

THE LANDING

SUMMER 2020



Provided by Murphy Tractor & Equipment Co., Inc. and John Deere

EDITORIAL

MOVING FORWARD TOGETHER



Graham Hinch, Director, Forestry Sales & Marketing, United States & Canada

Loggers are among those who have kept the world running during these difficult times. We are grateful to you for doing your part. Without you, America would fall short of face masks, filters, toilet tissue, disinfectant wipes, cleaning products, and countless other essential wood-derivative products. We know you are dealing with much uncertainty, which is why John Deere remains committed to helping you stay up and running.

Safeguarding our employees and maintaining our factory operations allows us to continue to deliver products while helping support our customers and their livelihoods. We've enhanced our cleaning and sanitation efforts to exceed Centers for Disease Control and Prevention (CDC™) and health-department guidance. We've staggered shifts and restructured our assembly lines to promote social distancing while providing face shields and additional protective equipment and measures. And we asked a global team of engineers to come up with innovative safety solutions. Many ideas such as ear-saving mask straps, no-touch door

openers, and face shields that affix to ordinary ballcaps have already made their way onto our production floor.

Our dealers are also getting into the act, offering creative ways to safely interact. These include online portals for ordering parts and scheduling service appointments from a distance, along with curbside pickup of parts orders. Dealers can deliver detailed product information and walkaround videos electronically. Or they can arrange FaceTime, Zoom, or other virtual meetings to answer customer questions.

Our remote support and telematics tools are more critical than ever. Enabled through the JDLink™ connection, John Deere Connected Support™ leverages a suite of dealer and factory tools designed to deliver increased productivity and uptime, and lower daily operating costs.

Keeping our distance doesn't mean staying apart. We're proud to be your partner in forging ahead. Together, we'll move forward.



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John Deere Connected Support™ offers diagnostics from a distance while driving quality improvement on the assembly line.

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Future loggers know how to stack snacks.

WE'RE HERE TO HELP YOU KEEP RUNNING.

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JOHN DEERE FINANCIAL

¹Offer valid on qualifying purchases made between 31 May 2020 to 28 February 2021. Subject to approved credit on PowerPlan, a revolving credit service of John Deere Financial, f.s.b. For commercial use only. After the promotional period, interest charges will begin to accrue at Prime plus 14.9% APR. 1.9% APR is for 12 months only. 0% APR for 180 days and 1.9% APR for 12 months offers require a minimum \$3,000 purchase with at least \$1,000 of the purchase being parts. Repairs must be made to John Deere equipment using John Deere OEM parts. Prior purchases are not eligible. Available at participating dealers. Prices may vary by dealer. CR2110922

Cover image:

A John Deere 959MH with a high-capacity FL100 felling head has been a game changer for Bighorn Logging Corp.

JOHN DEERE CONNECTED SUPPORT™

DATA-DRIVEN DIAGNOSTICS FROM A DISTANCE: FROM FOREST TO FACTORY FLOOR



At a time when the need for distance and limited interaction is critical, John Deere's industry-leading telematics and data usage help keep you up and running. Using John Deere Connected Support, John Deere and your local dealership constantly monitor your machines to help reduce costly downtime. Remote diagnostics and programming allow technicians to resolve issues from a distance. And if a visit to a machine is necessary, that can arrive armed with the right parts and plans to solve the problem quickly. Machine data is critical to delivering fast, accurate diagnosis and rapid service response. It also drives quality improvement on the assembly line and impacts the future development of forestry machines. Here's how.



DATA ANALYSIS

Located at the Dubuque Works factory, the John Deere Machine Health Monitoring Center is the command center for the entire network of machines connected by JDLink™. Here, a team of specialists monitors telemetric data for thousands of machines. Using their product expertise and data analytics tools, they look for patterns leading to machine problems or impending failures.



EXPERT ALERTS

When a common problem is identified, the team fires off an Expert Alert to local John Deere dealers. Expert Alerts offer potential validated solutions dealers can use to proactively repair machines with fewer technician trips.



