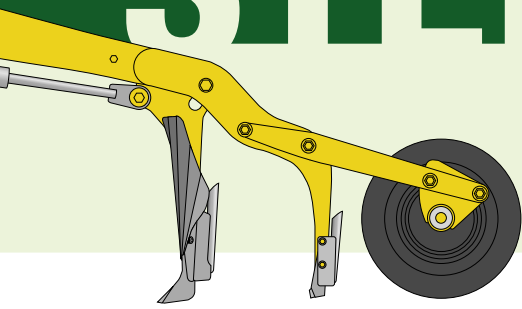


# STEERING YOU STRAIGHT



Your Precision Seeding Newsletter

## FROM THE PRESIDENT WORD OF MOUTH FUELS DEMAND FOR SEED MASTER



With the growing season in full swing, we're hearing excellent reports about the quick emergence and accurate seed and fertilizer placement of the Seed Master. Word of mouth continues to drive demand as more farmers learn about the drill's pin point precision and innovative design.

This year, interest in the Seed Master was so high we sold out by mid-February. We apologize to the farmers who had to be turned away. Luckily, some were able to buy used Seed Masters in March at Don Gillen's huge farm auction where five units were sold off. Our phones rang non-stop as more than 50 farmers called to inquire about those drills.

### Early Booking Discounts for 2007

In 2007, we will produce about 100 Seed Masters as we continue ramping up production at our newly expanded manufacturing facility. About 25% of those drills will be our new 80-foot model – the widest one pass seed drill in North America. We encourage farmers to book early to avoid disappointment and take advantage of our early booking discounts. At the Farm Progress Show, we will be offering our highest discount to customers who use our new Interactive Web Site to place a "hold order" on a new Seed Master. See page 4 for more details.

Most of our customers are now implementing the Smart Hitch to seed between stubble

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## NEW 80-FOOT SEED MASTER LARGEST SEED DRILL IN NORTH AMERICA



The 80-foot Seed Master is saving Be-ver Farms about \$10,000 in fuel costs and "tens of thousands of dollars" per year on equipment.

**As farmers strive to become more efficient and drive down their costs per acre, Straw Track Manufacturing has unveiled a new 80-foot Seed Master – the largest one pass seed drill in North America.**

### Family Saves Thousands on Input Costs

The new 80-foot drill was designed and built this year at the request of Be-ver Farms when its owners decided it made more sense to seed their crops with one extra wide seeding unit this spring rather than the two 54-foot seeders they've pulled in the past.

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"It has lowered our operating costs and made us more efficient," says Alfred Bechard, who operates Be-ver Farms - a 10,000 acre grain farm near Sedley, Saskatchewan - with his son Ron, his son-in-law Joel Cavers, and his grandson, Ben Cavers.

## Cuts Fuel Over 30%

"We burned about a third less fuel pulling the 80-foot drill this spring compared to pulling two smaller seeders last year," says Alfred.

"That's a fuel savings of about a dollar per acre which adds up to \$10,000. That's huge," adds son-in-law Joel, the farm manager.



The 80-foot unit folds into the same width as other Seed Masters for transport.

And with one less tractor, the family is saving tens of thousands of dollars a year on equipment, says Ron.



The active wing brace bolsters the frame strength on the 80-foot Seed Master.

"It's very light pulling," adds Alfred, noting they pulled the 80-foot Seed Master with one of the same 450 hp tractors that pulled the 54-foot drills. "And we seeded the crops in 17 days with this drill compared to 16 days last year with the two smaller units."

## Uniform Seed Depth

Be-ver Farms asked Straw Track Manufacturing to build their new drill after struggling with poor emergence and bare patches in their fields. "A neighbour who owns a smaller Seed Master was getting the kind of early, uniform emergence we wanted," says Alfred.

The Seed Master's unique seed depth control "really grabbed our attention," he explains. "If there are hills and dips and you set it at one inch, it never varies. The seeds are constantly at one inch." He says that's because the dual knife openers attach to separate shanks with packer wheels on the end that follow the ground independently of the frame, setting the seed depth for each row.

## Strong, Durable Frame

The only difference between the 80-foot drill and other Seed Masters is a feature called an active wing brace (patent pending) attached to each wing. As wider drills pull through the field, the drag on the openers flexes the wings back which can cause metal fatigue, says Norbert Beaujot, P. Eng., President, Straw Track Manufacturing.

