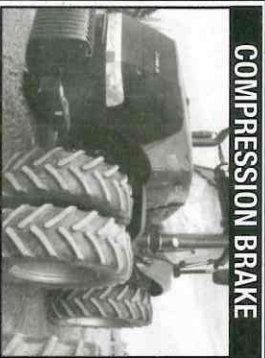


(N) CIH Magnum 340
2014, 2515 hrs, 50KM trans, 710R42 duals, 5 remotes
CALL



(N) CIH Magnum 310
2015, 647 hrs, CVT 50KM, fms 480/70R34, rears 520/85R46
\$239,900

CASE IH TRACTORS

- (N) CIH Magnum 290, 2013, 5617 hrs, duals4, power shift..... Coming
- (M) CIH Magnum 340, 2014, 2400 hrs, 50 km trans, full guidance, HD lights, leather seating..... Coming
- (M) CIH Puma 240, 2015, CVT, 50K, 710/70R38, front hitch PTO..... Coming
- (M) CIH Magnum 190, 2013..... Coming
- (M) CIH Steiger 400, 2014..... Coming
- (M) CIH Magnum 260, 2014..... Coming
- (M) CIH Steiger 400, 2014, 2700 hrs, deluxe cab, 710R42 duals, hitch and PTO..... \$249,900
- (M) CIH Magnum 310, 2015, CVT, 50K, 667 hrs..... \$239,900
- (M) CIH Magnum 310, 2015, 650 hrs, CVT 50KM, Luxury, compression brake..... \$239,900
- (M) CIH Steiger 465, 2010, 2160 hrs, 710/70R42 duals, p/shift, bareback, 1.9%/48 OAC..... \$214,900
- (M) CIH Magnum 235, 2013, 3600 hrs, MFD, L795 loader, 620R7042 tires, powershift..... \$159,900
- (L) CIH Magnum 210, 2013, 2800 hrs, CVT, 50KM trans, 710/70R42 singles..... \$149,900
- (S) CIH Magnum 180, 150 HP 2012, 2700 hrs, CVT 50km, luxury cab, front hitch no PTO..... \$139,900
- (L) CIH Puma 185, 155 HP, 2012, 3050 hrs, CVT, 50KM, 4 remotes, new stall loader..... \$135,900
- (S) CIH Magnum 225, 2012, 5607 hrs, CVT 50KM, Case IH L853 loader..... \$125,900
- (M) CIH Puma 160, 135 HP 2013, 2200 hrs, MFD, bar axle, deluxe cab..... \$12,900
- (S) CIH Puma 185, 2011, 4400 hrs, MFD, 50km, 760 loader, fenders, 520R42 tires..... \$99,500
- (S) CIH Puma 210, 4300 hrs, CVT, 770 loader, 50KM, 650R38 tires..... \$99,500
- (S) CIH Maxxum 130, 2014, 1600 hrs, CVT, 4WD, loader..... \$94,900
- (L) CIH MX135, 1999, 8000 hrs, ALO loader, 4WD, cab 4 speed powershift..... \$49,900
- (L) CIH 5130, 8954 hrs, Cab, air, 4WD, 2 remotes, 18.4x38 tires..... \$24,900
- (L) CIH 995, 1993, 7816 hrs, Cab, 4WD, 18.4x34 tires..... \$19,900
- (S) Int, 10066, 20, 8x38 tires..... \$13,900
- (L) Int, 684, 6453 hrs, 2WD, loader & bucket, open station, 16.9x30 tires..... \$12,900
- (L) Int, 886, 4950 hrs, 2WD, 2 rear remotes..... \$12,900
- (M) CIH 1390, 2WD, 60 hp..... \$5,900
- (S) JD 6215R, 2015, 753 hrs, 650/85R38 rears, 480/70R34 fms..... \$189,900