HELP ARRIVES BEFORE DOWNTIME DOES

If your machine data shows patterns similar to an Expert Alert, your dealer's machine-monitoring team or service team will engage you about taking action. This helps prevent probable future downtime and minimize costly repairs.



UPSTREAM IMPROVEMENTS

Machine data has other powerful benefits as well. Factory teams can use it to drive quality improvements on the factory floor. From the Machine Health Monitoring Center located at Dubuque Works, it's literally a short walk to the production line. Plus engineering and marketing teams can use data on machine utilization and operating conditions to design the next generation of John Deere machines.

DID YOU KNOW?

**YOU MAY HAVE HEARD OF
SOME RECORD-SETTING TREES,
BUT DID YOU KNOW... ?**



THE OLDEST INDIVIDUAL LIVING TREE

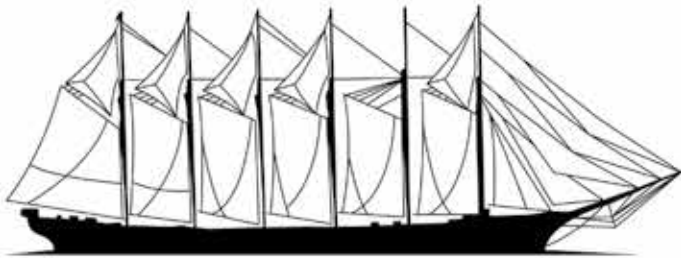
An ancient bristlecone pine, located in the White Mountains of California, is over 5,000 years old. The pine's exact location is kept a close secret in order to protect it.

mnn.com

LARGEST WOODEN STRUCTURE

The Metropol Parasol, located in La Encarnacion Square, Seville, Spain, is designed to resemble a grove of trees. The structure consists of six mushroom-like parasols and was the brainchild of German architect Jurgen Mayer-Hermann.

spain-holiday.com



LARGEST WOODEN SHIP

The six-masted schooner *Wyoming* constructed at the Percy & Small boatyard in Bath, Maine, in 1909 was the longest wooden ship ever constructed, at 450 feet long.

schoonerwyoming.com



RAREST TREE

The tree species known only as *Pennantia baylisiana* could be the rarest plant on Earth. Just a single tree exists in the wild, on one of the Three Kings Islands off the coast of New Zealand.

blogs.scientificamerican.com

COMMON GROUND



AFTER LOGGING CREWS LEAVE, DOYLE HANCOCK & SONS PREPARES SITES FOR PLANTING SEEDLINGS AND REJUVENATION

Today, the United States has 20 percent more trees than it did when the first Earth Day was celebrated 50 years ago in 1970. Sustainable forest-management practices have been key to making this happen. Over 90 percent of the wood harvested in the U.S. comes from private forests, and in the Southern U.S. almost 90 percent of forests are owned by private landowners. These landowners are good stewards of the land, planting more than four million trees per day, or 2.5 billion trees per year.* That's a lot of trees. Site preparation is one of the most important aspects of seeing to it that the seedlings survive and the stand succeeds.

At a clear-cut site near the Florida border in Saint George, Georgia, two John Deere 640L-II Skidders are hard at work. But instead of skidding wood, the two machines are preparing the area for

seedlings. One machine runs a large chopper attachment, basically a huge drum that chops material into small pieces. Another skidder with a Savannah bedding plow rolls up the material into beds for planting the seedlings. Larger debris is raked away by a John Deere 624K Wheel Loader.

Since 1990, Doyle Hancock & Sons in Sylvester, Georgia, has been doing seedling-bedding work in this region for Rayonier Advanced Materials™ and private landowners, mostly on pine plantations. The clear-cut sites are typically on 20-year rotations and used for pulp. "It's amazing when you return to a site you worked on 20 years ago," says Co-Vice President Andy Hancock. "It seems like only yesterday, but then it makes me realize how old I am (laughs). We're proud to play a role in the sustainable management of these forests."



ALMOST
90%
OF HARVESTED
WOOD COMES FROM
PRIVATE FORESTS

OVER
4M
TREES ARE PLANTED
PER DAY IN THE
SOUTHERN U.S.

