

# AG **APRIL** NEWSLETTER

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## **EMBRACING AI IN AGRICULTURE:** Finding the Perfect Balance

At the very core of American agriculture, farmers have long valued the manual process of planting crops.

There's a certain satisfaction in having hands-on control over equipment and setting the pace of the work themselves. However, artificial intelligence (AI) is sweeping through various industries, and agriculture is no exception.

"It's not about replacing the farmer but rather empowering them with advanced tools to enhance productivity, efficiency, and sustainability," Kevin Parr, RangeLine Group Founder & CEO, said.

By analyzing real-time data like soil conditions, weather patterns, and crop health, AI algorithms guide farmers on when to water, fertilize, or harvest crops.

"This level of precision optimizes resource usage while minimizing waste, a factor that manual methods alone could never achieve," Parr added.

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## **MAN VS MACHINE:** MAXIMIZING THE STRENGTHS OF BOTH

Yet, despite the rise of technology, farmers remain mindful of striking the right balance. While AI undoubtedly accelerates farming processes, there is the undeniable need to preserve the human touch in farming.

The knowledge passed down through generations, the intuition honed by years of experience – these are irreplaceable assets that no machine can replicate.

In essence, the future of agriculture lies not just in one approach but in harmonizing the strengths of both man and machine.

By integrating AI technologies into farming practices, farmers can maximize their capabilities, optimize resource usage, and meet the ever-growing demand for food sustainably.

As AI continues to evolve, it's not about deciding who's in control but rather harnessing the full potential of both parties involved to cultivate a brighter, more sustainable future for agriculture as a whole.



# AMAZONE GEARS UP FOR AMATECHNICA 2024

Amazone Amatechnica 2024 is coming up! It's the ultimate farm fair for agricultural machinery lovers, featuring the latest and greatest in farming tech.

Buckle up, because Amazone is revving up to showcase cutting-edge farm equipment and other agricultural technology.

Imagine cultivators that till the soil without harming it and fertilizer spreaders with pinpoint accuracy – all built to supercharge your yield.



**PRECISION SPREADING:** ZA-TS 5000 with WindControl, ZG-TX combi spreader, interactive cutaway models



**SOIL TILLAGE:** Catros compact disc harrow with SmartFrame, TopCut tool carrier, Teres mounted reversible plough with SpeedBlade plough body, Cenio mounted cultivator with LevelControl



**CROP PROTECTION:** UX 8601 trailed sprayer with DirectInject direct feed system, a wide variety of application options with AmaSelect nozzle control (AmaSelect CurveControl/Row/Spot)



**HOEING EQUIPMENT:** Smart Vision camera system and RapidoClip quick-change system for hoe blades



**SEEDING:** Precea precision air seeder with Central Seed Supply seed delivery system, Precea with FertiSpot pin-point fertilizer application, Cirrus 04 large-area seed drill with distributor head for single row shut-off

## WHAT TO EXPECT?

Amatechnica 2024 will be held on May 23, 2024 at the global Amazone headquarters in Germany with guests from all over the world. The program starts at 1:30 in the afternoon.



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# TAKE MATTERS INTO YOUR OWN HANDS

## Managing Bales with Hustler Equipment

*"If you've been following our social media accounts for a while now, you've probably seen one of our weekly farm equipment spotlights featuring the Hustler Softhands."*



*"Basically, the Softhands are used for handling silage bales without damaging the wrapping. Unlike other attachments, this Hustler product is hydraulic and offers a really gentle and precisely controlled grip on the bales."*



FREE!  
**ICEBIN**

**NO CODE NEEDED**  
PROMO LASTS UNTIL **MAY 30**

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- AUTOMATICALLY GET A FREE ICEBIN COOLER - PERFECT FOR KEEPING DRINKS & LUNCH COOL
- LIMITED TIME OFFER - MAY ONLY!



**LIMITED TIME ONLY!**

**KEEP YOUR DRINKS & LUNCH COOL  
WHENEVER YOU'RE OUT IN THE FIELD!**



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# RANGELINE ROUNDUP: **ONE-STOP SHOP** FOR TRUSTED AG PARTS & EQUIPMENT



## **ARE YOU LOOKING FOR **NEW EQUIPMENT?****

That's where Rangeline Group steps in, not just as your friendly neighborhood equipment dealer, but as your gateway to a whole bunch of agricultural A-listers.

