



# The Cross Slot® Drill Down

CROSS SLOT NORTH AMERICAN NEWS FEBRUARY 2015

## Cross Slot – The World Leader in No-Till Technology

### Cross Slot Annual Conference & Field Tours 2015

This year Cross Slot will hold its annual conference and field tours in Port Lincoln South Australia.

The program will be hosted in conjunction with Cross Slot owner Scott Siviour and will include visits to other Cross Slot owners in the area.

The dates for the conference are 13-17 July 2015.

For more information contact Bill Ritchie on [ritchie@crossslot.com](mailto:ritchie@crossslot.com).

### FAQ Updates

Cross Slot has updated the Frequently Asked Questions on the website – ask us any additional questions you have – we will respond to you directly and add them to the FAQ page.

## What a Competitive Advantage Does for Farmers

Cross Slot creates a competitive advantage for its owners and users.

This was proven recently when two Cross Slot owners in separate parts of the USA were able to outbid other farmers for a land acquisition and for rental ground.

Both owners said that the yield increases and lower input costs they had experienced since owning a Cross Slot gave them the confidence and income to be able to outbid neighbors for the land.

### Succession Planning

Cross Slot also creates an advantage for succession planning.

Many farms have been in family ownership for many years.

The difficulty a farmer faces is when there is more than one potential family member looking to continue ownership.

This gets more difficult with smaller farms and a lack of suitably priced land.

As explained above, the Cross Slot technology can make a difference for successful succession planning.

### The Right Technology Makes a Difference

The Invesco/PowerShare advertisement as produced by Blake Abel, 'FearNotAgency' is a good example of this – see YouTube.com

<https://www.youtube.com/embed/iyrI26nztkI>

The ad is saying that the “wrong tools can only take you so far”.

This also applies to farming here in North America as evidenced by the lack of yield growth as per USDA statistics over the last 12–15 years, where for example, USDA wheat yields have held steadily around the 45 bu/acre level.

This, despite the improvement in 'companion technologies' including seed genetics, fertilizers, pesticides, herbicides, fungicides, electronics and farm management.

Our message here is... that seeds which are not placed in the best possible environment at the time of seeding limit the yield potential on day one – regardless of which companion technologies are used.

Cross Slot creates optimal seed placement leading to higher germination and emergence.

### Best Practice for Research

I recently received some feedback from a seed agronomist who was attending a conference in Texas. He was listening to a reputed expert researcher from a mid-west university discussing various seeding tools and technologies.

The seed agronomist, who knows Cross Slot well, asked if the researcher had heard of Cross Slot. The researcher responded that he had looked at it in 1981 and decided that it wouldn't work... I don't have a problem with people making decisions not to run with Cross Slot after they have taken a look at the technology. But really for researchers to still be ignoring best practice after 40 years begs the question – how serious do they want their work to be taken if best practice is not used?

Too many researchers have compromised themselves and their work by relying on big OEM's to provide their research equipment!

We know times are tough and always will be but really... this does no farmer any favors in the long run!

Worse still is that farmers who accept this type of research are costing themselves serious income and potentially their farms in the long run.

Cross Slot® – Delivering and Creating Value!





## Crest Capital

### Tradeshaw Season Over

With the winter tradeshaw season over there were some interesting things learned from talking to various dealers and service providers.

One of particular interest came from a Kansas based auction house, where one of their auction marketers commented that 50% of their sales in December were a result of banks telling farmers to get rid of surplus equipment and get some working capital on the balance sheet.

So much for Fed policies to flood the market with cash but not to have any available via the banking system for an industry as critical as farming.

### Competitive Financing

To that end those looking for competitive financing can go to Crest Capital

[www.crestcapital.com](http://www.crestcapital.com).

Crest offer competitive interest rates (six years around 5.80-5.90%) but more importantly much more flexible terms. These include:

- Only taking a charge over the assets they lend against. Unlike banks who generally want personal guarantees and charges over other assets including land etc.
- No financial covenants. Banks can impose current ratios, debt/equity ratios, quarterly loss and cross default provisions which if breached can lead to forced repayment of loans.
- No compensating balances in other accounts are required by Crest. Banks often want access to other account balances as part of their security arrangements.
- Flexible payment terms to match up with grain harvest and for when grain payments are received.
- In most cases up to 100% asset financing including new and some used equipment.

Crest also have a calculator on their web site for figuring out monthly payment costs for cash flow budgeting purposes.

## No-Till: From 1.01 to 2.01

We will be running some workshops and field days in the summer and fall.

These are something we have been doing in the United Kingdom and have proved to be very popular with no-till farmers

and those looking to convert to no-till farming.

We will be running these in Alberta, WA, ID, MT, ND, KS.

More information will be in the May Newsletter.

## New Ownership – Storrer Implement, Iola KS

Storrer Implements, Iola KS has a new owner. The company has been taken over by Cross Slot farmer, Steve Frank, Colony KS.

Steve was a previous 50% shareholder in the company.

Storrer Implement will be run by Jeff Falk [jeff@storrerimplement.com](mailto:jeff@storrerimplement.com), 620 365 5692, and the company will continue to represent Cross Slot in the area.

We look forward to working with Steve and Jeff and extending the Cross Slot brand in the area.

## Oil Prices and Currencies

The recent strength in the US dollar has resulted in a weaker New Zealand dollar.

To this end the Cross Slot openers and other supporting equipment coming out of New Zealand have become approximately 10-12% cheaper.

We also understand that with the drop in oil prices there has been a corresponding drop off in activity that has led to lower steel prices.

This should manifest itself in lower US/Canadian built frames.

Overall the net result will be to make a Cross Slot investment more affordable!

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