

# IRRIGATION ADVANCES

Conserving water, energy and labor



## FEATURE STORY

New, easy-to-use  
FieldVISION  
control panel

**Page 4**

Water Legislation  
updates

**Page 7**

# Maximize every corner with the Zimmatic® MAXfield.



## Uniform irrigation for improved yields. MAXfield Custom corner system.

The MAXfield Custom corner's SmartChip technology creates a customized watering pattern to deliver application rates with the same uniformity in your corners as in the rest of your field. This gives you improved yields while maximizing water, nutrient and energy resources.

- **SmartChip technology** takes 1,024 readings of your field to capture its unique characteristics and develop customized watering patterns.
- **AccuFlow Sprinkler Packages** with patented technology result in rapid cycling and pulsing of sprinkler banks based on the corner's swing angle for better uniformity in corner areas.
- **GrowSmart™ FieldBOSS** computer panel provides ultimate flexibility and is designed for ease of use.
- **High-Flow Joint** is a unique Zimmatic feature that eliminates leaking from external hoses, resulting in longer joint life and reduced friction loss, which lowers pumping costs.
- **MAP (MAXfield Application Planner) software** allows your Zimmatic dealer to build and test virtual irrigation systems specifically for your fields' characteristics without turning on a single sprinkler.

To increase yields while maximizing water, nutrient and energy resources, visit your Zimmatic dealer or go to [www.zimmatic.com](http://www.zimmatic.com).



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**Zimmatic™**  
STRENGTH TO GROW ON

# Dealer View



David Brown, president, Sussex Irrigation Laurel, Del.

**Q: How would you describe your dealership?**

**Brown** – I started the business in 1991 and began selling pivots for Lindsay the next year. We are now close to selling our 1,000th Zimmatic pivot. We service about 750 irrigation accounts of all sizes in 10 states and Puerto Rico.

**Smith** – We are a family company, first established in the early 1970s by our father. We have nearly 1,000 customers in the United Kingdom, Wales, Ireland and Scotland.

**Q: What's the biggest water management issue your farmers face today?**

**Brown** – Housing developments are closing in on our farmland and their future water needs could be an issue for us. We're spending most of our time working on conservation and application rates to avoid future problems.



Nigel and Terry Smith, owners, RST Irrigation Ltd. Brandon, Suffolk, United Kingdom

**Smith** – Water is a diminishing asset, so our customers face the challenge of using it more efficiently. In fact, one of the driest 10-month stretches since 1766 was recorded in 2003.

**Q: Any state or local legislative action on water issues?**

**Brown** – Showing low-pressure, high-efficiency application packages on systems to meet specifications for EQIP, so farmers can qualify for assistance money.

**Smith** – Water rights trading will give a realizable value to farmers. By trading in water rights to accommodate varying demands, abstractors have greater flexibility in how they manage their water needs.

## Features



**Family Dealership**  
Nebraska dealer continues 50-year legacy.

Page 2



**FieldVISION**  
GrowSmart's new easy-to-use control panel saves more than water.

Page 4



**Water Legislation**  
The flood gates are open and farmers fall in the middle on this debate.

Page 7



**Sprinkler Selection**  
Uncle Sam offers grants for sprinkler upgrades.

Page 10



**Fertigation**  
Injecting efficiency into growers' operations.

Page 12



**California**  
Although famous for producing celebrities, agriculture is one of the Golden State's top industries.

Page 14

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# Family Ties Keep Zimmatic Dealership Going Strong



**W**hen Ralph and Ruth Spilinek began their Zimmatic dealership in 1970, they already had enough on their plates with nine daughters: Nancy, Linda, Judy, Christie, Laura, Marilyn, Jeanine, Kathleen and Monica.

“We worked hard,” said Nancy Wood, the eldest Spilinek daughter. “We had early mornings and late nights.”

The Spilinek family has owned and operated their business in Elba, Neb. since 1956. They developed a love for helping area farmers make their farms better, and decided to become Lindsay dealers. In their early years, Ralph served on the Lindsay Dealer Council in order to learn more, while Ruth focused on bookkeeping, fertilizer sales, chemicals and eventually, pivots.

