# Ag Egulpment Intelligience 

## May 2018 Dealer Sentiments \& Business Conditions Update

## Monthly Ag Equipment Intelligence North American Dealer Survey

Background:

- We are pleased to announce the results of the April Ag Equipment Intelligence survey conducted in partnership with Cleveland Research Company. We hope this monthly survey will provide valuable and timely insight into industry trends and fundamentals.
- The April survey had $\sim 160$ respondents representing combined annual revenues of roughly $\$ 5$ billion. Participants represent a broad cross section of geographies and brands are summarized in the charts below.



## Participants by Brand



Appalachia / Northeast - CT, DE, KY, MA, MD, ME, NC, NH, NY, NJ, PA, RI, TI, TN, VA, VT, WV, Corn Belt - IL, IN, IA, MO, OH, Delta States / Southeast / Southern Plains - AL, AR, FL, GA, LA, MS, OK, SC, TX, Lake States / Northern Plains - KS, MI, MN, NE, ND, SD, WI, Mountain / Pacific - AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY. Note AGCO represents Massey Ferguson and Challenger brands.

## Highlights / Summary Thoughts

- Sales - Average dealer sales were reported flat y/y in April, inline with March. A net $18 \%$ of dealers missed their sales budgets in April, also inline with last month. Commercial and consumer lawn equipment sales showed strength, while large equipment demand remains weak but has seen improvement over the last year.
- Outlook -The 2018 forecast is for $1 \% \mathrm{y} / \mathrm{y}$ growth, inline with March, with a net $10 \%$ of contacts expecting growth, below the net $16 \%$ of contacts expecting growth in $1 \mathrm{Q} .50 \%$ of contacts do not believe the tax bill will have an impact on sales of machinery equipment in 2018, relatively unchanged from last month.
- Inventory - A net $23 \%$ of dealers reported new equipment inventories as too high, below the $28 \%$ in March. Used equipment inventory levels were worse in the month with a net $31 \%$ of dealers reporting used inventory as too high vs the $15 \%$ last month. Overall, inventories have come down from 2016 levels.
- Pricing - Pricing trends were stable in April. Large tractor pricing was reported down 2\%, inline with March. Combine pricing was reported down $3 \%$, also inline with last month.


## Monthly Sales Growth

- Average dealer sales were reported flat $y / y$ in April, inline with March. A net $18 \%$ of dealers missed their sales budgets in April, inline with last month.
- A net $6 \%$ of dealers reported more optimism in April, an improvement from the $1 \%$ of dealers that were less optimistic in March and the $0 \%$ in 1Q. Commentary suggests cold, wet weather in April deterred equipment purchases.

| \% Change $\mathbf{y} / \mathrm{y}$ | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| AGCO | -12\% | -12\% | -5\% | -13\% | -4\% | -11\% | -2\% | -13\% | -1\% | -3\% | 0\% | -5\% | 2\% | 0\% | 4\% | 0\% | 1\% | 6\% | -3\% |
| John Deere | -9\% | -11\% | -6\% | -1\% | -7\% | -1\% | -4\% | -1\% | -1\% | -2\% | 3\% | 5\% | 2\% | -1\% | 4\% | 1\% | 0\% | 1\% | -1\% |
| New Holland | -14\% | -9\% | -15\% | -7\% | 2\% | -12\% | -13\% | -4\% | -1\% | -6\% | 0\% | -4\% | -11\% | 3\% | 0\% | 0\% | -3\% | -7\% | -6\% |
| Case IH | -11\% | -11\% | -14\% | -8\% | -4\% | -5\% | -3\% | -16\% | -2\% | -5\% | -2\% | -8\% | -4\% | -7\% | -3\% | -1\% | -1\% | -3\% | -1\% |
| Kubota | 1\% | -1\% | 5\% | -5\% | 2\% | 7\% | 2\% | 1\% | 0\% | 8\% | 12\% | -4\% | 14\% | 10\% | 10\% | 5\% | 3\% | 3\% | 12\% |
| Shortlines/Other | -11\% | -7\% | -14\% | -9\% | 5\% | 4\% | -9\% | -1\% | -1\% | -1\% | -1\% | 3\% | 0\% | -1\% | -5\% | -5\% | -4\% | 2\% | -11\% |
| Total | -10\% | -10\% | -9\% | -6\% | -5\% | -5\% | -5\% | -5\% | -2\% | -3\% | -1\% | -1\% | 0\% | 0\% | 1\% | 0\% | 0\% | 0\% | 0\% |