Buckle up, because this month's newsletter is about to turn up the horsepower on your farm operations. Read more!



## **OR MAYBE YOU'RE JUST WANTING TO REPLACE A WORN OUT PART?**

Here's the beauty of the Rangeline extended family: We've done the legwork for you.

We've evaluated these brands, put them to the test on American soil and made sure they align with our goals – increase efficiency, optimize performance, maximize uptime, and minimize downtime.



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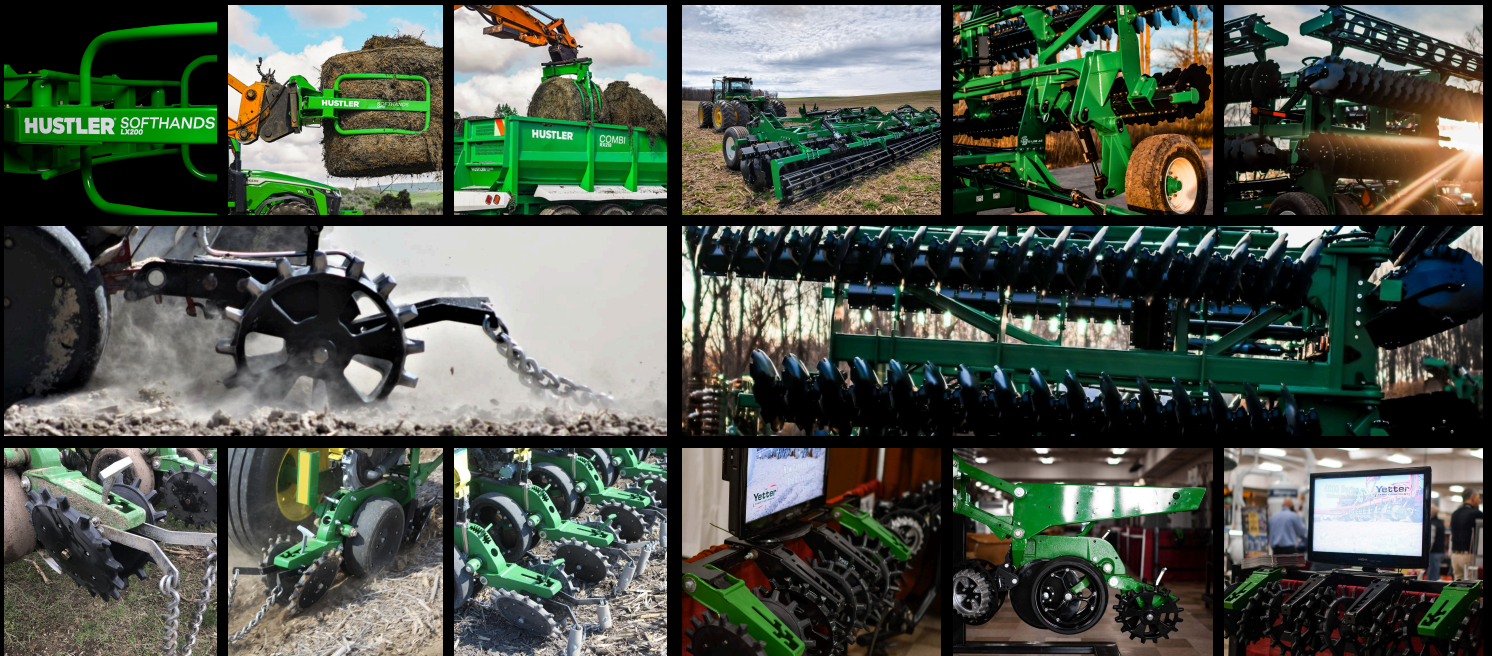
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## EXTENDED FAMILY: PARTNERING WITH THE BEST OF THE BEST

We're talking about world-renowned brands like *Hustler Amazone Yetter Speedtiller* – names that ring bells in fields from coast to coast, for a reason.