Ralph put the first Zimmatic pivot in Howard County, Neb., which is still running as part of another pivot today.

“Dad knew he was selling the best when he began selling the Zimmatic,” Nancy said. “He would explain to his customers why Lindsay developed the Zimmatic and why it was so much better than other brands. He always had the facts to prove he was selling the best.”

The Spilinek family was very close and together they shared a love of farming. Many of the Spilinek girls began doing chores for the family’s farming business when they were in grade school.



Nancy Wood with her mother and father, Ruth and Ralph Spilinek, along with her husband, Bob.

“My parents always showed us how or why our machines worked,” Nancy said. “We gradually learned the importance of what our parents did for a living and how hard they worked in order to make it happen. Despite everything, my parents managed to remain active in the church, community and school, still leaving plenty of time for family.”

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*“Dad knew he was selling the best when he began selling the Zimmatic.”*

– Nancy Wood

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In 2003, after 30 years of working in the family business, Nancy and her husband, Bob, purchased it from her parents, both of whom are now 81 years old. Ralph is currently undergoing treatment for colon cancer, but feels that his business is in good hands and still continues picking up parts for his daughter whenever he can.


Nancy and Bob have successfully continued the family’s commitment to good service, providing approximately 600 farms with the best pivots and farm equipment available.

The Spilineks currently sell pipe, wire, power units, grain bins, and offer more than 300 short line products, making the 38-mile commute to and from work well worth it. Nancy and Bob are especially thankful that Lindsay has incorporated so much new technology into their products, making everyone’s job a little bit easier.

“My father started with a tape measure and stakes to measure a pivot,” Nancy said. “Now we have the Smart Design Program that allows us to observe farmers’ fields from our desks. It is a very accurate program and has been a great sales tool. We’re proud to offer yet

another quality product to our customers.”

Nancy has some big shoes to fill, but is up to the challenge of being the first female Zimmatic dealer in her area. She hopes to add to the numerous awards and plaques that her parents received through the years and continue the Spilinek family’s long tradition of great service, fair prices and the best quality.

“My father always taught us that our customers depend on us to be honest and to finish the job right,” Nancy said. “They have molded me into the businesswoman I am today, and I hope to make them proud, continuing to serve their loyal customers.” 

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*“Offering Zimmatic systems to our customers allows us to help farmers do what is best for their farms, and I have my parents to thank for seeking out the best equipment possible.”*

– Nancy Wood

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### Contact Info:

**Spilinek Irrigation, Inc.**  
Elba, NE  
308-863-2360



# Seeing the Future of Irrigation Technology

## *New Controller Saves Time with Ease of Use*

**M**ark McFadden admits he's not afraid to try new things. Heck, he'd try anything that might save him time and improve his crops.

McFadden didn't have any Zimmatic center pivots on his 1,600 acres (647 hectares), but when he saw FieldVISION, he jumped at the chance to make it part of his operation. But what really drew him to try it was how the new controller enhanced his existing systems, no matter what brand of pivot.

"I showed my employees how to set it up once and that was it," said McFadden, who operates Valley center pivots in Olton, Texas. "FieldVISION has made it so that I don't have to go to the field so often – that's the biggest benefit for me."

FieldVISION is an easy-to-use, affordable controller that now offers growers an effective way to provide precision application of water and nutrients to crops as part of Lindsay Manufacturing's extensive product line of irrigation and water management systems.

"It didn't take long for me to realize just how much easier this would make it for me to operate my pivots," McFadden said.



**NEW** FieldVISION irrigation controller is loaded with intelligent features. Its unique graphic screen makes it easy to use.

FieldVISION lets you see a very clear picture of the pivot's operation. Growers can adjust irrigation speed and water depth with the aid of the user-friendly Vision Zone – a unique graphic screen that displays the pivot position, and shows the current status and the field's boundaries.