= 2.5B
TREES
ANNUALLY

*Sources: American Forest & Paper Association, forestlandowners.com, and twosidesna.org.



PLANTING THE SEEDLINGS FOR FUTURE GROWTH

Andy and his brother Dean grew up in Sylvester, which is about two hours north of Saint George. “It was great living in this small community, hunting and fishing with our father Doyle,” recalls Andy. “Dean and I always got along really well. There’s never really been any conflict.”

“It was a peaceful area to grow up in — not a lot of traffic,” says Dean. “Working with my brother has been great. He handles the office and I’m out in the field. It’s a great combination. We think alike, like twins. If we ever had a difference with Dad, it was always two on one (laughs).”

Today their father is content to let his sons run the business while he putters around with his 1950s-era John Deere 420 Utility Tractor. Originally a farmer, Doyle started the land-clearing company in the 1970s with a single bulldozer, which he used to build ponds and roads for other farmers. In the early 1990s, Doyle started clearing land for pine forests in southeastern Georgia and northern Florida, and the company began using Deere skidders for chopping and bedding. The opportunity helped the company diversify, while the region’s sandy soil allowed crews to work year-round, unlike the much shorter season in rainy Sylvester.

Today the skidders prepare approximately 700 to 800 acres a week, or about 20,000 acres of land per year. “With their great flotation and ground clearance, skidders are the perfect machine for this work,” says Dean. “Although they are good for general land clearing, dozers are too big and slow for bedding.”

Since the early 1990s, the company has grown from three or four employees to 45 today. During the 2000s, the company began branching off doing construction work closer to home in Sylvester, including clearing land for highways and large developments, grading roads and parking lots, and utility work for cities and municipalities.

Today 12 employees handle the forestry work. The crew typically leaves early Monday morning, often not returning until Friday night. Weather is a challenge, so the crew frequently puts in 12-hour days to keep on schedule. “We’ve been able to hire some really great people, which has been key to making this all work,” says Andy. “Some of our employees at that operation have been with us over 20 years.”

“We’ve always focused on having good people and good equipment,” adds Dean. “John Deere skidders are all we’ve ever used. We’ve had great success with them. We have tight margins, so we need to be productive.”

Currently the company runs eight John Deere skidders. In addition to the two 640L-IIs and a 640L, they also own three 748H machines and two G-Series models. “We started out with a 648E Skidder,” says Fred Jefferson, who supervises the forestry crew. “I think the 640L is the best thing that ever came along. Our operators love it. It has plenty of cab room. It’s got the rotating seat that improves rear visibility with minimal neck strain. And now the L-Series II models have new steering stops that cushion impacts at full articulation. We turn at the end of every row, which adds up. After a 12-hour shift, operators don’t feel so beat up.”

One of the main reasons the company chose John Deere skidders is the transmission. The easy-to-use Continuously Variable Transmission (CVT) combines the efficiency of a direct-drive transmission with the smoothness and operating ease of a hydrostatic drive. “We’ve had very good luck with them,” says Dean. “They don’t overheat like torque-converter transmissions. And there’s no shifting. You simply set the maximum speed and let the transmission do the rest. This makes it easier for new operators to learn, while helping our experienced operators be more productive.”



DURABLE AND DEPENDABLE

The company runs its skidders an average of 2,500 hours a year. “We went 10 or 12 years before replacing the original John Deere skidders we bought in the 1990s,” says Andy. “We have some skidders approaching 50,000 hours, which is pretty rare. Why change when everything is working?”

Andy is impressed by the changes to the L-Series II Skidders. “They’ve really streamlined the design, and that’s advantageous to us,” he says. “A lot of details make them more reliable and easier to maintain — for example, simplifying the hydraulic and electrical routing to reduce wear.”

The company’s local John Deere dealer, Flint Equipment Company, also helps keep the machines up and running. With multiple locations, they are rarely more than an hour away. “Our dealer has been great to work with,” says Dean. “We’ve had very few issues. Deere has been a large part of our success.”