OTHER TRACTORS

- (M) JD 3520, 2600 hrs, 4WD, front blade, hydrostat..... Coming
- (L) JD 6310, 2001, 6033 hrs, 4WD, cab, 640 loader, 18.4x38 tires..... \$49,900
- (M) Leyland 270, 65 HP 9200 hrs, 2wd, cab, 2 remotes, 540 pto, 18.4x30 tires..... \$5,900
- (L) MF 3635, 2007, 5000 hrs, DL 260 MF loader, 16.9x30, ROPS..... \$26,900
- (S) McCormick MC120, 2701 hrs, MDF, cab, 18.4x38 tires, hangar axle, 2 remotes..... \$49,500
- (L) NH T7004, 2004, 4WD, loader, cab, 16x16 sync and shuttle..... \$35,900
- (M) NH T7050, 3300 hrs, 2007, duals..... Coming
- (S) NH T7125, 6200 hrs..... Coming

TILLAGE

- (M) Kongskilde 9115, 15' wide, reconditioned..... Coming
- (S) CIH 330, vertical hill, 25 ft..... Coming
- (L) Great Plains 5111, disc chisel, 11 stank..... Coming
- (L) CIH 335, vertical-hill, 28', hyd rolling basket..... Coming
- (L) CIH 330, vertical-hill, 34'..... Coming
- (M) CIH Tiger mate 200, Cult., 2010, 32 ft, 3 bar coil tine..... Coming
- (M) International 45, Cult., 18 ft, hyd fold..... \$1,500
- (L) Rock-o-matic 57, rock picker..... \$3,250
- (M) White 271, disc, 22'..... \$3,900
- (M) JD Disc, 10 ft wide..... \$7,900
- (M) Sunflower 4213, 13' wide, 9 stank..... \$19,900
- (M) Unverferth 1225, rolling basket, double basket, good shape, 41 ft, coming..... \$19,900
- (L) Salford 870, disc, 2003, 24 ft cushion gang, tandems, coil tire harrows..... \$24,900
- (M) Krause 4650, disc chisel, Dominator, 12 ft..... \$24,900
- (L) Unverferth 1225, rolling basket, 2016, double rolling harrow with bustar bar, 34 ft..... \$25,900
- (L) Salford 570 RTS HD, vert. tillage, 2011, 18 ft, weight kit, 3 bar coil tine..... \$33,900
- (L) CIH 345, disc, 2016, 25 ft, rolling harrows, spring special pricing..... \$59,900

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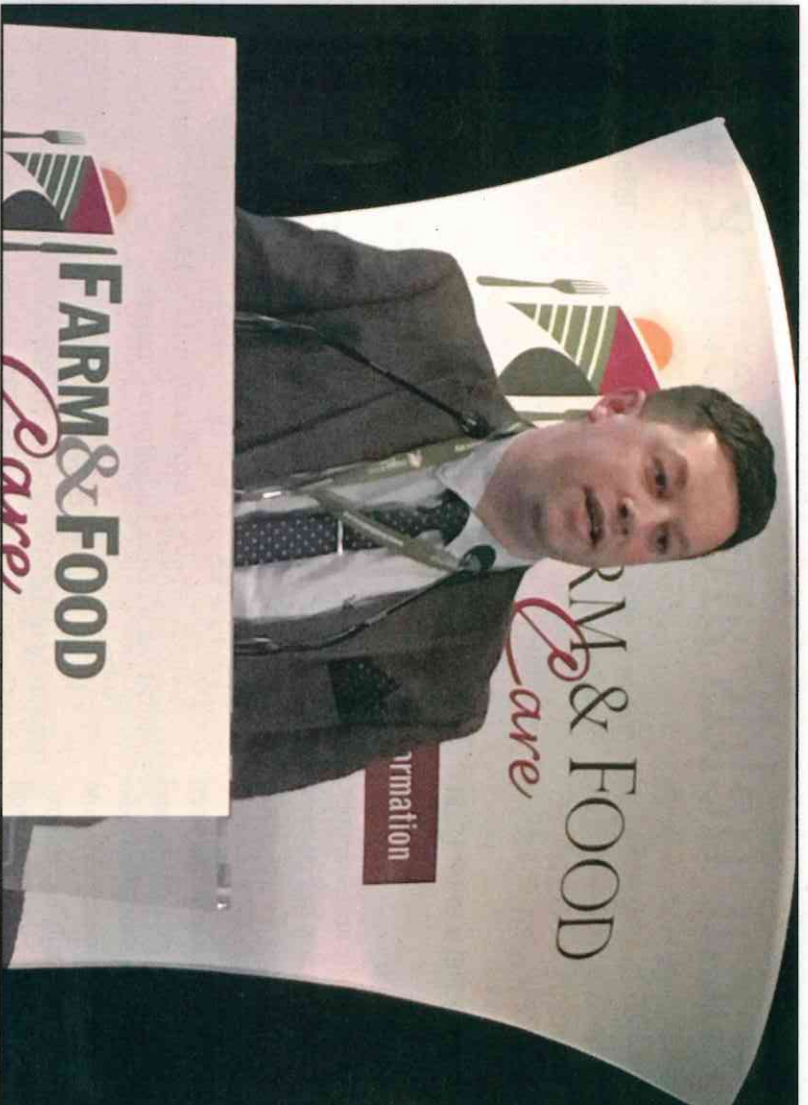
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STRATFORD FARM EQUIPMENT



