effective irrigation solutions for farms of any size.
- 2. Quality** – MVI is a Performance Plus Valley Dealer providing industry leading Valley Pivots, while offering top quality ancillary options to ensure many years of solid performance.
- 3. Convenience** – Michigan Valley has three locations with mobile equipment designed for in field service throughout Michigan and beyond.
- 4. Service** – Experienced, factory trained Valley service technicians can fix Valley and competitor machines to keep you running all season long.
- 5. Parts** – Beyond our large parts inventory, our relationships with dozens of suppliers, enables us to supply virtually any part in a timely manner.
- 6. Project Management** – This is a key part of our success. We can assist with DEQ water withdrawal registrations, help you secure a reliable well driller, simplify communications with your power company, offer several layout options, coordinate your pipe and wire burial and provide financing options. This is before we deliver, build, and walk you through a machine start up.
- 7. Options** – Full and part circle pivots, can be modified with benders, corner arms, and drop spans. MVI can also assist with linear machines, hard hose travelers and fixed guns. You can select from a variety of sprinklers, control panels and ancillary equipment.
- 8. Experience** – Having operated since 1985 with well over 200 years irrigation experience, we've seen it and worked on it.
- 9. Competitive Pricing** – Being the largest Valley dealer in the Region and the largest irrigation dealer in Michigan provides buying power we can pass along to our customers.
- 10. Value** – High quality equipment, an efficient design, at a fair price, that is backed with reliable service. Michigan Valley Irrigation has you covered.

MVI
Newsletter
Fall
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2019

UPCOMING EVENTS

- Dec 2, 3 ————— Mid Michigan Potato Symposium
- Dec 10, 11, 12 ————— Great Lakes Expo
- Jan 14, 15, 16 ————— Ft Wayne Farm Show
- Jan 29, 30 ————— Great Lake Crop Summit
- Feb 6, 7, 8 ————— Great Lake Regional Dairy Conference
- Feb 12, 13, 14 ————— MI Potato Growers Conference
- Feb 18 ————— MVI McBride Customer Day
- Feb 19 ————— MVI Battle Creek Customer Day