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sy.stevens@caseih.com**Decision Time: Self-propelled Sprayer Ownership vs. Custom Applicators***Using simple calculations, Case IH shares how to determine if sprayer ownership is the right move*

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How do you know if your operation is in the sweet spot for owning a sprayer? Depending on a number of variables, sprayer ownership can be a net positive investment with as few as three applications per year.¹ Case IH application experts can help guide your decision whether to purchase a sprayer by breaking down the following:

- How to determine if this investment is right for your operation
- How to calculate the cost difference between hiring custom applicators and spraying your own
- The agronomic benefits of owning a self-propelled sprayer



Applying crop protectants at the right agronomic moment is critical to maximizing yields — and the more acres you spray, the better return on your self-propelled sprayer investment.

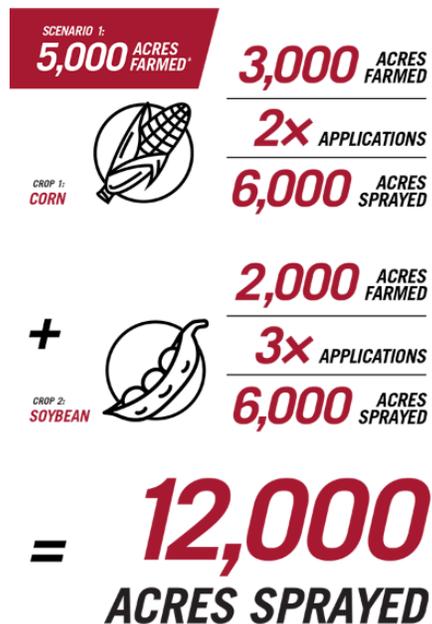
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Here are three areas to evaluate when considering a self-propelled sprayer purchase:

1. Determine acres farmed vs. acres sprayed.

When considering self-propelled sprayer ownership, it's important to determine not how many acres you farm but, rather, how many acres you spray. Because of the number of applications needed across your crops throughout the growing season, the number of acres sprayed is likely much greater than you actually farm on your operation.

To determine if purchasing self-propelled spray equipment pencils out for your farming operation, calculate the number of acres you spray each year. Consider the first scenario below. If a producer farms 3,000 acres of corn and 2,000 acres of soybeans, with two applications for corn and three applications for soybeans, the total acres sprayed amounts to 12,000 acres — a number much greater than the 5,000 total acres farmed.



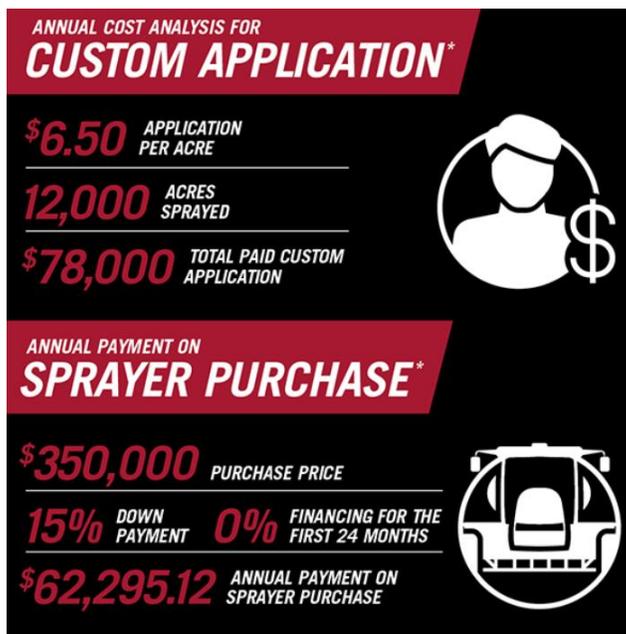
When considering self-propelled sprayer ownership, calculate how many acres you spray rather than how many acres you farm.

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2. Calculate the cost difference.

Once you determine the number of acres sprayed on your operation, it's time to calculate the cost difference. If, for example, a producer pays \$6.50 per acre of application sprayed across 12,000 total, that's a total cost of \$78,000 for custom application in one growing season.* These costs could instead be put toward an equipment payment.

On the other hand, when considering the annual payment on a sprayer purchase of \$350,000 — with 15% down and 0% financing for the first 24 months — the annual payment on a sprayer would come to approximately \$62,300.* With a lower annual payment, owning a sprayer would help you save on expenses — and the more acres you spray, the better return on your investment.



When considering self-propelled sprayer ownership, compare the annual cost for custom application versus an annual payment on a self-propelled sprayer purchase.

Click [HERE](#) to download high-res versions.

Case IH offers a simple spreadsheet to help you run the numbers for your operation. Download your own at caseih.com/ownasprayer.

3. Understand ownership benefits.

The ability to get crop nutrients and protectants applied at the right agronomic moment is critical to maximizing yields, and it can reduce the stress of waiting for the application to be made. Most often, producers are facing long days and short application windows. That's why it's important to consider a self-propelled sprayer that's agronomically designed and easy to operate.

With the broadest lineup of application equipment in the company's history available today, along with leading technology and support, Case IH has a self-propelled sprayer solution that can maximize application efficiency and productivity on any operation.

To learn more about the variables that go into owning a self-propelled sprayer, or to download the Case IH spreadsheet to run the numbers for your operation, visit caseih.com/ownasprayer.

NOTE FOR MEDIA: If you'd like to interview Mark Burns, Case IH application equipment marketing manager, on this topic, please contact Nicole Adrian at nadrian@bader-rutter.com or 414-350-8549.

[†]The stated rate is for illustrative purposes only and not based on an advertised rate. Availability of credit and actual rates will vary based on customer credit qualifications.

^{**}All purchase scenarios are for illustrative purposes only. Application costs and sprayer purchase price are estimates only and not a guarantee of availability of those prices. These calculations are not intended to, and do not, provide a concrete estimate or quote for total cost of ownership, but rather they are only meant to provide insight into the approximate costs of a Case IH sprayer. Case IH makes no guarantees or representations that any data presented on this page will correspond to user's actual real-world situation.

¹Farm size of 5,000 acres with 3,000 acres corn and 2,000 acres soybeans. Corn is applied two times per season, amounting to 6,000 corn acres sprayed. Soybeans are applied 3 times per season, amounting to 6,000 soybean acres sprayed. Total farm sprayed acres of corn and soybean crops is 12,000 acres. At \$6.50 per acre of application, annual cost of custom application amounts to \$78,000. At a purchase price of \$350,000 with 15% down payment and 0% financing for the first 24 months, annual payment on sprayer purchase amounts to \$62,295.12.

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment — designed to meet today's agricultural challenges. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity-enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; and site-specific farming tools. Case IH is a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI).

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