And there are the other benefits he's enjoying: lower labor costs, detailed history logs, system diagnostics, multilingual capabilities and an illuminating panel for easy viewing in low-light conditions. McFadden is happy to say he rarely

When Marsh joined the operation last summer, he said the ranch had no automation and only basic panels on its irrigation system. His challenge: how to intensify grazing and keep costs down. Having previously worked as a water master for an irrigation district, he knew about Lindsay and went back to them for help. He quickly learned that combining the Internet-ready FieldSENTRY and the new technology of FieldVISION can give growers a link for remote management of their pivot systems.

"The field is a 30-minute drive. So if anything went wrong, we'd have to drive out and check it or keep someone out there watching all night," he said.

Marsh also likes the detailed reports he gets with FieldVISION. "I can see how much water I'm getting into the ground, instead of having to do all the math computations myself."

### **Allowing Time for Other Pursuits**

With the extra time he's been given away from the pivots, McFadden says he can get ahead on some of his other work and maybe take advantage of some personal downtime. For example, he recently returned from a tropical vacation where he relaxed on the beach and caught up on one of his hobbies – photography. He assures us he'll send us some shots of his FieldVISION pivots doing their job this summer. 

**"With Lindsay's technology, I'm getting used to sleeping through the night and not worrying about the pivots. I know FieldSENTRY will call and let us know if anything happens. It's saving time and money. I like that."**

– Ken Marsh

uses that last one, as his nighttime visits to the fields have been drastically reduced.

"FieldVISION represents the next step in expanding our technology offering to growers worldwide," said Rick Parod, president and chief executive officer at Lindsay. "The pivot industry's first graphical display will make irrigation easier than ever before."

### **Grazing with FieldVISION**

Those farmers who manage pasture for livestock will tell you that irrigating that land isn't always as easy as it sounds. Ken Marsh, the manager of the Triangle T Ranch in Chowchilla, Calif., keeps 3,300 acres (1,335 hectares) green for about 300 head of cattle.

"I met with Lindsay's regional rep, Chuck Powell, and bounced some ideas off him," Marsh said. "He was able to answer all of my questions and point me in the right direction. I know if I have any issues, I can call him anytime and he's on the case." Marsh installed both FieldVISION and FieldSENTRY and immediately saw the benefits.

Just west of his pasture is a dairy farm, where the cattle were inadvertently "washed" with the ranch's end guns. Marsh says that FieldSENTRY allows him to turn off the end guns and program his systems with his cell phone or computer. Anytime, day or night, he can see what the machines are doing.

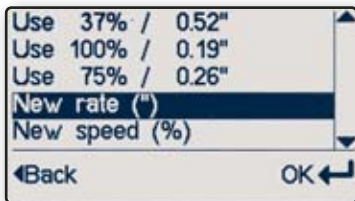
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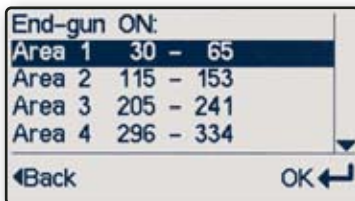
**Frasier Irrigation, Inc.**  
Dos Palos, CA  
209-387-4202

# FieldVISION

## Visualize the ease of irrigation



Easily adjust irrigation amounts by depth (inches or millimeters).



See your dealer to save initial setup time with precision information about end-gun control sectors.

FieldVISION is the easy-to-use controller that offers more powerful benefits than standard and basic controllers. Its graphic display, the Vision Zone, shows you vital information about your pivot in just one glance. You can also choose a voice command option, text messaging capabilities or online control back to a base PC.

### FieldVISION's advantages

- Save time and labor by reducing trips to the field
- Precise application of water and chemicals
- Backlit display and keypad provide effortless operation day or night
- Informative status displays reduce service calls and downtime
- Get Internet-ready controller when you order it with built-in FieldSENTRY™ module
- Includes multilingual and metric capabilities
- Modular with expandable options

Talk to your Zimmatic dealer to see how easy it is to use FieldVISION, or go to [www.zimmatic.com](http://www.zimmatic.com).



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Technology that Thinks Like You

# Speaking Out

## The Rising Debate About Water Legislation

In recent years, the concerned voices on issues like water rights, drought conditions and water management technology have received attention from the nation's capital. Lawmakers have come to realize that the use of this vital natural resource needs study and discussion.