The active wing brace solves that problem. Instead of using a fixed piece of steel which would break at the weld points over time, Beaujot created a moving brace with a hydraulic cylinder attached to the end of a steel cable. The active braces pull the wings slightly forward to match the backward pull of the openers as they drag through the soil.

"It lowers the forces on the frame, prevents it from flexing and makes it much stronger and extremely durable," says Beaujot.

The new drill will be on display at the Farm Progress Show in Regina from June 21 to 23.



(From L to R) Ben Cavers, Ron Bechard, Joel Cavers and Alfred Bechard of Be-ver Farms.

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rows. They say the technology is easy to use and they're seeing the benefits - cleaner seed beds, higher yields, and the fuel and equipment savings of cutting stubble higher and being able to seed back into it the following spring.

We've had nothing but positive feedback on our new fertilizer and anhydrous knives. They've eliminated plugging almost completely. And our new packer wheel hub has proven extremely effective at protecting the bearings from mud, dust and twine.

## 80-foot Drill at Farm Progress Show

Thanks for keeping us up to date on your continued success with the Seed Master. Please stop by our booth at the Farm Progress Show and take a look at the new 80-foot drill. We'll see you there!

Best Wishes,

**Norbert Beaujot, P. Eng.**  
President, Straw Track Manufacturing Inc.

# SEED MASTER OPENERS ELIGIBLE FOR GRANTS

Thanks to its low-disturbance soil openers, farmers who want to buy a Seed Master may qualify for up to \$15,000 under the National Farm Stewardship Program (NFSP).

"All of the top-end growers are paying attention to this grant program and they're coming to us about buying a Seed Master," says Wayne Gall of Dusyk Enterprises Ltd., Montmartre, SK.

Farmers across Manitoba, Saskatchewan and Alberta can apply for funding, says Ron Gares, technical specialist, NFSP. Both new and experienced direct seeders may be eligible. But first you must do the following:

Complete an Environmental Farm Plan (EFP) for your operation. It is the initial step in identifying a list of environmental issues producers can address on-farm, such as adopting conservation tillage practices.

Submit your EFP for an anonymous third-party review by a group of designated farmers. They

assess the completeness of the farm plan and ensure it includes specific timelines to address environmental concerns.

Upon receiving a "statement of completion", you can apply for NFSP funding. Applications must be approved **BEFORE** purchasing equipment.

"Funding *cannot* be applied retroactively to purchases," warns Gares.

The entire Seed Master opener is eligible for NFSP funding, including the shank, packer wheel and hydraulics. To ease the application process, Straw Track dealers provide farmers with an invoice that specifies the cost of the openers.

For more information, contact the NFSP at 1-800-667-8567, or the EFP program in your province:

**Manitoba:** 1-866-872-8521  
**Saskatchewan:** 1-866-298-7222 ext.203  
**Alberta:** 1-866-844-2337

# SIDE BANDING: A GREAT PLACE FOR PHOSPHATE

**A group of research scientists from across the prairies - many with Agriculture and Agri-Food Canada - have cleared the air over the best placement for nitrogen.**

In the spring issue of the Saskatchewan Soil Conservation Association's *Prairie Steward* newsletter, they confirmed what Seed Master owners know from experience: side banding nitrogen is safe and effective. "Especially with the Seed Master's unique dual knife opener design," says Norbert Beaujot, P. Eng., President of Straw Track Manufacturing.

The article was in response to a series of advertisements by an equipment manufacturer trying to discredit the benefits of side banding.

With so much attention focused on nitrogen placement, the issue of where to place phosphate – the #2 nutrient for crops – has gotten little attention. "Farmers who direct seed are asking us whether it's better to seed place phosphate or side band it," says Beaujot.

## Seed Placing Can Be Risky

Beaujot refers farmers to guidelines from Saskatchewan Agriculture and Food (SAF) that warns producers to limit seed placement to 15 lbs actual phosphate ( $P_2O_5$ )/acre for flax, peas and forages. The limit is 20 lbs phosphate/acre for lentils, mustard and chickpeas and 25 for canola.

The SAF guidelines are based on 9-inch spacing and a one-inch spread. Many Seed Master owners use 12-inch spacing which would reduce those maximum safe rates by about 25% to correspond with the higher fertilizer concentration per row, explains Beaujot. "So the maximum safe seed placement rate would be 11 lb, 15 lb and 18 lb for the above mentioned crops respectively. If the seed opener is narrower than one inch, maximum safe rates are again reduced," adds Beaujot.

Most soils in Saskatchewan are low in available phosphorus. So many farmers would prefer using twice those rates when soil tests indicate higher rates are required, says Beaujot. "But seed placing too much phosphate can be risky and result in seed burn."

