

THIRD ISSUE 2011



FOCUS

MARTINS BROTHERS DAIRY | ROBIN HOOD LANDSCAPING | KAWASAKI IN DAIRY



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and DEMANDING...
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42ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Universal Quick Coupler allows a wide range of attachments
- Interchangeable with skid steer attachments
- Limited Slip Differentials provide additional traction for applications requiring extreme traction control
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- High Ground Speed, standard



45ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Eco Mode provides a fuel efficient setting resulting in better fuel economy without affecting productivity
- Electronically controlled HST stabilizes engine speeds providing smooth acceleration and deceleration
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- Cab access on both sides of machine
- High Ground Speed, standard



A HERITAGE OF INNOVATION

Kawasaki is the most experienced manufacturer of articulated wheel loaders in the world. Since introducing our first models in 1962, we have maintained a leadership position in technology, service, and support. With a heritage grounded in innovation through Kawasaki Heavy Industries, KCMA Corporation's focus on wheel loaders translates into real benefits for you and your business.

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- **15 Models**
- **45 HP – 720 HP**
- **.78 cu. yd.– 13 cu. yd.**

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HISTORY | TECHNOLOGY | INNOVATION

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MOO-VING EXPERIENCE



There are over 1,600 dairy families in California today, and those hard-working families have made California the leading dairy state in the U.S. Since 1993, California has ranked first in the production of milk, butter, ice cream, yogurt, nonfat dry milk, and whey protein concentrate, and second in cheese production.

A mere 200 head of longhorn cattle first arrived in California with Spanish soldiers and priests in 1769. By 1860, there were about 100,000 milk cows in the state, thanks in part to the Gold Rush and the need to provide local resources rather than shipping in goods from other locations. By 1890, the numbers had jumped to 260,000. Fast



George Martins; Tom Garton, Garton Tractor; and Timothy Silveira.

forward a hundred and twenty years or so, and the number currently stands at 1.75 million — a fifth of all the dairy cows in the United States.

Three thousand or so of those cows (2,200 Holsteins and 800 Jerseys) are housed at the two locations of Martins Brothers Dairy Farm in Gustine and Hilmar, California. Neighbors include Hilmar Cheese, the world's largest producer of cheese manufactured on one site. So the milk from those 3,000 Martins Brothers' cows has a ready buyer, as does the milk from some 157,000 additional cows living at more than 260 other dairies in the area.



Purchased in 1996, the 300-acre Martins Brothers Dairy continues to evolve.



Bloodless bullfighting has many enthusiastic followers in Portugal, Canada, and California.



About 2,200 milk-producing Holsteins along with their calves are cared for at this facility.

To keep those 3,000 cows fed, and the corrals clean, Martins Brothers Dairy uses three Kawasaki wheel loaders — all 65s. Their oldest has about ten years under the hood. One has the Super High-Lift Arm option, the others are more traditionally equipped. The dairy finds the high lift a less expensive alternative to a roll-out bucket.

"We've been running Kawasaki for the last 15 years," says George Martins, one of three brothers who own the dairy. "We tried pretty much all of the other ones — John Deere, Volvo, Cat®, and Daewoo — but we are more comfortable with Kawasaki. We've never had any problems with the Kawasakis; no breakdowns. That's why we've stuck with them."

"We've been working with Martins Brothers for about a year," relates Tom Garton, Vice-President/Sales Manager, Garton Tractor.

"I didn't have to talk them into buying Kawasaki — rather they actually talked me into selling Kawasaki! That's how sold they are on the brand."

The Dairy uses their wheel loaders primarily to fill the feed wagons. It's very dusty work,



"We've never had any problems with the Kawasakis." — George Martins

thanks to the fine-milled ingredients used in making feed. Feeding starts at 3 AM and finishes 10 hours later. There is no day off. They count on the loaders to fire up each morning and put in a full day's work.