**HUSTLER** - A 100% Kiwi-owned company based in Hastings, Hawke's Bay. Since 1961, the company has been innovating and developing new products by rethinking the everyday.

**AMAZONE** - A family-owned company, has been offering innovative farm equipment for 140 years. Its best-sellers include the ZA-TS fertilizer spreader and the Ceus disc & tine cultivator.

**YETTER** - Built on over 90 years of expertise, leads the agriculture industry in designing effective and innovative equipment for residue management, seedbed preparation, precision fertilizer placement, strip-till, harvest attachments, and more.

**SPEEDTILLER** - A high-performing dual-purpose disc-tillage machine used for soil conditioning with superior penetration. Ideal for high-speed disc tillage, it can efficiently cut, size, and incorporate high levels of crop residue in just one pass.



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# RANGELINE GROUP: SELLING CONFIDENCE

That's the Rangeline difference. We don't just sell parts and equipment, we sell "confidence" out in the field. How? By giving you the assurance that when you choose a brand under the Rangeline umbrella, you're getting top-of-the-line machinery backed by our strong after-sales support.

Our field experts at RangeLine know how critical it is for such large equipment investments to be running at their best capabilities, so we make sure to train our customers until we're confident they will be successful operating it in the fields.



Head on over to [www.rangelinegroup.com](http://www.rangelinegroup.com) and let us introduce you to the most trusted brands when it comes to replacement parts and equipment waiting to join your farm fleet. Remember, there's a whole lot of innovation happening out there, and you might just be missing out on the next big thing for your operation.

Don't let your competition steal the show – visit us today and unlock the full potential of your farm!



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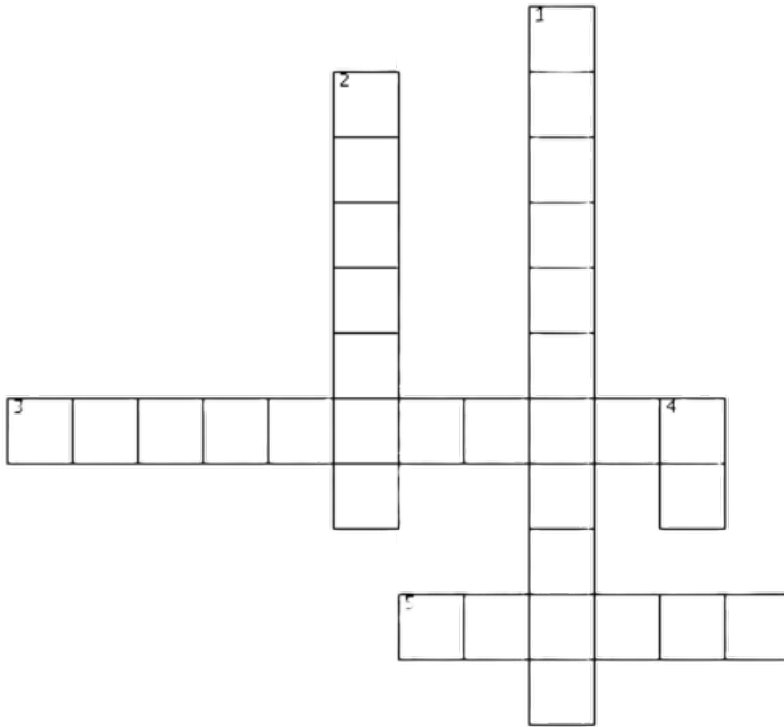
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## RANGELINE CROSSWORD



### ACROSS

- 3. Amazone farm fair featuring the latest and greatest in farming tech
- 5. Get this for free when you spend \$6000+ on haytool, planter, and tillage parts from Rangeline

### DOWN

- 1. It can cut, size, incorporate high levels of crop residue in just one pass
- 2. A farm equipment brand focusing on bale handing with the Softhands and the Unrolla
- 4. Makes manual farm process faster, easier, and more accurate

## CAN YOU GUESS THE PHRASE?

Arrange the jumbled letters below to form a phrase & decipher the message.

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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| I | N | G |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

Answers will be posted on our website!



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