It’s all about the people you surround yourself with, according to Andy: “We’ve been just so fortunate to have long-standing relationships with such good people. We enjoy working with our dealer, our clients, and our employees. We couldn’t do it without them.”

*Doyle Hancock & Sons Construction, Inc.
is serviced by Flint Equipment Company,
Albany, Georgia.*



To see more of the story, visit
[JohnDeere.com/TheLanding](https://www.johndeere.com/TheLanding)

“Deere has been a large part of our success.”

ANDY HANCOCK, Co-Vice President, Doyle Hancock & Sons Construction, Inc.



A FULL

FAMILY, WORK ETHIC, AND A 524L LOADER MAKE A WINNING COMBINATION

Though Jim Rogers is the one heading up Rogers Wood Products in Terre Haute, Indiana, he's quick to credit his wife, two sons and daughter, and son- and daughter-in-law for all playing their parts in the business. Since taking over the sawmill the family currently runs, they've tripled production and decreased employee turnover.

As far as working hard goes, the latest addition to the team is a John Deere 524L Loader, complete with tool-carrier configuration that allows increased visibility to the boom and forks. Less guesswork makes for fewer damaged logs, which means more efficiency and profit. With the new High-Lift Plus configuration providing an additional 24 inches of

hinge-pin height over the standard Z-Bar lift height, and 10 inches over the High-Lift model, it isn't an issue getting logs — even the 40-foot ones Rogers Wood Products handles — anywhere they need to be.

The 524L is no small joy, and with an operator station that has three more inches of legroom and an adjustable seat belt, Rogers notes that, "at the end of the day, your back is not hurting." In the business of logging, getting to the end of the day with health, family, and work all successfully attended to is also no small joy.

To find out more, visit JohnDeere.com/Loaders.

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- Ergonomic-in-form-and-function joystick
- Two industry-exclusive multifunction buttons





LOAD

“We’ve run other brands and even other models of John Deere loaders, and this 524L is the ticket.”

– Jim Rogers, President, Rogers Wood Products

KEEPING THE CUTTING





STORY: CAROLINE SCHWEITZER
PHOTOGRAPHY: CHUCK BLACKBURN

It's no secret that the logging industry is competitive. Companies today seem to be in a never-ending push to minimize downtime and increase production, all while being as efficient and accurate as possible. The push for innovation, as well as a trade market with ups and downs, creates pressure.

Oregon-based company Bighorn Logging Corp. knows this pressure well. With almost 40 years in business, the company understands what it takes to succeed in the industry.

"It takes a mix of good personnel and staying on the cutting edge of technology," says Mark Standley, Jr., vice president of Bighorn. "The industry is competitive. We know that. That's why we get the leading tools on the market and compete."

Bighorn offers a wide array of services, from cable logging to timber cutting and land management. It approaches each service with the latest harvesting techniques and equipment to gain a leg up on its competition and its bottom line.

"We embrace technology," Standley says. "Our founder Harve Dethlefs worked for 20 years in the electronics industry, so it's kind of in our DNA. Currently, we're using drones in our cable logging to increase efficiency."

Mark Standley, Jr.
Vice President of Bighorn Logging Corp.



Harve Dethlefs
Founder of Bighorn Logging Corp.



PUT IT TO THE TEST

At first glance, one of Bighorn's recent jobsites, located five miles north of McMinnville, Oregon, looks like your typical pole-logging site. Its team is working together to carefully cut pre-marked trees that meet specifications to become telephone poles to be shipped all over the country.

However, the equipment on site is anything but typical. It consists of a John Deere 959MH Tracked Harvester with a mere 500 hours logged working in conjunction with a Deere FL100 felling head, a new model that Bighorn jumped at the opportunity to field-test.

This is the second John Deere head that Bighorn has tested. So far, the logging contractor is loving its performance.

"We plan on buying the FL100 at the end of the test phase," Standley says. "Uptime is huge for us, and this John Deere combination is working great."

