

THE LANDING

WINTER 2020



EDITORIAL

LISTENING TO OUR INDUSTRY'S VOICE

Graham Hinch, Director, Forestry Sales
— U.S. and Canada

At John Deere, we're committed to better understanding the challenges you face as a logger. We closely track economic and industry trends that affect your business. The start of a new year is always a good time for reflection, as well as for contemplating the year to come. So as we begin 2020, let's examine some of these trends.

On the economic front, we've witnessed stability in global markets over the past year, with the United States and Europe leading the way. In 2019, the U.S. market continued to rebound, spurring more demand for lumber and increased mill activity. Many experts expect this growth to continue in 2020, which should have a positive impact on global markets.

Uncertainty about the future remains, however. Some logging areas have dealt with difficult, unpredictable weather conditions, including extreme flooding, damaging hurricanes, and unusually cold winters. In addition, increased tariffs have impacted wood imports and exports, particularly in Canada, presenting challenges to some of our customers and the mills they work with.

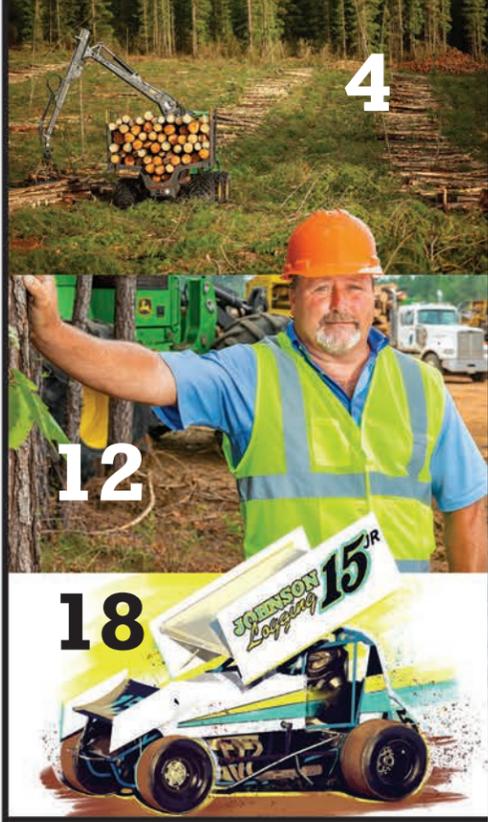
Industry trends in 2019 included the continuing emergence of steep-slope logging, which showed no sign of slowing down. We continued to invest in



equipment specifically designed to handle logs in steep, challenging terrain, including the 959ML Shovel Logger (see page 10). Another trend was the ongoing labor shortage. To attract new operators, we must continue to develop technology solutions that make machines easier to run. We've been doubling down on solutions such as Intelligent Boom Control, which enables simple, precise, and productive boom operations.

Now more than ever, we're seeing greater numbers of loggers adopt technology to run their businesses efficiently and productively to gain a competitive edge. For example, our TimberMatic™ Maps and TimberManager™ offerings enhance machine connectivity and communication. TimberMatic Maps provides the location, volume, and species of timber in real time, so operators can see what's happening at each moment. Meanwhile, contractors and supervisors can monitor live progress remotely using TimberManager — a web-based solution for PCs, tablets, and smartphones.

We're optimistic about the future of the forestry industry. Despite uncertainty, loggers continue to explore new opportunities and adopt new technologies to help them address any future challenges that may come along.



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TECH TIPS

STAY TUNED

SETUP, DELIVERY, AND FOLLOW-UP VISITS CAN KEEP YOUR DEERE FORESTRY MACHINE FINELY TUNED

John Deere forestry machines can be easily configured for optimal performance through the monitor in the machine's cab. Your Deere dealer will work closely with you to adjust machine settings to best fit your specific applications and operating style. Dealer technicians work hard before, during, and after delivery to confirm these settings best meet your needs. Here's how the process works.

For John Deere wheeled cut-to-length equipment, a formal setup and delivery process has been established based on global best practices. This helps give customers the best possible chance for success in their new machines. Included in the price of the machine, the process is required before the machine can be warranty certified and consists of the following steps:

Initial setup at the dealership

During the predelivery inspection, a trained technician checks pressures and physical settings on the machine to verify they meet factory standards. The technician then sets common parameters, including

minimum and maximum milliamps, speed percentages, and acceleration and deceleration ramps, through the monitor. Parameters are then adjusted for any automated systems, such as Intelligent Boom Control (IBC) and the Rapid Cycle System (RCS). The goal is to get the machine close to optimal performance before further adjustments are made based on customer preferences.

Setup in the woods

When the machine is delivered, the customer runs the machine and provides feedback to the technician. Settings are tweaked to change the speed and responsiveness of the controls so they best suit the operator. The technician can also educate the operator on how each of the settings work and how they can be adjusted.