No other industry is as deeply affected by this issue as agriculture. Farmers must have water to grow their crops – the world depends on it. And with agriculture responsible for 80 percent of the nation's water

consumption, the need to use this finite resource as efficiently as possible has brought irrigation and other water-use issues to the fore.

Last month, the Associated Press reported that water consumption for farming was an important topic at the World Water Forum in Mexico City. It estimated that there are 525 million small farms across the globe and 2.5 billion people living off the land.

"It is an important part of the U.S. economy, and it's even more important in the developing world," said a representative with the U.S.

Army Corps of Engineers. "You have to be able to provide water for agriculture."

Also on agriculture's side was the World Wildlife Fund. It believes the drought crisis in developing countries could be alleviated with more efficient irrigation systems.

### Legislative Efforts

The Irrigation Association, with assistance from Lindsay Manufacturing and other irrigation companies, has focused on lobbying the U.S. Department of Agriculture (USDA) in an effort to

Continued 

make sure that the 2007 Farm Bill includes water management efficiency incentives. They believe that farmers would choose to work with more highly effective irrigation equipment if it fit into their bottom line.

“There is no question that there is room for improvement in irrigation efficiency,” said Andy Smith, state and affiliate relations director for the Irrigation Association. “But farming is a business and if they are going to invest in equipment, it has to be economically feasible.”

Smith said his organization is focused on increasing the percentage of funding for the Environmental Quality Incentives Program (EQIP) in the upcoming Farm Bill. He said a panel of irrigation leaders, including Rick Parod, Lindsay president and chief executive officer, gathered and agreed that more money needed to



California Gov. Schwarzenegger visits Lindsay booth during World Ag Expo.

additional dams instead of funding water management programs.

Smith says that there are hundreds of state legislative efforts going on all over the country. A database search showed 646 bills that deal with irrigation. From Alabama to Washington, and every state in between, water usage is an issue.

*“There is no question that there is room for improvement in irrigation efficiency.”*

*- Andy Smith*

be dedicated to improving existing farm equipment.

Second on the list of priorities would be to make sure that farmers are treated fairly as California plans an overhaul to its current water policy. Smith said they want to make sure that water isn’t taken away from agriculture and sent to urban areas without some sort of compensation. They are also watching money allocation as a large percentage seems to be headed to developing

### **Lindsay Experts Speak Up**

Lindsay’s effort to speak up for millions of farmers and their families has taken them down many different roads. In Washington, D.C., the company lobbies for growers’ rights.

The following are two examples of the ways Lindsay is trying to educate the people and the politicians on water issues. Across the country, Lindsay’s experts have put their knowledge front and

center to inform people on the importance of farm water supplies.

At the World Ag Expo in California, Lindsay’s Chuck Powell, Western U.S. regional manager, and Jeff Herrick, director of parts, gave a presentation on technology’s role in effective irrigation management.

They took the audience through the history of agriculture, the advances in the industry and how current pivot technology is advancing water conservation efforts. They also focused on the competition for water. Farmers go up against the needs of urban populations, rivers and lakes, and natural ecosystems. Citing the labor and cost savings of an integrated pivot irrigation system, they showed how Lindsay is helping growers meet their economic, documentation and environmental needs.

Lindsay’s booth served as center stage for one notable Expo attendee, California Gov. Arnold Schwarzenegger. Lindsay has a vested interest in the governor’s proposal to upgrade California’s water management system for a cost of \$35 billion. The initiative is reported to include strengthening the state’s levees, establishing a flood management system and obtaining technology for improving water quality.

In Idaho, A&G Irrigation held its Third Annual Ag Show. The three-day event attracted more than 160 local farmers, bankers and agricultural professionals.

Idaho Sen. Mike Crapo spoke about agricultural topics such as

water conservation and improving irrigation efficiency. He also listened as farmers voiced their concerns about current legislation that would affect their water rights.

### **On The Front Line**

Cedric McDaniel, a 22-year veteran of the irrigation industry, is a dealer on the front lines. Located in Imperial, Neb., Pivot Electric helps around 350 farmers in the Republican Valley area. His

here, they're getting six more inches (152 mm) than we are. Without irrigation, our community doesn't have anything."

