



Sharing Solutions for Your Farm

Complete Fertilizer System

Dry Fertilizer System

Liquid Fertilizer System

Auto Steer Carts

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2013 Farm Progress Shows Trends in Farm Machinery

Recent Farm Industry News Article Indicates Bright Future for Strip-Till



Strip-Till practices are quickly gaining converts as more and more farmers look for ways to be more efficient in their planting practices. This Farm Industry News Article shares insights from several prominent OEMs who are fans of strip-till practices.

If you would like to read the article, [click here](#) (Look for Montag in the photo on

Pro-Farmer 2013 Crop Tour

In August I had the opportunity to participate in the Pro-Farmer 2013 crop tour. I drove a Montag pick-up hauling scouts from all over the US and world. I was on the western tour starting in Sioux Falls, SD. Each day I was given a route on a Rand McNally road atlas with a detailed list of roads to follow, many of which were in a zigzag pattern. The area I covered was from Mitchell SD south to Grand Island NE, and then Grand Island to Nebraska City NE along the Highway 30 corridor; Nebraska City to Spencer IA along hwy 169 and the final day from Spencer to Rochester MN near Highway 14 the entire way.

Once you arrive at your designated starting location you pull over where there is corn and bean combination. From that point on the driver (me) keeps track of miles pulling over every 15 to 20 miles.

The scouts are farmers, commodity representatives, agriculture media, corn buyers, which is a real eclectic group made up men and women from early their 20's to late 70's. One guy from London, England went into corn fields with flip flops. Each field is measured the same way; 30' two row average for ear count with corn and 3' foot count of beans plants and 3 random plant count of pods average.

Getting into the fields was like going back in time from my point of view. I spent many hours in bean and corn fields when I walked beans and de-tasseled corn as a youngster. One thing that stood out was of the 50 corn fields I was in only 2 or 3 were in the dent stage. I noticed quite a number of planting issues in many of the fields which can be attributed to rushing to get the crop in. I saw skips and plants too close together. In the corn fields the ears on the plants which were too close were half the size of properly spaced plants. There was also quite a bit of nitrogen deficient corn in MN, IA, and NE. This makes sense knowing that most areas had to deal with a wet spring delaying planting. I was kind of shocked to see large cracks in the ground once we headed north on 169 in Iowa which did not get any better as we moved north. Much of this area had too much moisture in the spring only to be stricken with drought conditions in the summer. The bean crop in MN and IA was very immature needing time to finish.

Each night on the tour the scouts would tell what they experienced in the fields. Each location garnered much interest from the local farmers. At the Grand Island NE reception a scout who is a farmer from SE Minnesota told the Cornhuskers that they needed to learn from the Iowa farmers how to plant corn. Needless to say that observation got mixed reviews from the Nebraska crowd. Each location (Grand Island, Nebraska City,

Montag Supports Ag Education



Montag has a strong belief in the future of agriculture and we are committed to providing resources to support the outreach efforts of various organizations such as The Iowa Department of Agriculture. Montag was pleased to be a part of the Ag Education outreach at the 2013 Iowa State Fair.

Bill Northey, Iowa's Secretary of Agriculture states:

The State Fair is a great place to highlight the exciting opportunities available through Iowa agriculture. We used the precision fertilizer application display Montag Manufacturing built as the anchor display in our newly created 'Ag Tech Center' which showcased the technological innovations being adopted by today's farmers. Both the general public and other producers were able to get a better understanding of some of the advances made in farming practices that keep Iowa on the cutting edge of increased productivity."

Articles of Interest

[Search Agtalk Forums](#) to see who's talking about Montag!

[Strip Till Benefits](#)

[Growers with experience using strip-till with a fertilizer program](#)

[Micro-Nutrients](#)

Spencer, and Rochester) had record attendance. The crop tour ended in Rochester MN with a taping of Ag Web TV which was shown on RFD-TV on August 24 as and other agriculture based networks. (<http://www.agweb.com/usfi/8/24> episode, need to scroll down.)

Until next time.

Lewis Brazil

Territory and Sales Manager
Montag Manufacturing

Bigham and Montag Announce New Supplier Agreement

We at Montag are so very pleased to be able to make this exciting announcement.

As of Oct. 28th, 2013 Montag Manufacturing, Inc. of Emmetsburg, IA will supply Bigham of Lubbock, TX with their fertilizer metering systems. The Montag system will be customized for use with Bigham equipment, giving their customers the opportunity to purchase a complete tillage package with dry or liquid fertilizer placement options. Together, we are helping our customers reap the benefits of banding fertilizer applied during a tillage pass.

Bigham manufactures and markets a wide range of agricultural tillage, cultivating, and harvest equipment, helping the farmer gain maximum crop production while conserving valuable resources. The company markets its products in the U.S. through its dealer network, and to other countries in cooperation with partner firms. They serve producers from two manufacturing locations: Lubbock, Texas and Carlisle, Arkansas.