"We encourage producers using seed-placed starter phosphate not to exceed the guidelines"

as it can result in reduced plant populations, says Ken Panchuk, SAF soil specialist.

## Solution: Side Band

Since phosphate is immobile, farmers only benefit from its "pop-up effect" if it is placed within 1 to 2 inches of a young seedling's roots or with the seed for early access, says Jeff Schoenau, soil scientist, University of Saskatchewan. However, when phosphate is side banded near the seed row, higher soil test recommended rates can be applied safely.

"Early access is critical," adds Panchuk. "Seedlings need phosphate for early, healthy root and shoot development. After several weeks, applied soluble phosphate becomes fixed to soil particles making it less available to the plant."

Placing phosphate further from the seed, or mid row, can leave it stranded in the soil, too far for the crop to access early enough. All of which makes side banding a great place for phosphate.

## Side Banding P and N Increases Uptake

When soil openers do their job, "banding nitrogen, phosphate and potassium to the side of the seed row will eliminate worry of fertilizer injury and places the nutrients close enough to the roots for early access," explains Schoenau.

And banding nitrogen and phosphate together improves phosphate uptake. Research has proven "complete blends are better than single nutrients," says Don Rennie, scientist and professor emeritus, U of S.



## The Seed Master Advantage

Farmers who mid row band and want to place all inputs in one pass have limited choices when it comes to phosphate, says Beaujot. Seed place it and limit the amount you can apply or band it mid row, too far from the seed.

The Seed Master is engineered to side band high rates of phosphate and nitrogen without any worries. "Our system places the seed and fertilizer in two separate furrows. With the fertilizer 1.5 inches to the side and 3/4 inches below the seed bed, there's no seed bed disturbance, which can be problematic with single-opener side banding and paired row systems," says Beaujot.

"I've seeded with the Seed Master system for over 14 years. I know it provides safe and optimal placement for complete fertilizer blends. And so do our customers."

## OUR CUSTOMERS SAY:

**"Fertilizer safety is 100%. I have no doubt whatsoever fertilizer is where it should be. Plant does not have to travel 5 to 6 inches for nourishment."**

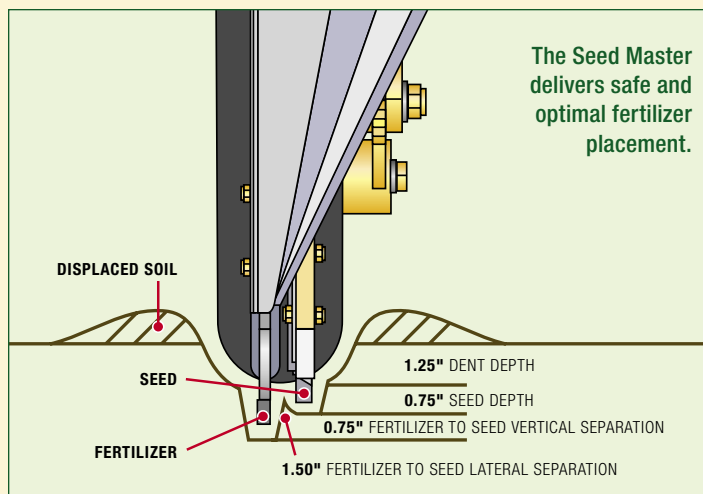
Tom Ryall, *Rivers, MB*

**"We have found the seed to fertilizer distance to be excellent at high rates. With the Seed Master all seeds are up and growing at the same time. A beautiful thing to see. Our yields have never been so good and the canola is no longer a guessing game of when to swath."**

Ron and Jacinta Lamb, *Wishart, SK*

**"Fertilizer safety is not an issue when it comes to the Seed Master. The fertilizer placement is not too close and not too far. It is perfect."**

Paul Glessing, *Mohall, ND*



# CASH BACK REBATES FOR SEED MASTER

**Seed Master is offering cash back rebates to customers who use its new Interactive Website.**

The new website makes it fast and simple for farmers and dealers to custom build, price and place a "hold order" on a new Seed Master, complete with any option they choose – right from their own computer screens.

"By placing a hold order for a Seed Master online, the customer is securing a place in the manufacturing line up before the machines sell out. The earlier they place the hold order, the larger their cash back rebate," explains Norbert Beaujot, P. Eng., President of Straw Track Manufacturing Inc.

A "hold order" can be completed from a home computer or at a dealer's office. Once customers place an online hold order, they must go through their dealer to finalize the purchase of their Seed Master and negotiate the trade in of any used equipment.