Follow-up visit

A follow-up visit is scheduled, typically within a month after delivery, at which settings can be further tweaked. This visit is also a good opportunity for the technician to provide additional education and answer any questions the customer might have.

"Tuning days"

For an additional fee, customers can schedule an optional visit, or "tuning day." During this visit, a technician will verify pressures, flows, and machine settings to confirm they continue to deliver optimal performance and meet the customer's specific needs. Tuning days typically occur annually but can be scheduled as needed by the customer.

Many John Deere dealers also offer a similar setup, delivery, and follow-up process for full-tree L-Series equipment, M-Series Tracked Harvesters, and G-Series Swing Machines, although this is not a requirement for warranty certification. For tracked harvesters, the dealer typically performs a setup of the carrier similar to the one described above. If the machine is equipped with a Waratah head, Waratah is required to perform a shield commissioning.

No matter what type of John Deere forestry machine you have, we want you to be successful with it from the moment it enters the woods. Contact your dealer for details.

REBUILT AND RUNNING.
NOW THAT'S A PLUS.

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**NO PAYMENTS/
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FOR 120 DAYS**
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(for parts and service over \$100K)

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2.99% APR for 36 months²
(for parts and service over \$100K)

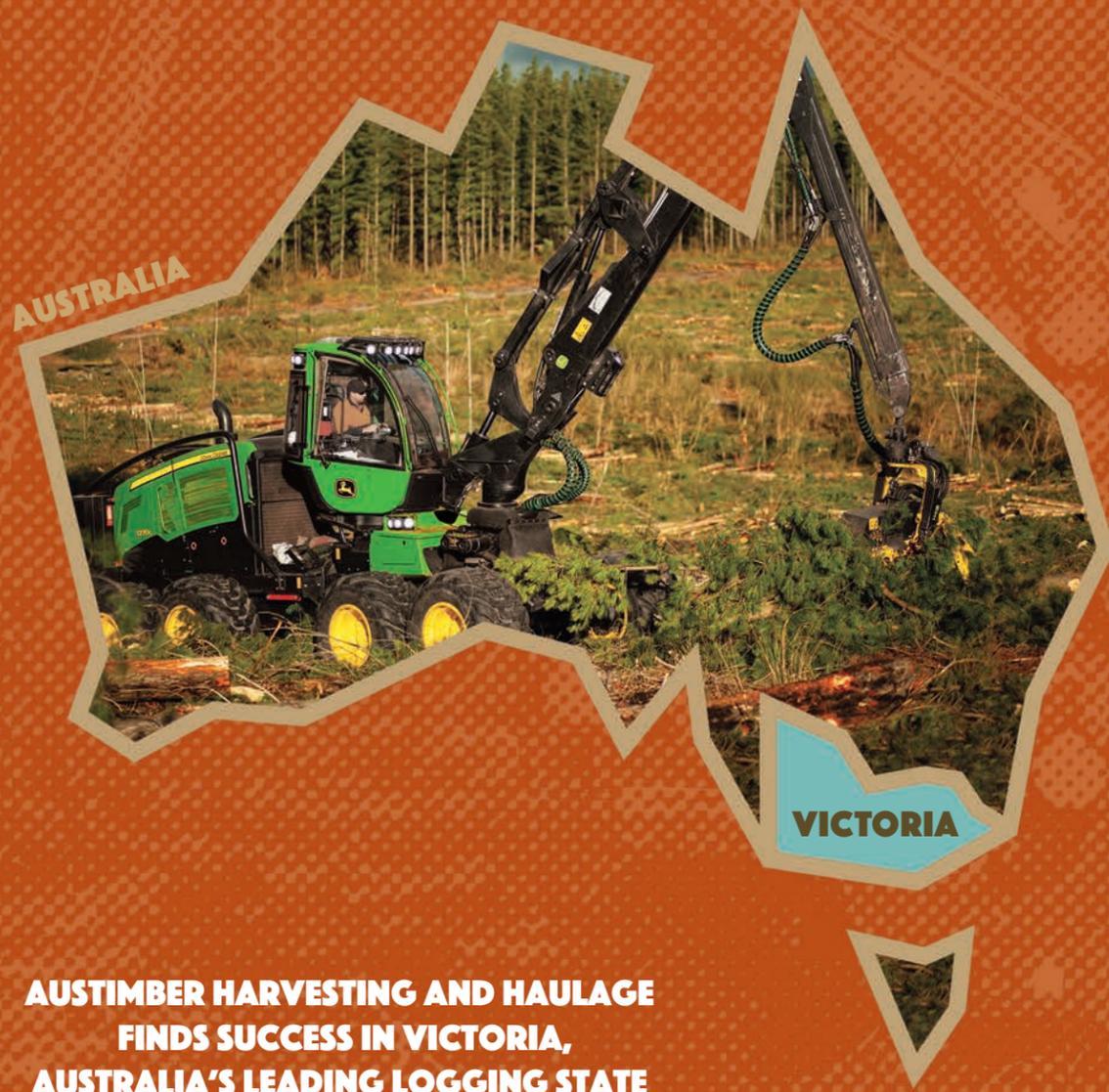
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¹Offer ends February 29, 2020. Subject to approved installment credit with John Deere Financial. Minimum amount of new parts and service work to finance is \$100,000 per machine. Repairs must be made to John Deere equipment using John Deere OEM parts, John Deere OEM undercarriage, all John Deere Reman parts, all value Parts products, and all ITR America Parts products. Not eligible for Hitachi machines. Some restrictions apply, so see your dealer for complete details and other financing options. Available at participating dealers. For commercial use only.
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Cover image:
Successful logger Ray Cobb is a happy camper.