The versatility and accuracy of its tracked harvester also makes a difference, especially on a pole-logging jobsite that requires attention to detail.

"With our tracked harvester felling-head setup, we can actually go in and pre-pole it. We can cut the tree and use the timber to help it come down, which saves the tree," Standley says. "Then, we move it out of the way so we're not felling other trees on top of it."

Bighorn operator Hershel Mesenbrink has more than 20 years of experience and values the strength of his machinery. "With the FL100, the grab arm is huge," he says. "With the smaller-sized trees, you can handle eight or nine logs. That strength makes a big difference for our productivity. The Deere tracked harvester has a lot more boom power than other brands of machines."

Bighorn's local dealer, Papé Machinery Construction & Forestry, echoes the strength differentiation.

"The grab arms of the FL100 are what everyone loves about it," says Jeff Gardner, Papé sales representative. "The FL100 hits it out of the park."



"The industry is competitive. We know that. That's why we get the leading tools on the market and compete."

Mark Standley, Jr., Vice President of Bighorn Logging Corp.

WINNING COMBINATION

The combination of the John Deere felling head and tracked harvester has been a game changer for Bighorn.

"It makes a difference that the head and tracked harvester work together so well," Mesenbrink says. "It's rare that maintenance comes up, but when it does, it's nice to streamline service by talking to one manufacturer."

Additionally, Mesenbrink values engineering that saves operators time.

"It's really nice that with our setup, the operator can do all the routine maintenance on their own. Working on it is very easy," Messenbrink says. "In fact, it doesn't seem to have any problems we need to work on. It's just routine maintenance. It's awesome that they can just get in, run it, and have no issues."

PRIDE FROM FACTORY TO FIELD

With 20 pieces of John Deere equipment, from loaders to crawlers and harvesters, Bighorn has become a loyal customer. A lot of that comes from the trust of proven performance as well as excellent dealer support from Papé. Bighorn also sees its values reflected in the John Deere brand.

"At Bighorn, we've got around 70 employees, and we all kind of treat each other like family," Standley says. "It's a family-owned business, and everyone has great teamwork and helps each other out. We're proud to have a lot of long-term employees as well as young guys who are excited for growth and innovation."

A couple years ago, Standley and founder Dethlefs attended a Gold Key event, where they toured a John Deere factory and got to see Bighorn's new 2656G Swing Machine roll off the line. They still remember it like it was yesterday.

"When we went to the factory, we saw the care and the pride of the John Deere employees. They seemed to have the same family focus as we do," Standley says. "We got to meet the employees and see the effort that goes into their products."

As far as upcoming equipment purchases go, trust goes a long way for Bighorn and its strategy for the future.

"A lot of manufacturers make promises, but John Deere actually listens," Mesenbrink says. "We have trust in the brand, that's why we keep coming back."

Bighorn Logging Corp. is serviced by Papé Machinery Construction & Forestry, Portland and Kelso, Oregon.



To see more of the story, visit
[JohnDeere.com/TheLanding](https://www.johndeere.com/TheLanding)



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FL100

Our largest directional felling head, the high-capacity FL100, is seamlessly optimized in a John Deere package.

APPLICATIONS

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- Steep slope



SPECS



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MAXIMUM GRAPPLE OPENING
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MAXIMUM SAWING CAPACITY
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CARRIER SIZE
30+ metric ton