The loaders are also responsible for cleaning out the corrals and removing manure. All in all, this is a very corrosive environment for wheel loaders.

Beyond milking cows, growing their own feed, and transporting their own milk, it turns out this dairy property has a whole other life, as indicated by the large horse

barn and adjoining arena. The Martins Brothers are active participants in California-style bloodless bullfighting. This is based on the centuries-old Portuguese form that uses fighters on horseback. In the 1980s, Californians began putting Velcro on the bull's shoulders and equipping riders with Velcro-tipped lances. As a result, the fights today are all about showmanship, and demand a great deal of skill from both rider and horse.

"This is my hobby," explains George. "Our horses have all been imported from Spain or Portugal and are bred to fight the wild bulls. Our trainer is from Portugal. We compete not only here in California, but in Portugal and Canada as well."

Just as bullfighting is popular in the Central Valley of California, it turns out that Kawasakis are becoming that way too. "When we bought our first Kawasaki, it was the only one around," says George. "Now some of our neighbors have them."

Martins Brothers Dairy Farms is serviced by Garton Tractor, Modesto, California.

"We've been running Kawasaki for the last 15 years."

— George Martins, Co-Owner



ROBIN HOOD LANDSCAPING

HITS THE BULL'S-EYE

When the owner's last name is Hood, and there are trees involved, it's not surprising to find they have a product line named after England's hero of old. And like that clever namesake, there is more to Robin Hood Garden and Landscape Products than meets the commoner's eye. What started simply as Hood Farms now encompasses a timber harvesting and land-clearing company, landscaping services, commercial products (they make their own, and even have two bagging operations and a sawmill), and wood preserving.

"I went from farming and crop spraying to timber, then went from timber to the mulch business," says Leon Hood, President, Hood Timber and Landscape Products, Inc., Adel, Georgia, with a smile.

Once Leon got into timber, it was a logical progression. From timber harvesting comes a lot of scrap that could be turned into barks, mulches, and soils. So Leon took the step of purchasing a tub grinder, and started supplying others who turned those bulk items into finished products. But in 1993, Leon set up operations in Adel, building his own commodity bark and soil production facility so he could create his own finished products.

"We were the first to have a dyeing machine," recalls Leon. "Nobody had ever colored bark before. This was about 10

years ago. It didn't sell too good at first; we were about to give up and sell off the machine. But we decided to keep it." And it's a good thing.

Once buyers from Lowe's® Atlanta stores found him in the late 1990s, Leon tried to persuade the buyer to give the red bark a shot. After some hemming and hawing, the buyer agreed, and sales of the dyed bark and other products took off. Lowe's would order 600 to 800 items every week. The craziest it ever got was when they received 327 purchase orders in a single day.

But when it comes to that red bark, as Leon points out, everybody does it now. But they were the first.

MIXING IT UP

Hustling from job to job on the grounds is a Kawasaki 65ZV-2. From hoppers to dirt to dump trucks, the Kawasaki loader shrugs off the dust, the wood chips, and the southern Georgia heat and humidity.

The company has owned other brands, and still does, but the operators all like the Kawasaki the best. "It's a good loader with strong hydraulics," reports Leon after surveying his crew. "They put the Kawasaki ahead of the John Deere. And that first Hyundai loader we bought still has the

original tires on it — it hasn't run good enough to wear the tires out. It broke down a lot and the operators just didn't like it."

Products sold under the Robin Hood label include potting mix, pine bark mulch and nuggets, colored mulch and nuggets, top soil, compost, cypress mulch, hardwood mulch, bark soil conditioner, composted cow manure, and organic peat humus. The sawmill allows him to rip custom cuts, and the wood preserving plant can treat several types of wood — like cypress, pine, hardwood, dry kiln, and pallets.

When timber prices are low, Leon buys from other contract loggers and the mills. When pricing goes up, they harvest and mill their own logs from their timber operation. The Adel operation also has several bagging lines. Another one, completely automated, was established in nearby Nashville. That brings the company's capacity to over 800,000 bagged products a week.