VICTORIAN ERA



AUSTIMBER HARVESTING AND HAULAGE FINDS SUCCESS IN VICTORIA, AUSTRALIA'S LEADING LOGGING STATE

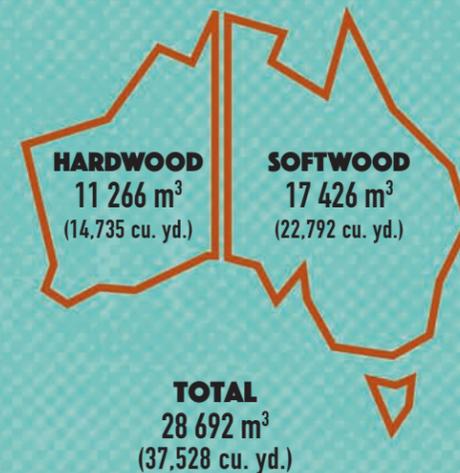
Australia is well known for its vast outback, the desert area that covers much of its land. What many people don't know is that Australia boasts the seventh largest forest area of any country, with 134 million hectares. That represents three percent of the world's forest area and covers 17 percent of the Land Down Under's landmass. Almost two million hectares of Australia's forest area is commercial plantation, which is comprised of roughly half softwood species (largely pine) and half hardwood species (mostly eucalyptus).

AUSTRALIA FOREST FACTS

- ◆ 7th largest forest area of any country
- ◆ 134 million hectares
- ◆ 3 percent of the world's forest area
- ◆ Forests cover 17 percent of Australia's land mass
- ◆ 2 million hectares of commercial plantation

HARVESTING PRODUCTION

AUSTRALIAN COMMERCIAL PLANTATIONS



Most of Australia's plantation forests are located along the southeastern and southwestern coasts. Victoria on the southeastern coast harvests the most wood of any Australian state. Established in 2006, AusTimber Harvesting and Haulage is based in Morwell, Victoria. The company employs 30 people and logs both pine and hardwood. Like other Australian logging companies, it harvests softwood primarily using cut-to-length (CTL) methods and hardwood using a combination of full-tree and CTL methods. AusTimber Harvesting and Haulage has been running John Deere forestry equipment since 2012 and currently owns 14 Deere machines, including 1270G Wheeled Harvesters and 1910E Forwarders, as well as a 948L Skidder for hardwood operations.

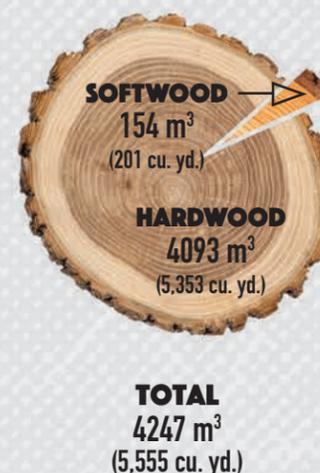
The company chose John Deere machines because they are purpose-built for the forest, they're productive, and they're reliable. Plus TimberMatic™ Maps and TimberManager™, Deere's map-based production planning and tracking system, helps operators and owners better understand what their machines are doing and make informed business decisions.

Operators appreciate the advanced features on John Deere machines. Intelligent Boom Control (IBC), for example, provides simple, intuitive control. The operator simply directs the boom tip to the desired location, and IBC does the rest. There's no need to control each boom joint separately.

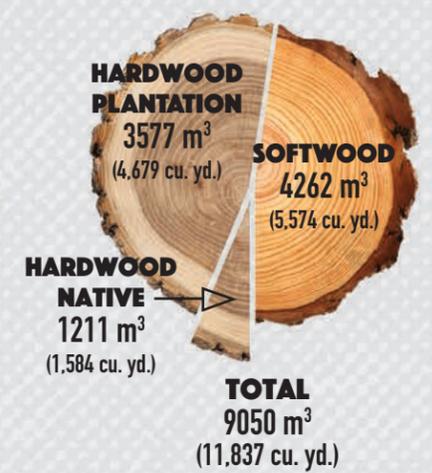
AusTimber Harvesting and Haulage receives service and support from RDO Equipment, which is the new John Deere dealer for all states except for Western Australia. The company has been impressed by the investment and commitment RDO Equipment is making in forestry and construction in Australia. With a great track record and a vast knowledge and experience with Deere machinery, RDO Equipment is a good fit. AusTimber Harvesting and Haulage is looking forward to building a strong relationship with its dealer for many years to come.