As more and more limitations are placed on farmers in his area, McDaniel sees less for their future.

"Every inch of rain and irrigation water that we don't have has a direct correlation to the hardships in this community. The ag community needs to better

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*"Every inch of rain and irrigation water that we don't have has a direct correlation to the hardships in this community. The ag community needs to better express the dangers of this situation and increase legislative education efforts so that we can have a voice in our own future."*

*- Cedric McDaniel*

dealership has seen a significant slowdown in farming due to water issues and energy costs.

"We've been under a self-imposed well-drilling moratorium since the early 1990s," McDaniel said. "Having dealt with some level of water restrictions for the past 28 years, I think I understand the issues just about as well as anybody."

Last November, the USDA designated 13 counties in Nebraska as primary natural disaster areas due to losses caused by multiple disaster occurrences, including ongoing drought conditions.

"We used to get 19 inches (482 mm) of rain annually, now we're looking at around 13 inches (330 mm) a year," McDaniel said. "Just 100 miles (160 km) east of

express the dangers of this situation and increase legislative education efforts so that we can have a voice in our own future."

### **New Technology Helping Farmers**

McDaniel does think that the breakthrough technology that Lindsay is developing will help matters. "Technology, monitoring and control systems have created a better use of farmers' precious time - allowing them to do more for less, conserve water and be more exacting with their resources."

Soil moisture probes have also become popular in the area, as farmers get a chance to monitor how water moves through the soil


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### **How to have your voice heard**

*To read more about legislation in your area or to contact your elected leaders and other officials, visit the Web sites listed on the inside back cover.*



of their corn, edible bean and potato crops.

"Lindsay is doing a lot in the right direction with the technology to make irrigation systems more efficient," McDaniel said. "When you're already limited on the growing season and see even shorter seasons ahead (from 120 to 90 days), these advances are critical. Now, the first seed company that can create a hybrid with a short growing season that thrives in drought conditions - they'll have my attention as well." 



# The Upside of Upgrading your Sprinklers

## Government Grants Available

**Y**ou may not know it, but Uncle Sam wants to help you cut energy costs, upgrade your operation and protect the environment at the same time.

The Environmental Quality Incentives Program (EQIP), provides financial and technical help to farmers who install conservation equipment or implement management practices.

Steve McGuire thought the program would benefit his 5,000-acre (2,023 hectares) Texas operation. CS Rock Farms grows peanuts, cotton and wheat, along with raising almost 1,000 head of cattle. He submitted an application to his local Natural Resources Conservation Service (NRCS) center and waited to hear a decision.

McGuire was approved—saving him an estimated \$33,000 to update three pivots. The grant had dual benefits—simultaneously promoting agricultural production and addressing local resource concerns.

“This program has helped us to be good stewards of the land and cut energy costs,” McGuire said. “Our pivots are more efficient and we’ve cut down on erosion. This land will be as good or better in 100 years.”

McGuire is just one of the growers that Zimmatic dealer Gary Kuehler has helped as a result of the EQIP grants. As the owner of Kuehler Irrigation & Supply Co. in Munday, Texas, he has updated about 80 systems since 2004.

“Updating pivots with new nozzles helps us save on water and energy costs,” Kuehler said. “I’ve seen pivots go from 30-40 pounds (2-2.7 bars) of pressure down to 10-15 (.7-1.0 bars). That, coupled with converting side row irrigation to center pivot irrigation, has been the biggest benefit for our local farms who have participated in the program.”

EQIP may share up to 75 percent of the costs of certain conservation practices, including sprinkler

packages, to improve efficiency due to low-pressure operation.

Eligible components for irrigation systems are:

- Sprinkler packages
- Pressure regulators
- Pressure gauges
- Drop tubes


Optional components include an irrigation pump modification to improve efficiency.

Growers with limited resources and beginning farmers and ranchers could be eligible for

cost savings of up to 90 percent on approved efforts. The program offers incentive payments for up to three years to encourage long-term improvements of management practices.