Source: Cleveland Research, Ag Equipment Intelligence

| \% of Dealers Reporting | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better than expected | 16\% | 8\% | 11\% | 16\% | 11\% | 12\% | 16\% | 19\% | 16\% | 16\% | 21\% | 21\% | 18\% | 21\% | 18\% | 13\% | 13\% | 11\% | 10\% |
| In line with expectations | 40\% | 61\% | 57\% | 59\% | 58\% | 58\% | 54\% | 52\% | 65\% | 48\% | 52\% | 47\% | 55\% | 60\% | 62\% | 65\% | 61\% | 60\% | 61\% |
| Worse than expected | 44\% | 31\% | 32\% | 25\% | 31\% | 30\% | 30\% | 30\% | 19\% | 36\% | 27\% | 32\% | 27\% | 20\% | 20\% | 22\% | 26\% | 29\% | 29\% |
| Net \% (Better - Worse) | -28\% | -24\% | -22\% | -9\% | -20\% | -18\% | -15\% | -11\% | -3\% | -19\% | -6\% | -11\% | -8\% | 1\% | -1\% | -9\% | -13\% | -18\% | -18\% |

Source: Cleveland Research, Ag Equipment Intelligence

## Monthly Sales Growth Continued



| \% of Dealers Reporting | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Positive Sales Growth | 18\% | 20\% | 26\% | 27\% | 25\% | 32\% | 34\% | 39\% | 37\% | 33\% | 41\% | 43\% | 41\% | 43\% | 41\% | 36\% | 31\% | 36\% | 37\% |
| Flat Sales | 15\% | 23\% | 17\% | 22\% | 31\% | 23\% | 19\% | 18\% | 32\% | 19\% | 21\% | 22\% | 20\% | 21\% | 22\% | 28\% | 31\% | 32\% | 29\% |
| Negative Sales Growth | 67\% | 58\% | 58\% | 52\% | 45\% | 45\% | 47\% | 43\% | 32\% | 48\% | 38\% | 35\% | 38\% | 36\% | 37\% | 36\% | 38\% | 32\% | 34\% |
| Net \% Reporting Growth | -48\% | -38\% | -32\% | -25\% | -20\% | -13\% | -13\% | -4\% | 5\% | -15\% | 4\% | 7\% | 3\% | 7\% | 4\% | 0\% | -7\% | 4\% | 3\% |
| Average \% Change y/y | -10\% | -10\% | -9\% | -6\% | -5\% | -5\% | -5\% | -5\% | -2\% | -3\% | -1\% | -1\% | 0\% | 0\% | 1\% | 0\% | 0\% | 0\% | 0\% |

Source: Cleveland Research
Optimism/Sentiment ws. Last Month

| \% of Dealers Reporting | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| More Optimistic | 13\% | 15\% | 17\% | 31\% | 21\% | 26\% | 17\% | 19\% | 23\% | 21\% | 23\% | 23\% | 22\% | 24\% | 28\% | 21\% | 21\% | 24\% | 26\% |
| Same | 53\% | 60\% | 58\% | 48\% | 60\% | 47\% | 53\% | 61\% | 58\% | 47\% | 52\% | 51\% | 56\% | 63\% | 53\% | 58\% | 58\% | 51\% | 54\% |
| Less Optimistic | 34\% | 25\% | 26\% | 20\% | 19\% | 27\% | 30\% | 20\% | 19\% | 32\% | 26\% | 26\% | 22\% | 14\% | 19\% | 21\% | 21\% | 25\% | 20\% |
| Net \% Dealer Optimism | -21\% | -10\% | -9\% | 11\% | 1\% | -1\% | -13\% | -2\% | 4\% | -11\% | -3\% | -4\% | 1\% | 10\% | 9\% | 1\% | 0\% | -1\% | 6\% |

Source: Cleveland Research

## Monthly Sales Growth by Region

- Sales trends by region improved in 4 of the 6 regions in April vs declines in 5 of the 6 regions in 1Q. The Corn Belt was the strongest region in April while the Mountain / Pacific region saw the greatest improvement from March. Canada saw a sequential deterioration in the month and was the weakest region in April and 1Q.




## Equipment Category Sales Trends

- Sales by product category was mixed in April following overall sequential improvement from 4Q to 1Q. $<100 \mathrm{hp} 2 \mathrm{WD}$ tractors showed the greatest improvement from March, while hay tools and forage harvesters saw the greatest declines.
- Commentary suggests used equipment sales were very weak in the month and the overhang of lease returns remains a headwind.



## Equipment Category Sales Trends



## Equipment Category Sales Trends (Continued)



## Average Dealer Sales Outlook

- The 2018 forecast is for $1 \% \mathrm{y} / \mathrm{y}$ growth, inline with March, with a net $10 \%$ of contacts expecting growth, below the $15 \%$ in March and the $16 \%$ of contacts expecting growth in 1Q. More than half of contacts do not believe the tax bill will have an impact on sales in 2018.
- Public ag equipment manufacturers forecast NAFTA ag equipment sales flat to up $10 \%$ in 2018 . The bottom table details sales outlook by region for John Deere, CNH Industrial, and AGCO Corp.