AusTimber Harvesting and Haulage is serviced by RDO Equipment, Derrimut, Melbourne, Victoria, Australia.

AUSTRALIAN NATIVE FORESTS



VICTORIA, AUSTRALIA



Sources: Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES); TradeEarthmovers.com.au.

FIRST THINGS FIRST



STORY: KEVIN ORFIELD
PHOTOGRAPHY: DEB WOOD

British Columbia sawmill puts First Nations people and the environment first

It began at a birthday party in 2015. Kirsteen Laing was turning 60 and invited her child's ski coach, Andy Thompson, to the celebration. A registered professional forester, Laing had moved to Smithers, British Columbia, in 1986 and started a forestry consulting firm.

Born in England, Laing originally moved to British Columbia at the age of 10 and later received her degree in forestry at the University of British Columbia in Vancouver. She worked in Mozambique as a forester for CUSO International, the Canadian equivalent of the Peace Corps, before traveling the world. Now approaching retirement age,

she was looking for a new challenge. "I wanted to find an environmental project where I could keep moving physically, but also use my forestry and administration skills."

She considered finding a project in Ecuador, where she had spent some time working with a community cooperative and learning Spanish. But the solution was right in her backyard. She had invited the right person to the party.

Out of the ashes

Thompson was in the process of opening his third sawmill near Witset, which is located 30 km (18.6 miles) west of Smithers. When he was 18, Thompson had moved to British Columbia and found his first job working in a sawmill. He moved to Smithers in 1982 with his wife. "We were ski bums and the skiing is great up here. I bought into a welding shop, but I always wanted to build a sawmill." So he did.

When his wife got sick, Thompson sold his first mill so he could take time off to care for her. He later built a new sawmill in Fort St. James. "Things were going really well until it burned down. It was a disaster really. But we salvaged some of the equipment, trucked it to Witset, repainted it, and completely redesigned the mill. It's way nicer."

The location Thompson chose for the new business venture, Seaton Forest Products, is spectacular. Nestled among coastal mountains in the beautiful Bulkley Valley, the mill sits at the foot of Seaton Mountain. Running through the middle of the valley, the Bulkley River attracts anglers from far and wide in search of steelhead, chinook, and coho salmon.

Forestlands stretch out as far as the eye can see and, for Thompson, contained a hidden business opportunity. "We designed the mill with the intention of cutting only



decadent wood, the dried-out balsam that big companies leave behind or burn,” says Thompson. “We knew we would be able to source this wood readily and cheaply.”

The project met Laing’s requirement for helping the environment. “If the wood is left in the forest, it becomes a fire hazard,” she says. “If it is burned, it becomes an air-quality issue.”

Large mills in North America avoid decadent wood because it lacks integrity and can’t be cut into boards. Seaton Forest Products found the perfect market for this wood — China. “We cut the wood into square cants, so it maintains its integrity,” explains Thompson. “We send all this product to China. They’ll use it for scaffolding, pallets,

crates, and ‘dragon bone,’ which is placed between drywall and concrete walls.”

Finding work for First Nations

The Wet’suwet’en and Gitksan people have called the Bulkley Valley home for thousands of years. One of Seaton Forest Products’ missions is to employ mostly indigenous workers. “Eighty percent of our workers are First Nations people,” says Thompson. “That’s about 20 jobs for local families here. They are excellent workers who take a great amount of pride in their work. It’s a privilege to have so many First Nations people. It’s their land and resources so they should benefit from that.”

Laing shares a story of a young man they hired.

“When he showed up for work, he wouldn’t look at you or say anything. He always had his sunglasses on. Slowly he came out of his shell and began talking to people. He took his sunglasses off and started joking around. He was full of fun. He started doing all the jobs and became really valuable. It makes us proud to see success stories like that.”

Keep moving

Laing has found the physical work she was looking for. As the mill was being built, she did most of the painting. She has helped strip the wood of bark and stack lumber, tasks done by hand. She has helped tag and strap lumber before it is loaded onto trucks, then trekking

down a hill to run the weigh scales. She also does the administrative work, including payroll, accounts receivables, shipping, and reporting. It’s all in a day’s work.

Laing and Thompson are extremely hands-on. “We get right out there and sweat — or freeze — with our employees,” says Thompson. “My motto is, ‘I can’t ask them to do it if I can’t do it.’ It’s very gratifying to accomplish so much with them every day.”

Thompson is most at home in the cab of the company’s John Deere 624K Loader. The Brandt-branded RTF200 comes equipped with a special forklift attachment capable of handling up to 13 608 kg (30,000 pounds) of payload, making it perfect for loading pallets of lumber onto trucks. “It’s powerful, smooth, and maneuverable in tight spaces.” The company also runs a 724K Loader with a

7.65-m³ (10 cubic yard) chip bucket and a 644K Loader with a log grapple.