EQIP offers contracts with a minimum term that ends one year after the implementation of the last scheduled practice, with a maximum term of 10 years. The cost-sharing and incentive payments cannot exceed \$450,000 for all EQIP contracts to one farmer during the term of the current Farm Bill that ends this year.

Activities are carried out according to a plan of operation developed by the farmer who identifies the appropriate conservation practices to address the resource concerns. The practices are subject to NRCS technical standards adapted for local conditions. Local conservation districts are required to approve the plan.

How can you participate in this program and save money? Contact your local Zimmatic dealer or your local NRCS center. You can also visit their Web site at [www.nrcs.usda.gov](http://www.nrcs.usda.gov). 

*“This program has helped us to be good stewards of the land and cut energy costs.”*

– Steve McGuire

### Contact Info:

**Kuehler Irrigation & Supply Co.**  
Munday, TX  
940-422-5504



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**WIDEST THROW ON DROPS**

**from pivot point to end gun**

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Contact your **LINDSAY DEALER** about the latest sprinkler technology from **NELSON IRRIGATION**. The value of upgrading to a new high-uniformity and energy-conserving sprinkler package has quick payback.

**Better Performance — Better Economics**



# Pumping Up Your Bottom Line

FERTIGATION MAKES GOOD ECONOMIC SENSE

In the not-too-distant past, fertilizing crops was a labor-intensive chore for many farmers around the world. It was expensive, difficult to administer and could be ruined with one good gust of wind. That was before fertigation.

Fertigation, also known as chemigation, is the most practical

method for applying fertilizers, herbicides, insecticides, fungicides and other chemicals that improve crop production efficiency. It is less expensive to apply chemicals with irrigation water than other methods.

By using injectors to introduce fertilizer or chemicals into the irrigation lines, farmers get a

constant ratio of water volume and flow for an even application.

Selecting the proper injection equipment is also very important to a successful fertilizing process. Your GrowSmart/Zimmatic dealer can help you select the correct equipment to maximize the use of your nutrients while protecting the investment in your irrigation system.



The efficiency of fertigation is the major advantage for most farmers. Other benefits include:

- Uniform application of chemicals
- Automatic incorporation and activation of chemicals
- Reduced crop and soil damage compared to other application methods
- Reduced risk of operator error
- Lower risk of environmental hazards due to lower chemical concentrations, reduced handling of chemicals and less drift of chemicals

Lindsay's GrowSmart division offers growers several viable options.

The GrowSmart Injection Systems are precise, easy to use and provide economic benefits that make operations more profitable.


The GrowSmart Hydra Inject systems manage chemical and fertilizer resources with more power and versatility than most. The advantages include easy operation, accurate application, durability and an innovative, patented design that provides the widest range of application rates in one system.

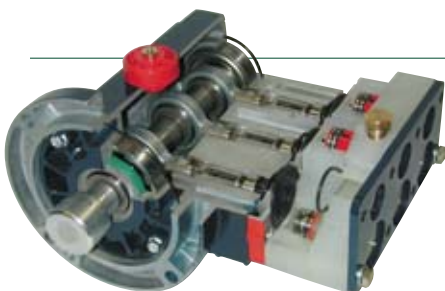
The GrowSmart Hydra Inject pumps are popular because they are sealless, reliable and provide a smooth, consistent flow. The Hydra-Cell™ pump has 30 percent fewer parts than competitors, equating to less downtime and more savings.

Besides the equipment, fertigation success depends on regulating the following factors:

- Amount of fertilizer applied
- Duration of application
- Proportion of fertilizers
- Start and finish times of the application

Fertigation is very effective when using a pivot irrigation system with the correct sprinkler package. Your Zimmatic dealer can design for you the most effective package for applying both water and chemicals. This, coupled with the injector's ability to precisely apply smaller but more frequent applications of fertilizers, will allow your crops to thrive and you to reap all the benefits of fertigation.

To find out which methods of fertigation work best in your area, contact your local Lindsay dealer for more information. 