| N. American Farm Equipment Dealer Survey-2018 Sales Forecast |  |  |  |  |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| \% change y/y | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| AGCO | $0 \%$ | $2 \%$ | $1 \%$ | $0 \%$ | $3 \%$ | $-1 \%$ | $-4 \%$ | $4 \%$ | $0 \%$ |  |
| John Deere | $1 \%$ | $7 \%$ | $4 \%$ | $5 \%$ | $4 \%$ | $2 \%$ | $4 \%$ | $-2 \%$ | $3 \%$ | $-5 \%$ |
| New Holland | $2 \%$ | $-4 \%$ | $-1 \%$ | $-3 \%$ | $2 \%$ | $-2 \%$ | $1 \%$ | $0 \%$ | $0 \%$ | $3 \%$ |
| Case IH | $0 \%$ | $1 \%$ | $1 \%$ | $4 \%$ | $3 \%$ | $4 \%$ | $0 \%$ | $-4 \%$ | $-5 \%$ | $5 \%$ |
| Kubota | $0 \%$ | $1 \%$ | $-1 \%$ | $-2 \%$ | $1 \%$ | $2 \%$ | $1 \%$ | $-1 \%$ | $2 \%$ | $3 \%$ |
| Shortlines/Other | $-3 \%$ | $0 \%$ | $0 \%$ | $3 \%$ | $-5 \%$ | $4 \%$ | $1 \%$ | $-3 \%$ | $3 \%$ | $3 \%$ |
| Overall | $\mathbf{- 3 \%}$ | $\mathbf{0 \%}$ | $\mathbf{1 \%}$ | $\mathbf{0 \%}$ | $\mathbf{2 \%}$ | $\mathbf{2 \%}$ | $\mathbf{2 \%}$ | $\mathbf{1 \%}$ | $\mathbf{1 \%}$ | $\mathbf{1 \%}$ |

Source: Cleveland Research, Ag Equipment Intelligence

| 2018 Ag Equipment Industry Sales Outlook (units) |  |  |  |
| :--- | :---: | :---: | :---: |
| Geography | Deere | CNH Industrial | AGCO Corp. |
| N. America | Up 10\% | Tractors 0-5\%; Combines up 10\% | Flat to up 5\% |
| Western Europe | Up 5\% | Tractors (0-5\%); Combines up 5-10\% | Flat |
| Latin America | Flat to up 5\% | Tractors 0-5\%; Combines up 5\% | Flat |
| Asia | Flat | Tractors up 5\%; Combines up 10\% | na |

Source: Company reports, CRC estimates

## Most Interesting Commentary - Monthly Sales and Outlook

- Our sales were negatively impacted by the wet spring weather which delayed sales of equipment as well as service and parts.
- We believe the overhang of lease returns is still hurting the used equipment market.
- The cold and wet weather slowed buyers down across the board. Nevertheless, there appears to be some pent up buying going on despite the condition of the general ag economy.
- Steel pricing has driven nearly all of the ag equipment manufacturers to raise price anywhere from 2-5\%.
- We get a new notice of price increases on new product orders almost every other day. The rumors of looming steel surcharges are adding caution to the mix.
- We received mid year price increases from four different manufacturers in the range of 3-5\%.
- For this year, we see price increases, bad weather, interest rate increases, and low commodity prices indicating a slowdown.
- It appears that weather is set to improve in May and we expect stronger sales due to pent up demand.
- There is still a lot of economic and NAFTA uncertainty with our customers, which leads us to be more cautious on 2018.
- We have not received any aggressive used financing from our manufacturer. It appears quite a few major manufacturers are pulling back on incentives.
- Used equipment is still an issue. We need to grow our used equipment sales to lower our inventories before we look at marketing any new equipment.
- Used combine inventory levels are very high. There are too many large tractors and tillage equipment as well.

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## 2018 Sales Outlook

- The 2018 outlook in April saw sequential improvement in 4 of the 6 regions, while the outlook declined 4 of the 6 regions in 1Q. The Corn Belt saw the greatest improvement from March.
- The 2018 outlook in April for $1 \%$ growth is inline with the average growth forecasts collected from July to April. Dealers were less optimistic in the month due to higher used equipment inventories, less manufacturer incentives, and poor weather conditions.




## Pricing Trends

- Pricing trends were stable in the month suggesting 1Q price increases have been implemented. Commentary suggests dealers continue to receive price increases from manufacturers in the $2-5 \%$ range due to steel surcharges.



## Used Equipment Pricing

- Tractor and combine pricing trends remain solid and were unchanged from last month with large tractor pricing forecast down $2 \%$ and combines down $3 \%$.