To sort logs, the company uses a John Deere 2656G Log Loader. “The 2656G is a bit bigger and has a longer track than previous models, and is very stable,” says Thompson. “The operator loves the visibility, which is unbelievable.

“Our Deere machines do the job well and are absolutely reliable,” he adds. “And that’s what I need more than anything because if we can’t ship wood, we’re shut down. We’ve had almost no trouble, so I can safely predict what my costs are every month. That makes it easy to budget.”

Service and support from its local John Deere dealer, Brandt Tractor in Smithers, helps Seaton Forest Products

stay up and running. “Brandt has been incredibly helpful. If I have any issues, I can call them, and they are out here just like that.”

Thompson is proud of the company’s business model and what he and Laing have built. “We’re cleaning up the forest, hiring First Nations workers, and trying to make a bit of money,” he says. “It’s win, win, win. I’m so proud of Kirsteen, who has been with me since day one, and our crew, who take pride in their work. Together with John Deere and the folks at Brandt, we have a great team.”

Seaton Forest Products Ltd. is serviced by Brandt Tractor Ltd., Smithers, British Columbia.

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



OVERCOME STEEP ODDS

959ML HELPS YOU WIN UPHILL BATTLES

The new 959ML can be factory configured for shovel-logging and directional-felling applications, making it easy to harvest logs in areas once thought impassable. Our patented leveling technology delivers exceptional stability on steep slopes, while a live heel improves control and positioning of the log. An industry-exclusive slope-monitoring system displays the total range of motion on the in-cab monitor. And a “tether-ready” field kit and four-point seat harness further help you confidently operate in tough conditions.

To learn more, visit JohnDeere.com/ShovelLogger.

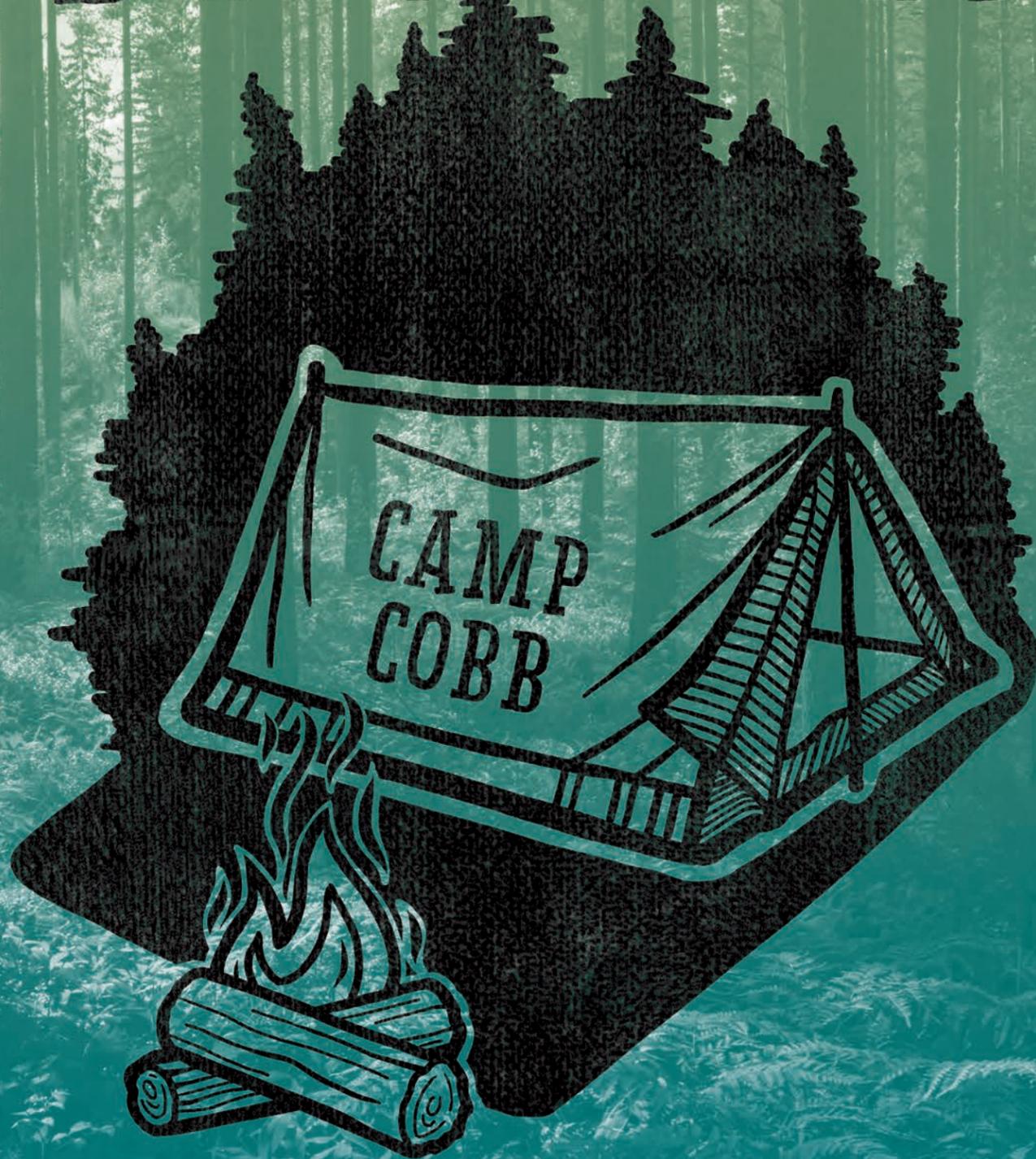
“Our 959ML has been a game changer for us. It is very maneuverable in the extreme conditions we work in, and its ability to reach down into a deep ravine and grab timber amazes me. Operators love the spacious cab and impressive visibility. And it delivers the same uptime, reliability, and dealer support I’ve come to expect from John Deere machines.”