Montag Manufacturing has become recognized as one of the most technologically advanced agriculture equipment companies in the dry fertilizer business. From the unique air flow chambers to their low horsepower requirements, Montag units are recognized as being not only the most accurate in row to row applications, but also the most efficient in terms of horsepower required to operate the system."

To find out more information, contact Bigham at (800)-692-4449 or at

Product Feature

Montag Air Release - Designed to Minimize Back Pressure

Montag Air Releases are specially designed to allow a greater volume of air to be released at a considerably lower back pressure. Made entirely of 300 series stainless steel for added corrosion resistance, Montag Air Release option minimizes back pressure when injecting the fertilizer into the ground. Too much back pressure on the metering system will no longer allow the metering screw to fill accurately and release the fertilizer at the desired rate consistently across all the rows.

Montag offers two to different styles if Air Releases:

Tradeshows



[Amarillo Farm & Ranch Show. December 3rd-5th. Amarillo, Texas.](#)



[Nebraska Power Farming Show. December 10th-12th. Lincoln, Nebraska.](#)



[Iowa Power Show. January 28th-30th. Des Moines, Iowa.](#)



[World Ag Expo. February 11-13th. Tulare, California.](#)

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The Open Vent Air Release simply vents the air and any fertilizer dust in a forward and upward direction. This makes it very easy to see when a fertilizer tube is plugged below the air release, as the fertilizer will be visible as it is blown upward into the air.



The Hooded Vent Air Release has a cover and tube that directs the air and any fertilizer dust in a rearward and downward direction. It can also be fitted with a short piece of tubing (no longer than 36") to further direct the air and dust away from the toolbar and tooling. If a fertilizer tube should plug the fertilizer would be exhausted down with the air.



Dare to Be Different

Can your prospects tell the difference between your company and its closest competitors? If not, it may be time to overhaul your marketing strategy. Differentiation is at the heart of long-term marketing success, and the key to marketing strategy is originality.

Let's take a look at an old slogan. Most of us instantly recognize "Good to the last drop" as belonging to Maxwell House. This venerable slogan has been successful at differentiating the product from scores of competitors, including many that might otherwise appear virtually identical. Not only has it been hammered home year after year, but the slogan also works because it encapsulates the promise of the brand in a way that's uniquely valuable to the target audience.

Differentiation plays a key role in branding and is the foundation of a competitive advantage. And it profoundly affects your position in the minds of your prospects and customers. Effective differentiation can position you as No. 1 among your competitors--the company or brand customers turn to first--while a poor differentiation strategy can leave you buried in the middle of the pack.

Are you ready to develop your own differentiation strategy? Here are four steps to get you started.

1. Evaluate competitive messages. Your first step is to gather and evaluate the marketing materials of your chief competitors, including their ads, brochures and website content. Don't be surprised if you see a lot of "me too" marketing. There's simply a lot of bad marketing out there, and the fact that many of your competitors have no differentiation strategy will work to your advantage.

At least some of your competitors--usually the category leaders--will make promises that resonate with their target audiences. Carefully review the benefit statements your competitors make, and determine what claims set them apart.

2. Find what makes you unique. For a companywide differentiation strategy, consider what separates you from the competitors you've evaluated. Whether you market a product or operate a service business, such as an accounting firm or a power-washing company, it's essential to clearly differentiate through your marketing how what you offer is of unique value.

Your point of differentiation may relate to the way your product or service is provided, priced or even delivered. The most important thing to discover is the principal benefit you offer that is uniquely valuable to customers and gives you a competitive advantage.

3. Tell the world. Your next step is to create a new marketing message that communicates your product or service's unique value. This message should become the core of your entire marketing campaign. To successfully gain a competitive advantage,

consistently drive this point of differentiation home until it becomes integral to your brand image.

For example, through its slogan, Maxwell House communicates that its coffee will always taste good, not bitter, down to the very bottom of the pot. When repeatedly communicated through ongoing marketing, it's this assertion about being "Good to the last drop" that differentiates the product and has helped make it successful over the years.

4. Keep your promise. Effective differentiation has everything to do with customer satisfaction, which builds loyalty and often trumps price as a primary consideration of consumers. As long as your company can sustain its ability to differentiate in a way that consistently meets consumer expectations, customers may reject lower-cost competitors in favor of what you have to offer.

The bottom line is that customers see the value of what's offered. Rather than go elsewhere for a similar product or service at a lower price, they'll stay loyal because of the "intangibles." Nothing costs you customers faster than a disconnect between the promises made in marketing and the reality of customer experience with your product or brand. So for long-term success, your company or product must live up to its marketing promise.

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