News



Simon Haley: "Messages to consumers should be deeper than 'thank a farmer' and don't use the patronizing approach of 'educating' people."

Digital world opens doors to telling agriculture's story

UK media strategist says one online video is worth 1,000 words

BY LILIAN SCHAER

Ontario Farmer

Milton - There's a golden opportunity for farmers to tell their story that's accessible to pretty much anyone, a UK social media expert and farm consultant told a full house at the recent Farm & Food Care Ontario annual meeting.

According to Simon Haley, that opportunity lies online with social media, quoting stats from the UK that show the average person in that country spends about two hours per day on social media.

Those numbers are even higher in Canada, where Media Technology Monitor reported last year that English-speaking Canadians spend an average of 3.5 hours per day online, with Canadians in the 18-34 age range spending up to five hours daily online.

"We have a massive opportunity to get in front of people because we know where they are for at least two hours a day," Haley said. "Can you change how you promote yourself and do it better than you do it at the moment?"

Thanks to social media, UK farming stories are being told louder, better and with greater results now, he said, admitting that the industry had gotten things wrong in

the past and let issues get away from them, by not answering tough consumer questions about farming.

"It's easy for that mainstream press to give activists space, because they're easy to understand and farming is hard to understand," he said. "We're an industry that is multi-sector and multi-system within the sector so they are so far away from understanding our world and not knowing who to talk to."

Social media lets farmers and others in the agricultural sector post photos and videos that depict "real" farming and paint an honest picture of food production for consumers.

And although everyone hopes for a post to go viral, that's not necessary to help make a difference. What's important, according to Haley, is focusing on the change that you can effect on the immediate circle of people around you. "If you just concentrate on 10 people around you, it won't change the world, but it might change their world and make them think a bit more about buying local food," he said.

Anti-farming advocates know how to best use their social media time, presenting perceptions without showing the greater context of what might actually be happening and using human terms for animals. It's important for farmers to share that greater context – but not to do so in a "preachy" way that speaks down to the audience.

"Messages to consumers should be deeper than 'thank a farmer', and don't use the patronizing approach of 'educating' people," Haley advised. Sharing pictures and videos is more authentic by letting consumers look beyond the farm gate and showing that farmers have nothing to hide. Important, though, is to keep it personal, which can be a challenge for organizations speaking on behalf of farmers, but people want to know who is behind the logo, Haley said.

HALEY'S TIPS for advocacy in the online world:

- Think of social media as a digital umbrella, not for selling but for creating relationships. Images are great, video is even better.
- Tell your story. Anyone can find two minutes a day to post and always remember that audiences outside of agriculture are fascinated by what is part of a typical farm day – driving a tractor, working with livestock, etc.
- Choose one social media platform and do it well. There are many toolkits and tutorials out there to help make posts interesting and appealing to the viewer.

"Fifty per cent of people in the UK already like to complete tasks digitally, so this is not going away – and think about where we will be in five years," he said.