Thanks to the high demand for his products, Leon has also added a trucking company, distributing goods as far north as Ohio.

Efficiency, well-planned production, and excellent access to raw materials reinforces the company slogan of "We can do it for less." And their Kawasaki wheel loader is happy to be a part of Robin Hood's band.



When timber prices are high the company harvests wood from its own logging property.



The company's popular red bark first made its appearance about 10 years ago.



Bags of product are palletized awaiting shipment.

KAWASAKI IN DAIRY

THRIVING IN THIS DUSTY, MUDDY,
CORROSIVE ENVIRONMENT





Dairy farming is a demanding business. The cows have to be fed every day and milked at least twice a day, seven days a week. They have to be kept healthy, their surroundings clean. Since they don't take a vacation, their keepers don't either.

In California, things are further complicated by population pressures, water demands, labor issues, and environmental concerns.

"You have to have a certain number of cows to be profitable," explains Victor Fiorini, Fiorini Dairy, Turlock, California. "And with that certain number of cows, it takes a certain amount of ground to support them. We have water, air, state and federal inspections; everything is regulated. I just finished my annual water report — it was 103 pages! You have to log every field: the irrigation application, lagoon field application, your harvest amount, your leach field information, your chemical fertilizer, everything."

Richard Michel, owner of Michel Ranch in Waterford, California, knows it all too well. A third-generation dairyman with 340 acres as well as the current Chairman of the California Milk Advisory Board, he knows how fragile the structure is. If milk-to-feed ratios get too far out of balance, or if farmers grow too discouraged with all the paperwork and regulations, many may well choose to sell out, or move to another state.

HOW KAWASAKI HELPS HOLD DOWN COSTS

Being able to hold down costs in as many areas as possible is critical. It is a key reason why California dairy farmers, and people in agricultural applications all across North America, like Kawasaki wheel loaders. From their perception, other brands just aren't built with the same rugged dependability and low-cost maintenance.

"I'd heard quite a bit about them from others," says Richard Michel. "This is our first experience with Kawasaki. I talked with Emmet Bowman of Garton Tractor about different types of loaders, and we settled on Kawasaki. Emmet brought a unit out, and we tried it so we could see how it performs."

"We're big on having a particular unit for a particular job. Our 65ZV-2 loader primarily handles the feed ingredients. The feed wagon is a vertical mixer with dual augers and requires a high-lift arm to reach. It's doing exactly what we expect it to do. It runs seven days a week, 365 days a year, about eight hours a day."

Unlike Richard, Victor Fiorini of Fiorini Dairy uses his Kawasaki wheel loader for all kinds of tasks: load the feed truck, clean the stalls, and clean the feed racks. "Our Kawasaki loader is our lifeline. It does everything. We don't have a backup — we haven't needed one."

"Between the dust and corrosive elements, we really abuse it. We start up our Kawasaki early in the morning and run it for 14-16 hours a day. We've never had any issues with it."

"Our neighbor has had just one Kawasaki, a little smaller than our 65, in the same timeframe we've gone through four other brands. We got the Kawasaki as a rental when our third one went down. After it was fixed, I returned the Kawasaki. Then when I lost the transmission, I asked for that Kawasaki back. It came, and it stayed."



Victor Fiorini, Brian Fiorini, and Tom Garton, Garton Tractor.



"The cows are fed twice a day. And you are not late, and you do not vary anything. The little ladies will tell you if you vary anything."
— Richard Michel, Michel Ranch



Rollout buckets work well with Kawasaki Wheel Loaders. Another alternative is the high-lift or super-high-lift arm option.

Farms and dairies count on Kawasaki wide-fin radiator and reversing fan to blow out the fine particles that can accumulate and cause overheating.

The loader sold itself.” Victor found the others were either too lightweight or had fatal flaws that made them unsuitable for dairy conditions.