| Used Tractor and Combine Values (Y/Y) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 |
| Compact (<40HP) | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 2\% | 2\% | 2\% | 1\% | 1\% | 2\% | 0\% | 2\% | 1\% | 1\% | 2\% | 1\% | 2\% |
| Utility ( $\mathbf{4 0 - 1 0 0 H P )}$ | 1\% | 0\% | 0\% | 1\% | 0\% | 1\% | 2\% | 0\% | 0\% | 1\% | 0\% | 1\% | 0\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% |
| Row Crop (100HP+) | (6\%) | (4\%) | (5\%) | (3\%) | (2\%) | (3\%) | (4\%) | (3\%) | (4\%) | (3\%) | (4\%) | (2\%) | (4\%) | (3\%) | (2\%) | (2\%) | (2\%) | (1\%) | (2\%) |
| 4WD Tractors | (10\%) | (7\%) | (9\%) | (6\%) | (4\%) | (7\%) | (5\%) | (4\%) | (6\%) | (5\%) | (6\%) | (5\%) | (6\%) | (5\%) | (4\%) | (4\%) | (4\%) | (2\%) | (2\%) |
| Combines | (12\%) | (8\%) | (10\%) | (9\%) | (6\%) | (8\%) | (7\%) | (6\%) | (6\%) | (6\%) | (7\%) | (7\%) | (7\%) | (5\%) | (5\%) | (5\%) | (4\%) | (3\%) | (3\%) |




## New Equipment Inventory Levels

- A net $23 \%$ of dealers reported new equipment inventories too high ( $32 \%$ too high, $59 \%$ about right, $9 \%$ too low), an improvement from the $28 \%$ in March. Commentary suggests dealers have prioritized used equipment sales over new equipment sales in order to work down used inventories.



## Used Equipment Inventory Levels

- A net $31 \%$ of dealers reported used equipment inventory as too high ( $37 \%$ too high, $57 \%$ about right, $6 \%$ too low), growing from the $15 \%$ reporting heightened inventory in March and the $26 \%$ average in 2017. Used combine inventory levels were reported as too high by a net $43 \%$ of dealers in April, growing from 1Q and the $37 \%$ average in 2017.



| NORTH AMIERICAN FARM EQUIPMIENT RETAIL SALES |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Units |  |  |  |  |  |  | \% change year-over-year |  |  |  |  |  |  |
|  | $<40 \mathrm{HP}$ | Utility | Row Crop | 4-Wheel | Total <br> Tractor | $\begin{gathered} \text { Row Crop } \\ \& 4 W D \end{gathered}$ | Combines | $<40 \mathrm{HP}$ | Utility | Row Crop | 4-Wheel | Total <br> Tractor | Row Crop $\& 4 \mathrm{WD}$ | Combines |
| Jan-16 | 5,946 | 4,250 | 1,981 | 243 | 12,420 | 2,224 | 455 | 10\% | -6\% | -37\% | 10\% | -6\% | -33\% | 18\% |
| Feb-16 | 6,429 | 3,372 | 1,185 | 222 | 11,208 | 1,407 | 241 | 21\% | 4\% | -39\% | -36\% | 3\% | -39\% | -40\% |
| Mar-16 | 12,453 | 5,110 | 1,905 | 258 | 19,726 | 2,163 | 346 | 28\% | 6\% | -25\% | -48\% | 12\% | -29\% | -26\% |
| Apr-16 | 17,726 | 5,578 | 2,539 | 336 | 26,179 | 2,875 | 464 | 7\% | -14\% | -19\% | -22\% | -2\% | -19\% | -30\% |
| May-16 | 17,191 | 5,617 | 1,969 | 234 | 25,011 | 2,203 | 332 | 7\% | 0\% | -1\% | -10\% | 5\% | -2\% | -40\% |