Andrew Johnson, owner, Wolf Lake Logging Ltd., Courtenay, British Columbia

“Our John Deere 959ML has taken a lot of the work out of hoe chucking. We log in extremely rocky conditions and on steep slopes, but the phenomenal tracking power makes it easy to get around. And with the leveling system, the 959ML is stable and comfortable. It’s a beautiful machine to run.”

Rob Boyes, operator, Strongback Timber, Courtenay, British Columbia

BELIEVE IT



ALABAMA LOGGER RAY COBB IGNORED THE DOUBTERS

STORY: KEVIN ORFIELD PHOTOGRAPHY: DEB WOOD



Before chain saws and modern logging equipment such as skidders and feller bunchers revolutionized the industry, logging was hard, manual work. In the early part of the 20th century, loggers followed the timber harvest and lived in logging camps. “My grandfather cut wood using crosscut saws and skidded it with teams of mules,” says Ray Cobb, owner of L&R Enterprises LLC in Brundidge, Alabama. “They’d camp out the whole week, come home weekends, then go back on Monday and do it all over again.”

CAMP COBB

Traditional logging camps began to phase out after World War II into the early 1960s, as the modern road system grew and crews could drive to work. But when Cobb started his own logging company in 2000, his first job was a throwback to that earlier era.

“Our first logging site was on the Tallapoosa River, which was more than a two-hour drive away from home,” he recalls. “I didn’t want to spend that much time driving when I could be logging. So my wife Valerie, my son Brian, and my brother Jeremy set up tents along the river, just like an old logging camp 100 years ago.”

Cobb and his brother logged that tract all summer, moving six or seven loads a day, while Valerie kept the camp in order and looked after their six-year-old son. “Every morning we’d wash up in the river. Valerie would fix breakfast while we were loading trucks. She wanted to grab a chain saw and help with production, too, but we agreed it was best if she helped out in other ways.”



HIS COMPANY, HIS WAY

Cobb got his start in logging working for C.R. Pate out of Brooklyn, Alabama, where his father Lonnie and his grandfather Frank had also worked. In the mid-1990s, Cobb and his wife moved to Troy, Alabama, so she could finish nursing school at Troy University. He took a job with logger Ron Morgan before starting L&R Enterprises LLC.

Cobb was the first in his family to start his own company, purchasing a used John Deere 648G Skidder and a 643D Feller Buncher, along with a loader. "I wanted to get my own equipment and run things my way," he recalls. "For a long time, we had people telling us we couldn't make it. We would prove them wrong."

After the summer by the river, the company took jobs closer to home and hired another employee. His wife returned to nursing school while helping with the fledgling logging company's books. After a few years, Cobb also added a second skidder. "If one tractor is stuck, everyone is stuck. But if we have a second skidder, we can always get unstuck."

Trucking was a challenge in the early days. "We'd start contracting with someone. Then they'd think the grass was greener and go somewhere else."

Fast-forward almost 20 years and L&R Enterprises is going strong. The company runs all newer John Deere machines, as well as five logging trucks (although Cobb claims trucking is still a headache). The crew mostly clear-cuts loblolly pine or oak and poplar, depending on what the three sawmills in the area need. "As long as these three mills keep going, the future is looking up," says Cobb.



"For a long time, we had people telling us we couldn't make it. We would prove them wrong."

Ray Cobb
Owner, L&R Enterprises LLC

STOP AND LISTEN

When asked if there was a moment or milestone in his journey when he felt sure his company would succeed, he replies, "I knew the whole time. From day one."

But proving the doubters wrong is not the only thing that motivates Cobb to get out of bed every morning. "I grew up in the woods and just enjoy being out here. All you have to do is just stop and listen to the wildlife. It's hard to explain if you haven't done it. It's something I love."