Producers can earn **numerous cash rebates** using the new Interactive Website by:

- Placing an online "hold order"
- Booking "hold orders" early
- Selecting an early delivery date
- Receiving "show special" discount coupons at trade shows

"It's a very easy website to navigate," explains Beaujot. "Whether you are a sales person sitting down with a farmer, or a producer browsing the site at home, it walks you through the process step by step, as you make choices such as drill width and row spacing." Drop down menus offer short, informative discussions on the advantages of each option.

Beaujot says the new interactive site allows dealers to keep track of all financing and accounts payable for each Seed Master, as well as the exact date a machine will be built and the last date to make changes before manufacturing.

"It simplifies the administrative work for dealers and ensures customers are able place Seed Masters on hold early in the year to avoid disappointment once the machines sell out," adds Beaujot.

**To view the new website, go to [www.seedmaster.ca](http://www.seedmaster.ca) and enter your access code assigned by Straw Track.**

# SEED MASTERS SELL QUICKLY, SAYS DEALER

Don Sandbeck had no idea selling Seed Masters was so easy when he ordered three for his equipment dealership this year.

"It was obvious our customers really wanted these machines because all three sold before we even advertised we were a dealer," says Sandbeck, a co-owner of South Country Equipment, with dealerships in Assiniboia, Moose Jaw and Mossbank.

Sandbeck picked up a fourth Seed Master from another dealer and "sent another half dozen enquiries right to Straw Track itself."

Happy customers have reported great seed and fertilizer placement with their new drills. "Ease of pull is another advantage we're hearing lots about. They're telling us their fuel consumption is way down," says Sandbeck.

He says South Country expects to "at least double our Seed Master sales next spring."



**Don Sandbeck, co-owner of South Country Equipment, says Seed Masters are easy to sell.**

## TO PURCHASE SEED MASTER PRODUCTS, PLEASE VISIT A DEALER NEAR YOU.

### DUSYK ENTERPRISES LTD.

306.424.2212 MONTMARTRE, SK  
www.dusykent.com

### FARMERS UNION OIL

701.756.6469 MOHALL, ND  
www.mohallcenex.com

### FARM WORLD EQUIPMENT LTD.

306.864.3667 KINISTINO, SK  
306.682.9920 HUMBOLDT, SK  
306.922.2525 PRINCE ALBERT, SK  
www.farmworld.ca

### HENRY KELLY TRACTOR

306.946.3301 WATROUS, SK  
www.henrykelly.com

### KE-ED EQUIPMENT LTD.

306.842.6626 WEYBURN, SK  
www.ke-ed.com

### KOSIOR TRACTOR LTD.

306.483.5115 OXBOW, SK  
www.kosiortractor.com

### MARKUSSON NEW HOLLAND

306.781.2828 REGINA, SK  
www.markusson.com

### MILLER FARM EQUIPMENT

306.435.3866 MOOSOMIN, SK  
204.638.5558 DAUPHIN, MB  
204.759.2424 SHOAL LAKE, MB  
204.725.2273 BRANDON, MB  
www.millierfarmequipment.com

### MOODY'S EQUIPMENT LTD.

306.934.4686 SASKATOON, SK  
306-228-2686 UNITY, SK  
306-237-4272 PERDUE, SK  
306-825-6141 LLOYDMINSTER, SK

### NYKOLAISHEN FARM EQUIPMENT LTD.

204.734.3466 SWAN RIVER, MB  
www.nykolaishen.com

### PROSPER TRACTOR LTD.

306.634.6422 ESTEVAN, SK  
www.prospertractor.com

### RAYMORE NEW HOLLAND

306.746.2911 RAYMORE, SK  
www.raymorenewholland.com

### R.D. AG CENTRAL

306.542.3335 KAMSACK, SK

### REDVERS AGRICULTURAL & SUPPLY LTD.

306.452.3444 REDVERS, SK

### R-J SALES & SERVICE LTD.

306.338.2541 WADENA, SK

### SCHROEDER BROS. IMPL. LTD.

306.638.6305 CHAMBERLAIN, SK

### SOUTH COUNTRY EQUIPMENT LTD.

306.354.2411 MOSSBANK, SK  
306.642.3366 ASSINIBOIA, SK  
306.692.2371 MOOSE JAW, SK  
www.southcountry.ca

### YORKTON NEW HOLLAND

306.783.8511 YORKTON, SK  
www.yorktonnewholland.com

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