BUILT RIGHT

As dairymen have discovered, Kawasaki wheel loaders provide real advantages. Designed for reliability, they have consistently demonstrated a reputation for trouble-free service and minimal downtime. Features include the heaviest Z-linkage in its class, sealed wet-disc brakes, automatic reversing cooling fan, wide-fin radiator, and torque-proportioning differentials to reduce tire wear. A generous use of steel instead of plastic, and an eye for practicality over bells and whistles also resonate with the agricultural community.

Kawasaki also offers a choice of high-lift or super-high-lift arms, making it the natural choice for this application.

“Kawasaki’s wide-fin radiator and reversible fan really make a big difference,” says Victor. “The radiator in our other models used to get plugged up because of the fine particles found in our commodities. Not so with the Kawasaki. We also have high-lift arms that

help us load the feed wagon. We need about 14-feet clearance. With this loader, we don’t have to create any kind of ramp; we can load the feeder wagon from anywhere. That was a big selling point.

“Also, they handle very well for as big as they are. Some loaders just beat you up, but this one is very smooth.”

Farming has many variables that are tough to control. An unreliable wheel loader does not have to be one of them. ***Kawasaki’s mission is to keep their wheel loaders simple, strong, and affordable.*** Predictability is what it’s all about.

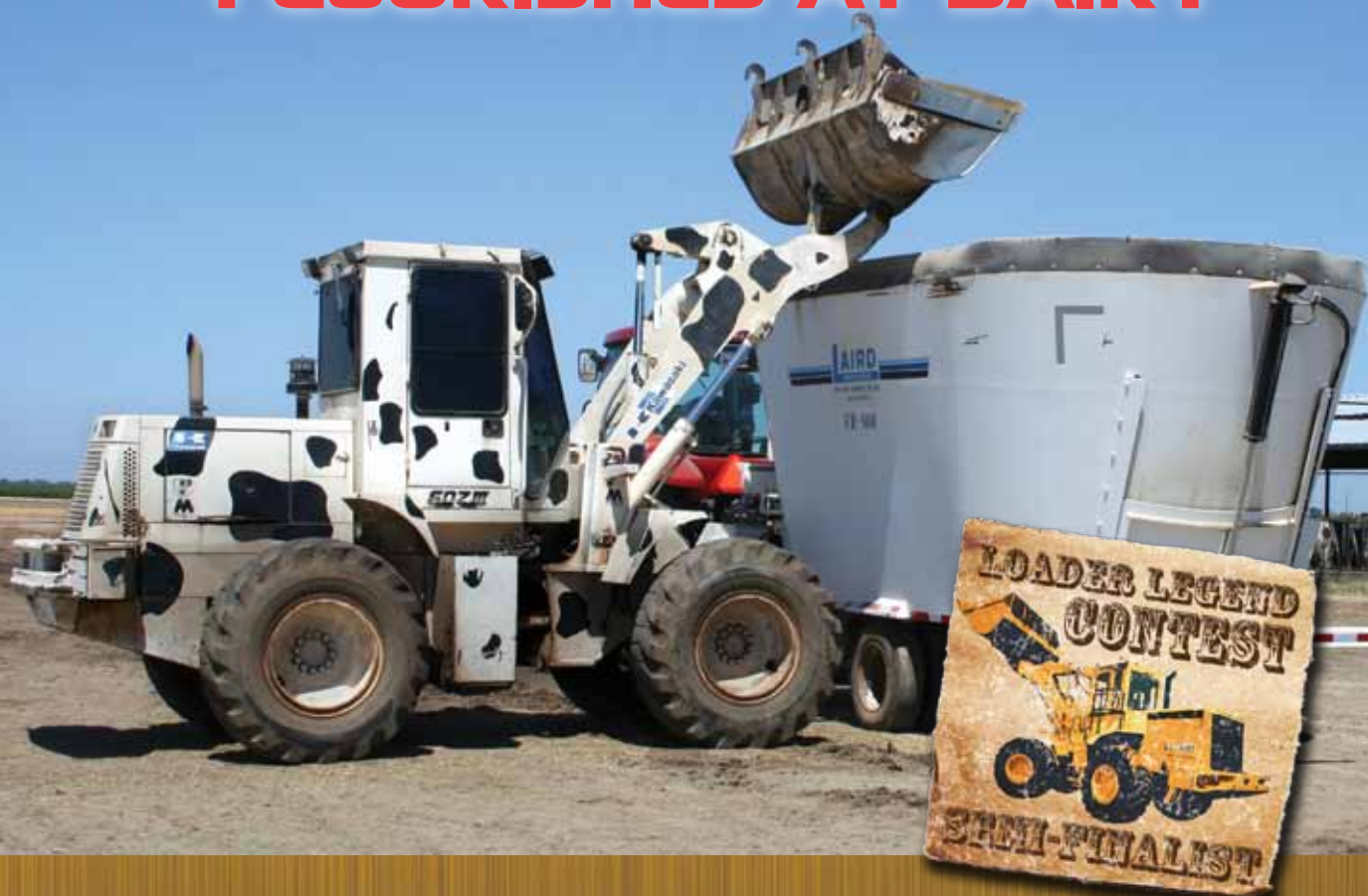
Turns out cows crave the same thing. “You are not late, and you do not vary anything,” says Richard Michel. “The little ladies will tell you if you vary anything.” And if you’re like Richard, you sure don’t want 1,300 discontented “little ladies” voicing their opinions!