Cobb is also passionate about his family business. After finishing nursing school, his wife completed a master's program and became a nurse practitioner. She also continues to handle the company's books and raise the couple's two younger children, Alexis and Colin Ray. Cobb's brother Jeremy runs the loader, and his oldest son Brian likes to run the feller buncher. "He went to college, but he told me he'd rather help me. One day I believe he will run the business."

The company's current fleet of John Deere equipment includes two 648L Skidders, an 843L Feller Buncher, and a 437E Knuckleboom Loader. After buying used equipment for years, Cobb had an epiphany: Running new equipment could be more cost effective than running old machines. "I bought used because, if times got tough, I didn't have as high of a monthly payment. But what I did have was a pile of parts bills."

In 2013, Cobb bought his first new John Deere machines. "I was spending my weekends working on my used equipment, often not even knowing if the machines would be ready come Monday morning. With the new equipment, you don't have the downtime. Sure, the monthly payment is higher. But after I took into account the cost of parts and the hours lost to downtime, a new machine really made sense. You're a lot more productive at the end of the day when you are not always stopping to fix the machine."

Low interest rates from John Deere Financial have helped keep Cobb's monthly payments low. Extended warranties keep costs for unexpected repairs fixed and predictable. Plus better reliability, simplified maintenance, and extended service intervals on fluids and filters compared to his older Deere machines help to further minimize downtime.



"I grew up in the woods and just enjoy being out here. All you have to do is just stop and listen to the wildlife."

Ray Cobb
Owner, L&R Enterprises LLC

ALWAYS RIGHT THERE

New machines also come replete with the latest production-boosting designs and features. “Our 843L Feller Buncher is a really solid machine — very stable and maneuverable on hills. The Quick Dump feature works really well — just press a button to release the trees in one motion and then start grabbing trees again.”

Cobb appreciates how easy the 648L Skidder is to run. “It’s easier to train operators on the new skidders than the old ones. With the CVT (Continuously Variable Transmission), there’s no more shifting. Now there’s just forward and reverse. Set the maximum speed and CVT automatically does the rest, so you don’t have to hunt around for the right gear.”

The rotating high-back seat improves rearward visibility. “You can just turn your seat around and go back down a row or operate the grapple without having to look over your shoulder. That really helps reduce neck strain.”

Cobb has purchased all of his equipment from his local John Deere dealership, Flint Equipment Co., including the first 648L Skidder sold in the Southeastern U.S. He’s known his salesman, John Witherington, for decades. During the years before Cobb formed L&R Enterprises, the two worked together for Ron Morgan. It was during this time that Cobb spoke with W.J. Sorrell, the timber dealer for whom Morgan contracted, who just so happened to need a logger to work the riverbank tract on the Tallapoosa that summer.

Witherington was working part-time for Morgan while he was finishing forestry school. He would later work as a forester for a company that would eventually become Smurfit-Stone Container Corporation before he took a job with Flint.

“John and I have been friends for a long time,” says Cobb. “He and Flint Equipment have always been right there for me. Deere machines have always been easy for me to work on. But if I ever have a question, I just call over and talk to their mechanics, and they point me in the right direction. And if it’s something I can’t fix, they get right on it. I think Flint and John Deere will be there for me for many years to come.”

L&R Enterprises LLC is serviced by Flint Equipment Co., Troy, Alabama.