*Hydra Inject pumps are designed without seals for low maintenance and feature a smooth, low-pulse output.*

## California Agriculture Saving Money with Center Pivot Irrigation

**W**hen you think of California, what comes to mind? Sun, beaches or movie stars? How about agriculture? Acres of alfalfa and produce, accompanied with grazing dairy cattle – that’s the reality outside the urban areas in the central part of the state.

One grower in California is Jon Diener, president of Red Rock Ranch in Five Points, Calif. He’s moved some of his flood irrigation into center pivots this year. Diener knows he’ll save on labor costs, but he also wanted to use center pivot irrigation to participate in a reduced tillage program.

# Green: California’s

### **Saving Money & Time**

“I figure we’ll save about \$80 an acre (\$32 a hectare) on labor and have time to work on other things,” he said. “We saw Zimmatic in action on another farm, so I know it will give me peace of mind after I’ve used it.”

With 5,000 acres (2,023 hectares) in production, he added Zimmatic center pivots with FieldBOSS for his alfalfa. Red Rock

Ranch also produces cotton, wheat, sugar beets, onions, garlic, tomatoes and lettuce. Diener has almonds and grapes on another stretch of land as well.

“We looked at no-till areas in Brazil and in the Midwest. It all came down to having to put in pivots to be successful. We’re also testing the GrowSmart fertigation injectors. Center pivots and injectors are much more efficient.

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**“I figure we’ll save about \$80 an acre (\$32 a hectare) on labor and have time to work on other things. We saw Zimmatic in action on another farm, so I know it will give me peace of mind after I’ve used it.”**

– Jon Diener

They'll allow us to eliminate the extra applications we used to make with a custom applicator."

Diener says he looked around at several systems, but chose Zimmatic in the end. He credits Lindsay's Western representative, Chuck Powell, with making the choice easier. "I know a lot of reps. Chuck is one of the better ones. He's helpful, works through the issues and gets it done."

### Lindsay Advantages

Bud Shimmon manages two dealerships in central California – Frasier Irrigation in Dos Palos and Shimmon Irrigation in Patterson.



Ulysses S. Grant

## A Rich Agricultural History

In the 1840s, people rushed to California to find gold. Many who didn't strike it rich found natural resources like farmland, a long growing season and abundant water supplies even more valuable.

Settlers continued to head west and in 1873, President Ulysses S. Grant appointed a commission to study irrigation in the California Central Valley. That was the beginning of local irrigation districts. From there:

- In 1887, local districts had 1.1 million acres (445,154 hectares) under irrigation.
- By 1902, land under irrigation grew to 2.6 million acres (1,502,182 hectares).
- Population in California continues to grow, standing at 33 million in 2006.
- Agriculture remains a dominant part of the state's economy, supplying 11 percent of the world's food market.
- By 2020, experts predict that 47 million people will call California home.
- Water shortages have already prompted state agencies to seek better management techniques and additional conservation efforts.

# New Gold

This is the third year selling Zimmatic products and Shimmon is happy with the switch.

"I like the people who work for Lindsay," Shimmon said. "They're helpful, research-oriented, knowledgeable and willing to re-engineer things specifically for our area. I've sold other pivots, but Lindsay's are better."


Shimmon says that his growers are looking intently at the newest water management products and technology that Lindsay has to offer.

"Lindsay already has more products than I can keep up with," Shimmon admitted. "Fertigation is the next thing we'll introduce this

year. That line of products fits perfectly here."

So does FieldVISION. The user-friendly panel, combined with the ease of installation, has been an easy sell.

"I'm computer illiterate and even I can run it, so it must be easy," he said. "People around here also like the fact that panels have multilingual capabilities, making it easier to operate for non-English speaking users."

With only 12 inches (304 mm) of rain a year, Shimmon says that Zimmatic's water application precision is not a luxury, but a necessity. 



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**Shimmon Irrigation**  
Patterson, CA  
209-892-7117

**O**n the plains, wind is always a factor. But you don't expect it to take your irrigation system and bend it like a pretzel.

But that's exactly what many farmers had to face last November – including Jim Jelinek, manager of Curry Farms. The 4,000-acre (1,618 hectares) operation that grows corn and soybeans had irrigation systems blown over and twisted.

