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**October 2020**

**THE NEWSLETTER FOR THE MICHIGAN AG INDUSTRY**

*It has been a busy summer.* From June 1st to August 31st, MVI responded to over 250 different farms, municipalities, and processing facilities at a rate of over 75 service calls per week. In McBride we measured 8.98 inches of rain over those same 13 weeks, with a total of 2.05 inches during the entire month of July. Corn during this time was consuming 1.83 inches of water per week, far more than Mother Nature was providing.

It is not coincidence that the majority of system failures occur during the hottest, driest, most critical peak demand period. It is also a cruel reality that yields are impacted within hours, not days. Some crops will fail completely within 8 to 12 hours.

Of the 977 service calls Michigan Valley Technicians responded to between June 1st and August 31st, almost 100 were worn out u-joints. Another 80 were bad booster pumps, and 100 more were tower box contactors failing. 52 corner arms had failed or weak buried wire antennas. **At least 30% of no-go pivots had problems that could have been identified and fixed in the off season.**

Field Service is by nature a reactive business. We are able to utilize tools such as rainfall maps and a knowledge of local crop and soil demands to anticipate service needs in various parts of the state, however our greatest challenge in serving our customers well is maintaining enough skilled staff to meet peak demands on summers such as this one.



There are approximately 25,000 center pivots in our response area, with mean age of 15 years and a median age of 20 years. With this aging fleet drive train component failures are naturally increasing as well as worn out span gaskets and sprinkler components. This is expected after twenty years of good use.

It is time to change our way of thinking about pivot service. Let us go through your pivots BEFORE you need them, and we will be better prepared to respond to the failures we cannot foresee.

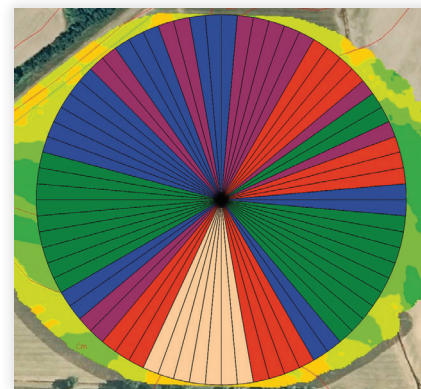
**JOHN M. MCGEE**  
**PRESIDENT**

## **WATER MANAGEMENT**

The world is getting smaller. We can move information instantaneously, and we are getting very good at transporting goods across the globe. It is evident that transportation will continue to get less expensive with electric vehicles, self-driving trucks, drone delivery and floating warehouses. What does this mean for you in rural Michigan, growing commodities and specialty crops for people to eat?

It means we need to do the very best we can with the resources we have available to us. The global economy is creating more competition. As the information age creeps into agriculture, the customers will want more information on where their food is coming from and how it was produced. The technology exists today for algorithms to trace every food product from the consumer back to where the seed was grown, and every step in between. We can ignore this and take our chances, or be early adopters of technology and be industry leaders.

Your grandfather farmed by the field, your father farmed by the acre, you farm by the foot, your kids will farm by the inch, and your grandkids will watch computers farm for them. I would like to help you keep your irrigation on the same level of management as the rest of the operation. We need to apply water with the same precision and accuracy as every other key plant input. While we are doing this, we need to be able to measure the practice and study the results. Our goal should be continuous improvement. It is difficult to improve on something we are not measuring precisely. The tools available today enable us to not only survive a drought, but instead, efficiently optimize yield.



**Valley VRI Speed Control.**

As I get older, my love for learning grows and I just can't soak up the knowledge and experience of others fast enough. All we can do is take our new found knowledge and move forward. So I am going to pursue new technology and study new practices in irrigation with hopes of remaining progressive. Join me in this pursuit and in the end we won't look back with regrets, but relish in our accomplishments and the legacy we get to leave for our children and future generations.

**CLAYTON IRANI**  
**SALES**

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## PLAN

Plan is a four-letter word, that can be easy to ignore, yet has potential for big results. Just a few minutes spent well in advance, can yield significant rewards. Who hasn't gone out to a field or job sight and then realized some critical parts or supplies were not gathered in advance? Extra trips and lost time can get expensive. In our busy lives today, we have come to rely on bailouts after poor planning. Companies like Fed – Ex, UPS, and Amazon are thriving due to poor planning and making us all pay the price. I remember my Grandpa saying to me, good things come to those who wait. The CEO's of the overnight delivery companies would not have liked Grandpa!

Most farmers realize that it takes time to grow a crop or raise livestock for market. Often, we get busy and forget to order inputs and supplies before they are needed to take advantage of discounts or avoid surcharges. To reinforce that planning is a good thing, Michigan Valley Irrigation will run four promotions per year. We will highlight a specific product or service that seems relevant for our customers, so we can "plan ahead" and provide special pricing to reward your planning efforts.

This quarter we are offering discounts on a new off-season PIVOT preventative maintenance program. The growing season is our "service season". To reduce emergency service calls, we would like to inspect and service some of your machines during the off-season. This will reduce downtime on your farm and trim our workload on the hottest, driest days of the year. We believe this will enable us to respond quicker to emergencies when watering is stopped. We consider you, our customers, a partner in our business and will continue to strive to improve our service to you.