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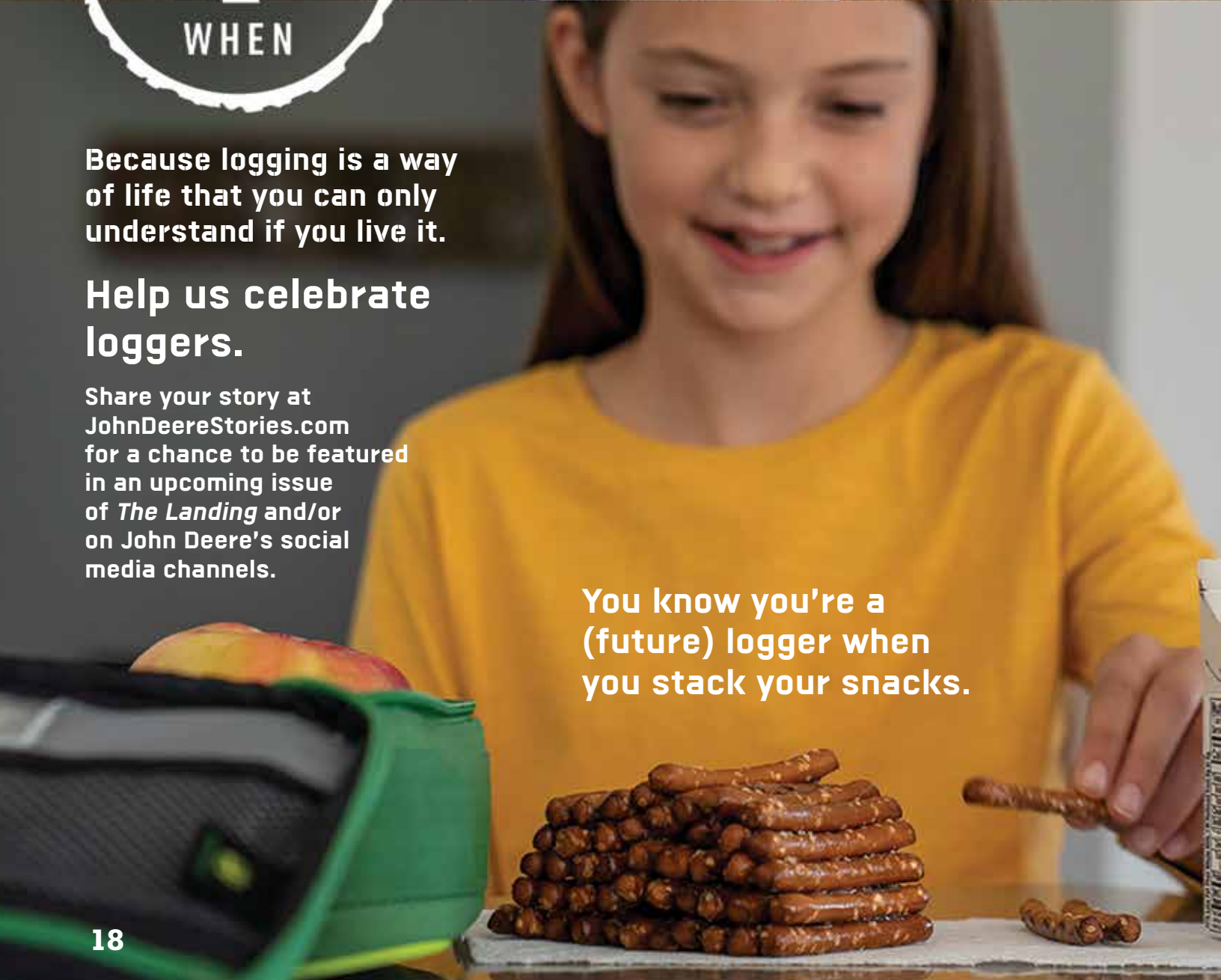
Picasso? Please. Look at those trees! Snap a photo and show off your future logger's masterpiece.



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You know you're a (future) logger when you stack your snacks.



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WITH JOHN DEERE CONNECTED SUPPORT™, your machines are constantly monitored by John Deere and your local dealership to help reduce, or even prevent, costly downtime. Cutting-edge technology, such as remote diagnostics and programming, lets technicians perform work like they're in the woods — even when they're not. All so you can get back to work fast, and OUTRUN.

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1621 NW Gage Blvd
Topeka, KS 66618-2831
785-233-0556
800-279-6087

Ulysses

1410 W Oklahoma Ave
Ulysses, KS 67880
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800-472-9238

Dodge City

10893 112 Rd
Dodge City, KS 67801
620-227-3139
800-794-0172

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Gering, NE 69341
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800-416-5095

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3550 Saint Johns Rd
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