"I've never seen anything like it," he said. "A tornado is completely different. There was no wind pattern, no rhyme or reason to the damage. I hope we don't ever see it again."

Curry Farms had 40 irrigation systems before the storm. This spring, they will see several new Zimmatic center pivots take the place of competitors'. Jelinek also wants to add FieldVISION, which helps control water application. "Zimmatic systems look a lot more user-friendly than those produced by their competitors' systems. I can't complain about them one bit."

All the destruction made Larry Reiter at Kracl Irrigation a very popular guy – especially with growers who had Valley irrigation systems. The O'Neill, Neb.-based Zimmatic dealer had numerous

orders for new spans and center pivots to deliver, most of them switching from Valley to Zimmatic.

"I had customers coming in telling me that their irrigation spans had been twisted up like they'd been hit by a tornado," Reiter said.

## Zimmatic Stands While Others Fall



*A wind-ravaged competitor's pivot near O'Neill, Neb.*

"They also told me that the Zimmatic systems held up better than the Valley pivots. Most of them thought the higher arc of the Valley machines was more affected by the wind. They also said the wide wheel base on Zimmatic units helped them stay upright while the Valley systems went down."

Reiter has been in the irrigation business for 33 years and this isn't the first time he's seen this happen.

"A few years ago, there were 230 pivots that went down, but they were blown over, not twisted up," Reiter said.

"The growers in my area are aware of the competitive edge Zimmatic systems have when it comes to durability in harsh conditions."

He also points out that FieldVISION has become a popular option, especially compared to what other irrigation companies are offering. Two-thirds of the new pivot orders include the new user-friendly panel and optional Web-ready model. Reiter did a FieldVISION demonstration for a few of his customers and word spread, so several more farmers are coming in to get the new technology into their fields.

"Many of the farmers in our area are businessmen," Reiter said. "They look at the features, benefits and cost and know these Zimmatic systems are the way to go." ■ **A**

### Contact Info:

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## July Set Aside for Irrigation Awareness

**T**he Irrigation Association (IA) has named July Smart Irrigation Month to raise awareness of the importance of using irrigation efficiently.

“Our mission is to promote efficient and effective irrigation worldwide,” said IA Executive Director Tom Kimmell. “Smart Irrigation Month is a way for the industry to highlight irrigation equipment and practices that make the most of our most precious resource.”

“While the irrigation industry is bringing increasingly efficient technology to the marketplace,

irrigation consumers have an important role in choosing efficient technology and using it effectively,” Kimmell said.

IA members in every segment of the industry will be asked to display the “Smart Irrigation Month” logo and share tips for efficient irrigation with their customers in July while highlighting products and services that promote efficient irrigation.

American agriculture becomes more efficient every year, with statistics showing irrigated farms are moving to more efficient modern irrigation practices, allowing growers to produce more on less land with less water.



## Upcoming Shows

### **World Potato Congress**

August 20-26, 2006  
Boise, Idaho  
[www.potatofoundation.com](http://www.potatofoundation.com)

### **27th Annual International Irrigation Show**

November 5-7, 2006  
San Antonio, Texas  
[www.irrigation.org](http://www.irrigation.org)

### **Commodity Classic**

March 1-3, 2007  
Tampa, Florida  
[www.commodityclassic.com](http://www.commodityclassic.com)

### **Husker Harvest Days**

September 12-14, 2006  
Grand Island, Nebraska  
[www.huskerharvestdays.com](http://www.huskerharvestdays.com)

### **World Ag Expo**

February 13-15, 2007  
Tulare, California  
[www.worldagexpo.com](http://www.worldagexpo.com)

Go to [www.lindsaymanufacturing.com](http://www.lindsaymanufacturing.com) for more show information.



## Take a look at these useful, up-to-date Web sites

[www.irrigation.org](http://www.irrigation.org) – The Irrigation Association

[www.house.gov](http://www.house.gov) – U.S. House of Representatives (click on “Write Your Representative”)

[www.senate.gov](http://www.senate.gov) – U.S. Senate (click on “Senators” to get contact information)

[www.usda.gov](http://www.usda.gov) – The U.S. Department of Agriculture (click on “Contact Us”)



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