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

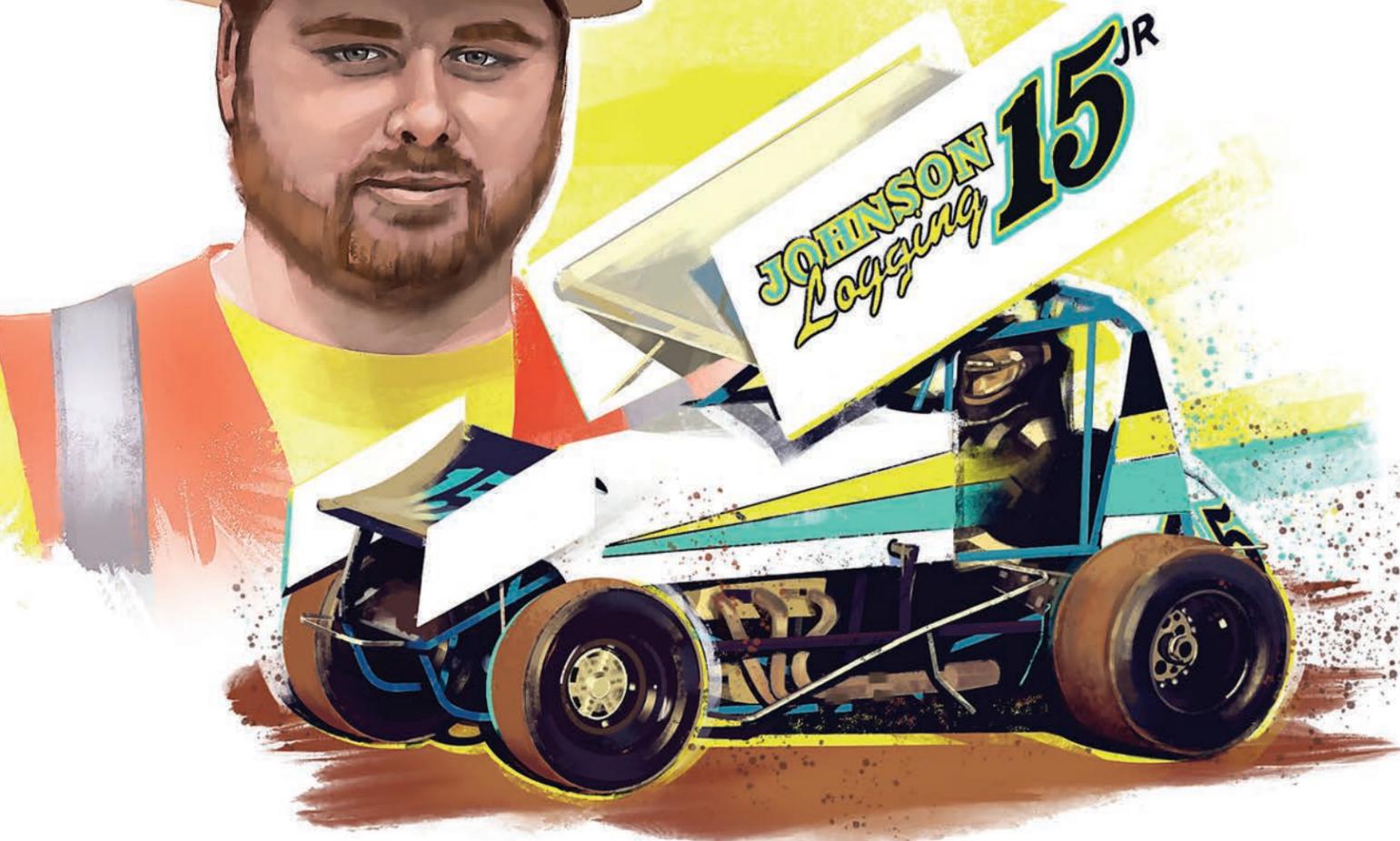


“It’s easier to train operators on the new skidders than the old ones. With the CVT, there’s no more shifting. Now there’s just forward and reverse. Set the maximum speed and CVT automatically does the rest... .”

Ray Cobb
Owner, L&R Enterprises LLC

DOWN TIME

SPRINT TO THE FINISH



How do you make a small fortune in racing? Start with a large fortune, as the old joke goes.

Although logger Thomas Johnson, co-owner of Thomas Johnson Logging in DeRidder, Louisiana, doesn't compete at the highest levels of stock-car or open-wheel racing, he wouldn't call it an inexpensive hobby. "But we do work on a shoestring compared to other teams," he says. "We haven't invested half of what many other drivers invest. I don't always have the nicest equipment, but we run pretty respectably for our budget."

Johnson races sprint cars in the RaceSaver® Sprint Series, one of the fastest growing sprint-car series in the country, with over 1,000 drivers.

The series strives to keep entry costs affordable so working folks like Johnson can compete. Purses are kept at a reasonable level so people don't overinvest in order to win.

Johnson races with his father Thomas Sr. twice a month across the South Central U.S., from Dallas, Texas, to Baton Rouge, Louisiana, to Little Rock, Arkansas. "Not only do we work together, we play together," says Johnson. "Dad has the championships and the big wins, but that's where his age and experience pay off."

Johnson has won a few races himself and is always a threat to run up front. To stay competitive, he spends from two to four hours a night in the shop turning wrenches. "It's like having a second job," he says.

The sprint car's 305-cubic-inch V8 engine produces 400 horsepower. That's roughly half the horsepower of a NASCAR™ stock car, but at 1,575 pounds, the sprint car only weighs about half as much. "It delivers around 400 foot-pounds of torque, which is a lot," says Johnson. "It's quite an adrenaline rush."

The car's wings add downforce, making them easier to control, but the racing is fast and exciting. On a quarter-mile track, Johnson typically turns 13-second laps. After eight-lap qualifiers, feature races are usually 20 to 25 laps. "Time goes by pretty quickly," says Johnson. "It's a lot of work for a little bit of play. But I get to spend more time with my dad, which is a blessing."



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IT SHOULD ALSO COME PREPARED.**

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OUTRUN™

CLEAN UP WHERE OTHERS FEAR TO ROAM.

Up here, you need complete faith in your tools. And when you're shovel logging or directional felling on steep slopes, the 959ML is your machine. The leveling cab lets operators cruise through the longest shifts, while the machine's power, reach, and traction puts wood on the ground with ease. Get machines, insights, support, and financing to move your operation forward. With all the pieces in place, you're ready to OUTRUN.



JOHN DEERE

JohnDeere.com/ShovelLogger