| Jun-16 | 16,094 | 6,273 | 1,966 | 247 | 24,580 | 2,213 | 565 | 3\% | -4\% | -18\% | -18\% | -1\% | -18\% | 13\% |
| Jul-16 | 13,342 | 5,494 | 1,875 | 152 | 20,863 | 2,027 | 619 | -7\% | -22\% | -24\% | -43\% | -14\% | -26\% | -23\% |
| Aug-16 | 11,600 | 5,049 | 1,314 | 102 | 18,065 | 1,416 | 562 | 18\% | -1\% | -26\% | -39\% | 7\% | -27\% | -17\% |
| Sep-16 | 12,664 | 5,449 | 1,759 | 200 | 20,072 | 1,959 | 620 | 16\% | 2\% | -9\% | -20\% | 9\% | -10\% | -27\% |
| Oct-16 | 13,816 | 6,799 | 2,716 | 610 | 23,941 | 3,326 | 579 | 7\% | 0\% | -17\% | 18\% | 2\% | -12\% | -27\% |
| Nov-16 | 7,416 | 3,651 | 903 | 205 | 12,175 | 1,108 | 293 | 21\% | -2\% | -22\% | -8\% | 9\% | -20\% | -15\% |
| Dec-16 | 10,384 | 6,301 | 2,064 | 325 | 19,074 | 2,389 | 688 | 19\% | -1\% | -20\% | -37\% | 5\% | -23\% | -22\% |
| Jan-17 | 6,836 | 3,832 | 1,392 | 147 | 12,207 | 1,539 | 289 | 15\% | -10\% | -30\% | -40\% | -2\% | -31\% | -36\% |
| Feb-17 | 7,959 | 3,312 | 1,339 | 198 | 12,808 | 1,537 | 254 | 24\% | -2\% | 13\% | -11\% | 14\% | 9\% | 5\% |
| Mar-17 | 13,704 | 5,361 | 1,786 | 338 | 21,189 | 2,124 | 457 | 10\% | 5\% | -6\% | 31\% | 7\% | -2\% | 32\% |
| Apr-17 | 19,358 | 5,883 | 2,416 | 426 | 28,083 | 2,842 | 504 | 9\% | 5\% | -5\% | 27\% | 7\% | -1\% | 9\% |
| May-17 | 19,588 | 5,825 | 1,606 | 254 | 27,273 | 1,860 | 372 | 14\% | 4\% | -18\% | 9\% | 9\% | -16\% | 12\% |
| Jun-17 | 18,107 | 6,313 | 1,590 | 191 | 26,201 | 1,781 | 595 | 13\% | 1\% | -19\% | -23\% | 7\% | -20\% | 5\% |
| Jul-17 | 13,806 | 5,583 | 1,443 | 136 | 20,968 | 1,579 | 656 | 3\% | 2\% | -23\% | -11\% | 1\% | -22\% | 6\% |
| Aug-17 | 11,985 | 5,229 | 1,222 | 170 | 18,606 | 1,392 | 679 | 3\% | 4\% | -7\% | 67\% | 3\% | -2\% | 21\% |
| Sep-17 | 11,613 | 5,082 | 1,409 | 266 | 18,370 | 1,675 | 643 | -8\% | -7\% | -20\% | 33\% | -8\% | -14\% | 4\% |
| Oct-17 | 15,404 | 6,991 | 3,748 | 709 | 26,852 | 4,457 | 845 | 11\% | 3\% | 38\% | 16\% | 12\% | 34\% | 46\% |
| Nov-17 | 8,152 | 4,109 | 952 | 187 | 13,400 | 1,139 | 334 | 10\% | 13\% | 5\% | -9\% | 10\% | 3\% | 14\% |
| Dec-17 | 10,964 | 6,276 | 1,974 | 413 | 19,627 | 2,387 | 699 | 6\% | 0\% | -4\% | 27\% | 3\% | 0\% | 2\% |
| Jan-18 | 7,261 | 3,960 | 1,423 | 196 | 12,840 | 1,619 | 275 | 6\% | 3\% | 2\% | 33\% | 5\% | 5\% | -5\% |
| Feb-18 | 7,101 | 3,313 | 1,127 | 221 | 11,762 | 1,348 | 316 | -11\% | 0\% | -16\% | 12\% | -8\% | -12\% | 24\% |
| Mar-18 | 14,407 | 5,340 | 1,879 | 318 | 21,944 | 2,197 | 395 | 5\% | 0\% | 5\% | -6\% | 4\% | 3\% | -14\% |
| Apr-18 | 19,350 | 6,257 | 2,343 | 386 | 28,336 | 2,729 | 709 | 0\% | 6\% | -3\% | -9\% | 1\% | -4\% | 41\% |