**PETE PHILLIPS**  
**MARKETING**



### EMPLOYEE SPOTLIGHT

Welcome to **Andy Stroop**. Andy joins the MVI team as a salesman working from our Battle Creek store. We are excited that Andy brings 20 years of experience in the center pivot irrigation business, most recently as a District Sales Manager with T & L Irrigation.

# DON'T MISS THIS DEAL!

## 2020 MVI PIVOT Preventative Maintenance Program!

Our Comprehensive Preventative Maintenance package comes with a **20% - 365 day discount** on all parts and labor for any machine enrolled in the service!

**CALL US TODAY OR VISIT MVI.FARM!**



PEACE OF MIND



INCREASE MACHINE LIFE AND RESALE VALUE



VALUE OF ANNUAL SERVICE SAVINGS



OVERALL REPAIR COST MAY BE LOWER AND MORE PREDICTABLE



TOTAL DOWNTIME REDUCED AND YIELDS INCREASED

## Choose Your Level Of Service:

### WINTERIZATION

Basic removal of water to prevent damage from freezing. Pump down risers, drain riser pipe, drain water from final drives and top off oil, drains clear, drain stars flipped or replaced, remove and clean trap, drain booster pump.

Cost - \$40 / tower (optional \$100 well)

Sign up by 10/1/2020  
Service Dates 10/1 – 11/15

### COMPREHENSIVE PREVENTATIVE MAINTENANCE

Grease machine, top off fluids and a complete inspection from pivot point to end gun, including running dry.

Cost - \$80 / tower, \$300 / Corner Arm and \$50 / Pivot Point (optional \$100 well)

Sign up by 12/1/2020 - Early sign up by 11/1/2020 will get 10% off  
Service Dates 12/1/2020 – 4/15/2021

***This package comes with a 20% - 365 DAY DISCOUNT on all parts and labor for any machine enrolled in the service.***

*For those customers with Agsense telemetry, the labor for the 3G to 4G conversion is included with machines in the preventative maintenance program. You will be responsible for the parts at the upgrade pricing with buy one kit get one kit (No additional 20% discount).*

## 3 Easy Steps

- 1** Identify the machines you would like in **either** program  
Contact your local Michigan Valley location and provide us with machine names and locations.
- 2** Choose your payment plan  
50% down and 50% upon completion  
25% down and 3 equal monthly payments
- 3** Start feeling the PIVOT plan work for you!  
Call us, we would love to help get you started!

# Service Technician Checklist

*(see below for what's included in either program)*

Well	Winterization	Maintenance	Completed By Technician:
Drain Fittings			
Pump Down Risers			
Pump Panel Inspection			
Mouse Proof			
<b>Pivot Point</b>			
Grease Swivel			
Check Collector Ring			
Check Anchor Bolts or Chains			
Check Run Light			
Drain Riser Pipe			
Check SIS Box and Switches			
Check Panel Fuses			
Verify Panel Fuse Size			
Panel Contactors			
Ground Rod and Wire			
Measure True Earth Ground			
Panel pressure Switch / Transducer			
Mouse Proof			
<b>Intermediate Tower</b>			
Drain Water from Final Drives			
Top Off Oil			
Tire Pressure			
Lug Nuts			
Input Seals			
Output Seals			
Gear Lube			
U-Joints			
Drive Shaft			
Drive Shaft Covers			
Bonding Ground			
Boot			
Clamps			
Drains Clear			
Drain Stars			
<b>Intermediate Tower Box</b>			
Run Micro Switch			
Safety Micro Switch			
Contactors			
Supressor			
Over Watering Timer			
Disconnect			
Wire Condiditon			
Grounding			

(continued on back)

**Last Regular Tower**

Remove and Clean Trap			
Drain Booster Pump			
Booster Contactor			
End Gun Valve			
Booster Pressure Switch			

**Corner**

SDU Box			
Tubing Harness			
Ohm Solenoids			
Solenoid Fuses			
Corner Hose			
Corner Rollers			
Fwd \ Rev Tracking			
Aqua Valves			
Run Cycle Box			
Final Drives and Steering Drive			

**Other**

Auto Reverse			
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System Notes:

**EXAMPLE OF DISCOUNTS ON COMMON PARTS WITH THE PM PROGRAM**

	List Price	With PM Program
9 Solenoid Valve Box	\$ 2,621.10	\$ 2,096.88
Set of corner arm rollers	\$ 1,298.88	\$ 1,039.10
1000 HZ Antenna	\$ 339.90	\$ 271.92
Run Cycle Box	\$ 1,715.13	\$ 1,372.10
Tower Box Contactor	\$ 59.91	\$ 47.93
Valley 1.2 HP Complete Centerdrive	\$ 797.06	\$ 637.65
52:1 New Final Drive	\$ 583.11	\$ 466.49
2 HP Booster Pump	\$ 1,469.62	\$ 1,175.70
UMC Standard U Joint	\$ 15.67	\$ 12.54
UMC CX Heavy Duty U Joint	\$ 22.91	\$ 18.33

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