Talk to your local Kawasaki wheel loader dealer, visit www.kawasakiloaders.com, or to see video of Kawasakis in a variety of applications, including Dairy/Ag go online to <http://www.youtube.com/user/KawasakiMarketing>.



“KOW-ASAKI”

FLOURISHES AT DAIRY



What is black and white, can be found on a dairy farm, and loves hay? If you answered a Holstein cow, you'd be right. If you answered a Kawasaki 60ZIII loader, you'd also be right.

Painted to match their herd, this fifteen-year-old wheel loader is much beloved by the Lopes family, owners of Lorinda Dairy in Turlock, California. The family bought the wheel loader new in December 1996. Other than swapping out the original radiator for the wide-finned kind when they became available, it still has the original engine, original transmission, and original other major components.

Loren Lopes recalls the family decision. "There weren't many Kawasakis around here back then. My neighbors were like 'Kawasaki, that's motorcycles!' But Dad had gone through two loaders before he bought the Kawasaki. They are the greatest thing ever!

"I was about 24 back then, and put in some long days on that loader. Right now it has 39,490 hours, and I put on most of them!"

The family primarily uses it to feed the herd, but over the years they've done a lot of other things with it too. When they tore out all of the old concrete in the dairy, the loader loaded up the debris and hauled it away.



Haideen Lopes with Loren Lopes

It's been used to pile manure and clean the grounds. It even pushes hay at night. Not only does this faithful wheel loader survive the corrosive dairy application, it thrives in it.

"We've probably had 25 other operators on it over the years. It's pretty simple to run and to maintain. When it was new, we had the local dealer out here every 1,000 hours to do maintenance. But after 5,000 hours, we started doing our own. It has held up really well.

"Bottom line? Kawasaki is a very reliable loader. We haven't seriously looked at the newer ones though. To be honest with you, it's still doing the job, so why would we? That's a trophy machine."

Lopes' 60ZIII was one of four semi-finalists in Kawasaki's recent Loader Legends Contest.

Lorinda Dairy is serviced by Garton Tractor, Modesto, California (should they ever need it!)

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Kawasaki supports an extensive network of independent, local dealers serving the North American market. They have been carefully selected to provide you with local sales, service and parts support and are backed by dedicated Kawasaki support teams.

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