Source: AEM; Cleveland Research Company estimates. High hp tractors are row crop \& 4-wheel drive.

| NORTH AMIDRICAN FARM EQUIPMIENT INVENTORY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Inventory (Units) |  |  |  |  |  |  | Inventory to 12-mo. Sales |  |  |  |  |  |  |
|  | $<40 \mathrm{HP}$ | Utility | Row Crop | 4-Wheel | Total Tractor | Row Crop $\& 4 W D$ | Combines | $<40 \mathrm{HP}$ | Util | RC | 4-WD | Total Tractor | Row Crop $\& 4 W D$ | Comb |
| Dec-15 | 82,737 | 41,363 | 13,140 | 1,189 | 138,429 | 14,329 | 1,277 | 63\% | 63\% | 46\% | 30\% | 60\% | 44\% | 17\% |
| Jan-16 | 86,618 | 42,352 | 12,727 | 1,129 | 142,826 | 13,856 | 1,169 | 66\% | 65\% | 47\% | 28\% | 62\% | 44\% | 16\% |
| Feb-16 | 92,071 | 44,704 | 13,298 | 1,097 | 151,170 | 14,395 | 1,281 | 69\% | 68\% | 50\% | 28\% | 66\% | 48\% | 18\% |
| Mar-16 | 93,703 | 45,127 | 13,327 | 1,131 | 153,288 | 14,458 | 1,281 | 69\% | 69\% | 52\% | 31\% | 66\% | 49\% | 18\% |
| Apr-16 | 90,381 | 44,499 | 13,136 | 1,115 | 149,131 | 14,251 | 1,312 | 66\% | 69\% | 52\% | 31\% | 65\% | 50\% | 19\% |
| May-16 | 86,451 | 43,931 | 13,015 | 1,152 | 144,549 | 14,167 | 1,492 | 63\% | 68\% | 52\% | 33\% | 62\% | 49\% | 22\% |
| Jun-16 | 82,264 | 42,688 | 12,928 | 1,005 | 138,885 | 13,933 | 1,593 | 59\% | 66\% | 52\% | 29\% | 60\% | 49\% | 24\% |
| Jul-16 | 81,046 | 41,621 | 12,765 | 920 | 136,352 | 13,685 | 1,580 | 59\% | 66\% | 53\% | 27\% | 60\% | 50\% | 24\% |
| Aug-16 | 79,823 | 41,683 | 12,962 | 998 | 135,466 | 13,960 | 1,671 | 57\% | 66\% | 55\% | 30\% | 59\% | 52\% | 26\% |
| Sep-16 | 78,438 | 41,007 | 12,671 | 1,103 | 133,219 | 13,774 | 1,428 | 56\% | 65\% | 54\% | 34\% | 58\% | 52\% | 23\% |
| Oct-16 | 77,609 | 39,058 | 11,417 | 1,013 | 129,097 | 12,430 | 1,118 | 55\% | 62\% | 50\% | 30\% | 56\% | 47\% | 19\% |
| Nov-16 | 80,250 | 39,972 | 12,075 | 1,059 | 133,356 | 13,134 | 1,105 | 56\% | 63\% | 53\% | 32\% | 57\% | 51\% | 19\% |
| Dec-16 | 81,456 | 39,339 | 11,955 | 985 | 133,735 | 12,940 | 1,082 | 56\% | 62\% | 54\% | 31\% | 57\% | 51\% | 19\% |
| Jan-17 | 83,153 | 39,248 | 11,838 | 1,024 | 135,263 | 12,862 | 1,099 | 57\% | 63\% | 55\% | 34\% | 58\% | 52\% | 20\% |
| Feb-17 | 84,464 | 39,659 | 11,692 | 1,105 | 136,920 | 12,797 | 1,345 | 57\% | 63\% | 54\% | 37\% | 58\% | 52\% | 24\% |
| Mar-17 | 83,854 | 41,907 | 11,428 | 1,072 | 138,261 | 12,500 | 1,432 | 56\% | 67\% | 53\% | 35\% | 59\% | 51\% | 25\% |
| Apr-17 | 80,239 | 38,000 | 10,705 | 980 | 129,924 | 11,685 | 1,427 | 53\% | 60\% | 50\% | 31\% | 55\% | 47\% | 25\% |
| May-17 | 79,064 | 37,377 | 10,363 | 985 | 127,789 | 11,348 | 1,604 | 52\% | 59\% | 49\% | 31\% | 53\% | 47\% | 28\% |
| Jun-17 | 77,022 | 36,209 | 10,372 | 924 | 124,527 | 11,296 | 1,731 | 50\% | 57\% | 50\% | 29\% | 51\% | 47\% | 30\% |
| Jul-17 | 77,490 | 36,223 | 10,210 | 1,001 | 124,924 | 11,211 | 1,604 | 50\% | 57\% | 50\% | 32\% | 52\% | 48\% | 27\% |
| Aug-17 | 76,934 | 36,868 | 10,541 | 1,045 | 125,388 | 11,586 | 1,615 | 49\% | 58\% | 52\% | 33\% | 52\% | 49\% | 27\% |
| Sep-17 | 75,112 | 36,376 | 11,022 | 1,104 | 123,614 | 12,126 | 1,483 | 49\% | 58\% | 55\% | 34\% | 51\% | 52\% | 25\% |
| Oct-17 | 78,973 | 34,502 | 9,554 | 862 | 123,891 | 10,416 | 1,052 | 51\% | 54\% | 46\% | 26\% | 51\% | 43\% | 17\% |
| Nov-17 | 84,909 | 35,100 | 10,194 | 977 | 131,180 | 11,171 | 974 | 54\% | 55\% | 49\% | 29\% | 54\% | 46\% | 15\% |
| Dec-17 | 90,166 | 35,080 | 10,191 | 922 | 136,359 | 11,113 | 959 | 57\% | 55\% | 49\% | 27\% | 56\% | 46\% | 15\% |
| Jan-18 | 95,198 | 35,476 | 10,137 | 905 | 141,716 | 11,042 | 1,128 | 60\% | 55\% | 48\% | 26\% | 58\% | 45\% | 18\% |
| Feb-18 | 101,479 | 37,637 | 10,590 | 935 | 150,641 | 11,525 | 1,333 | 65\% | 59\% | 51\% | 27\% | 61\% | 48\% | 21\% |
| Mar-18 | 103,354 | 38,556 | 11,004 | 963 | 153,877 | 11,967 | 1,548 | 66\% | 60\% | 53\% | 28\% | 63\% | 49\% | 25\% |

Source: AEM; Cleveland Research Company estimates

## Annual Agricultural Equipment Industry Sales (1985-2017)






## North America Large Ag Equipment Sales



## Commodity Prices - Cash Receipts vs. Next Year Equipment Sales

USDA's May WASDE Update Highlights - The following chart illustrates the historical relationship between the value of production of corn, soybeans, and wheat in the U.S. compared to annual industry sales of high horsepower tractors.

USDA's May crop report was strong with cash receipts proxy forecast down $2 \% \mathrm{y} / \mathrm{y}$ in $2017 / 18$ and up $5 \%$ in $2018 / 19$. For $2018 / 19$, corn cash receipt forecasts are for $5 \%$ growth, wheat forecasts are up $1 \%$, and soybean forecasts are up $4 \% \mathrm{y} / \mathrm{y}$.


## Long Term Commodity Price Trends






## Commodity Trends - Long Run Supply and Demand Projections

| US Corn, Soy, and Wheat Supply and Demand-Long Term Annual Forecast 2018 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| US Corn Balance Sheet - USDA Lon | orecast (F | 2018) |  |  |  |  |  |  |  |  |  |  |  |
| Millions of bushels | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/2027 | 2027/2028 |
| Planted | 88 | 94 | 90 | 88 | 90 | 90 | 90 | 90 | 89 | 89 | 88 | 88 | 88 |
| Harvested | 81 | 87 | 83 | 81 | 83 | 83 | 82 | 82 | 81 | 81 | 81 | 80 | 80 |
| Yield (bu/acre) | 168 | 175 | 177 | 174 | 176 | 178 | 180 | 182 | 184 | 186 | 188 | 190 | 192 |
| Beginning Stocks (MM bu) | 1,731 | 1,737 | 2,293 | 2,182 | 2,607 | 2,597 | 2,637 | 2,647 | 2,657 | 2,617 | 2,632 | 2,627 | 2,607 |
| Production (MM bu) | 13,601 | 15,148 | 14,604 | 14,040 | 14,515 | 14,680 | 14,755 | 14,920 | 14,900 | 15,065 | 15,130 | 15,200 | 15,360 |
| Imports (MM bu) | 67 | 57 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Total Supply (MM bu) | 15,399 | 16,942 | 16,947 | 16,272 | 17,172 | 17,327 | 17,442 | 17,617 | 17,607 | 17,732 | 17,812 | 17,877 | 18,017 |
| Feed \& Residual (MM Bu) | 5,130 | 5,463 | 5,500 | 5,375 | 5,600 | 5,700 | 5,750 | 5,900 | 5,925 | 6,000 | 6,075 | 6,125 | 6,250 |
| Food, Seed, \& Industrial Total | 6,635 | 6,891 | 7,040 | 7,115 | 7,025 | 7,015 | 7,020 | 7,010 | 6,990 | 7,000 | 6,985 | 6,970 | 6,955 |
| Ethanol \& By-Products | 5,206 | 5,463 | 5,575 | 5,625 | 5,550 | 5,525 | 5,525 | 5,500 | 5,475 | 5,475 | 5,450 | 5,425 | 5,400 |
| Domestic Use | 11,765 | 12,354 | 12,540 | 12,490 | 12,625 | 12,715 | 12,770 | 12,910 | 12,915 | 13,000 | 13,060 | 13,095 | 13,205 |
| Exports | 1,898 | 2,293 | 2,225 | 2,100 | 1,950 | 1,975 | 2,025 | 2,050 | 2,075 | 2,100 | 2,125 | 2,175 | 2,200 |
| Total Use | 13,663 | 14,647 | 14,765 | 14,590 | 14,575 | 14,690 | 14,795 | 14,960 | 14,990 | 15,100 | 15,185 | 15,270 | 15,405 |
| Ending Stocks | 1,738 | 2,295 | 2,182 | 1,682 | 2,597 | 2,637 | 2,647 | 2,657 | 2,617 | 2,632 | 2,627 | 2,607 | 2,612 |
| Ending Stocks/Use | 12.7\% | 15.7\% | 14.8\% | 11.5\% | 17.8\% | 18.0\% | 17.9\% | 17.8\% | 17.5\% | 17.4\% | 17.3\% | 17.1\% | 17.0\% |
| Weeks Carryover | 6.6 | 8.1 | 7.7 | 6.0 | 9.3 | 9.3 | 9.3 | 9.2 | 9.1 | 9.1 | 9.0 | 8.9 | 8.8 |
| Average Farm Price (\$/bu) | \$3.61 | \$3.36 | \$3.40 | \$3.80 | \$3.35 | \$3.35 | \$3.40 | \$3.40 | \$3.45 | \$3.50 | \$3.50 | \$3.55 | \$3.60 |
| Value of Production | \$49,100 | \$50,897 | \$49,654 | \$53,352 | \$48,625 | \$49,178 | \$50,167 | \$50,728 | \$51,405 | \$52,728 | \$52,955 | \$53,960 | \$55,296 |
| \% change $\mathrm{y} / \mathrm{y}$ | -7\% | 4\% | -2\% | 7\% | -9\% | 1\% | 2\% | 1\% | 1\% | 3\% | 0\% | 2\% | 2\% |
| U.S. Soybean Balance Sheet - USDA Long Term Forecast (Feb 2018) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Millions of bushels | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/2027 | 2027/2028 |
| Planted | 83 | 83 | 90 | 91 | 91 | 92 | 92 | 92 | 92 | 92 | 92 | 92 | 92 |
| Harvested | 82 | 83 | 90 | 90 | 90 | 91 | 91 | 91 | 91 | 91 | 91 | 91 | 91 |
| Yield Per Harvested Acre (Bushels) | 48 | 52 | 49 | 48 | 49 | 50 | 50 | 51 | 51 | 52 | 52 | 53 | 53 |
| Beginning Stocks | 191 | 197 | 302 | 425 | 376 | 351 | 324 | 323 | 325 | 328 | 321 | 324 | 331 |
| Production | 3,926 | 4,296 | 4,392 | 4,360 | 4,410 | 4,475 | 4,550 | 4,595 | 4,645 | 4,665 | 4,715 | 4,760 | 4,810 |
| Imports | 24 | 22 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| Total Supplies | 4,141 | 4,515 | 4,718 | 4,810 | 4,811 | 4,851 | 4,899 | 4,943 | 4,995 | 5,018 | 5,061 | 5,109 | 5,166 |
| Crush | 1,886 | 1,899 | 1,990 | 1,970 | 1,985 | 2,005 | 2,025 | 2,050 | 2,075 | 2,095 | 2,120 | 2,145 | 2,165 |
| Exports | 1,936 | 2,174 | 2,065 | 2,325 | 2,335 | 2,380 | 2,410 | 2,425 | 2,450 | 2,460 | 2,475 | 2,490 | 2,515 |
| Seed \& Residual | 121 | 128 | 128 | 140 | 140 | 141 | 142 | 142 | 142 | 142 | 142 | 143 | 143 |
| Total Use | 3,943 | 4,214 | 4,188 | 4,435 | 4,460 | 4,526 | 4,577 | 4,617 | 4,667 | 4,697 | 4,737 | 4,778 | 4,823 |
| Ending Stocks | 197 | 301 | 530 | 376 | 351 | 324 | 323 | 325 | 328 | 321 | 324 | 331 | 342 |
| Stocks/Use | 5.0\% | 7.1\% | 12.7\% | 8.5\% | 7.9\% | 7.2\% | 7.1\% | 7.0\% | 7.0\% | 6.8\% | 6.8\% | 6.9\% | 7.1\% |
| Average Price (\$/bu) | \$8.95 | \$9.47 | \$9.35 | \$9.40 | \$9.45 | \$9.45 | \$9.50 | \$9.50 | \$9.60 | \$9.75 | \$9.75 | \$9.80 | \$9.80 |
| Value of Production | \$35,138 | \$40,683 | \$41,065 | \$40,984 | \$41,675 | \$42,289 | \$43,225 | \$43,653 | \$44,592 | \$45,484 | \$45,971 | \$46,648 | \$47,138 |
| \% change $\mathrm{y} / \mathrm{y}$ | -11\% | 16\% | 1\% | 0\% | 2\% | 1\% | 2\% | 1\% | 2\% | 2\% | 1\% | 1\% | 1\% |

## Commodity Trends - Long Run Supply and Demand Projections (Cont.)

| US Corn, Soy, and Wheat Supply and Demand - Long Term Annual Forecast 2018 (continued) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| U.S. Wheat Balance Sheet - USDA Long Term Forecast (Feb 2018) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Millions of bushels | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/2027 | 2027/2028 |
| Planted | 55 | 50 | 46 | 45 | 46 | 47 | 47 | 47 | 47 | 48 | 48 | 48 | 48 |
| Harvested | 47 | 44 | 38 | 38 | 39 | 40 | 40 | 40 | 40 | 41 | 41 | 41 | 41 |
| Yield Per Harvested Acre (Bushels) | 44 | 53 | 46 | 47 | 48 | 48 | 49 | 49 | 49 | 50 | 50 | 51 | 51 |
| Beginning Stocks | 752 | 976 | 1,181 | 935 | 813 | 739 | 714 | 690 | 667 | 648 | 650 | 658 | 667 |
| Production | 2,062 | 2,309 | 1,741 | 1,815 | 1,869 | 1,928 | 1,944 | 1,960 | 1,976 | 2,032 | 2,048 | 2,064 | 2,077 |
| Imports | 113 | 118 | 155 | 135 | 130 | 130 | 130 | 130 | 130 | 120 | 120 | 120 | 120 |
| Total Supplies | 2,927 | 3,402 | 3,076 | 2,885 | 2,812 | 2,797 | 2,788 | 2,780 | 2,773 | 2,800 | 2,818 | 2,842 | 2,864 |
| Food | 957 | 949 | 963 | 950 | 950 | 950 | 955 | 960 | 960 | 965 | 965 | 970 | 975 |
| Seed | 67 | 61 | 63 | 62 | 63 | 63 | 63 | 63 | 65 | 65 | 65 | 65 | 65 |
| Feed\&residual | 152 | 156 | 70 | 110 | 100 | 110 | 110 | 110 | 110 | 120 | 120 | 130 | 140 |
| Exports | 775 | 1,055 | 910 | 950 | 960 | 960 | 970 | 980 | 990 | 1,000 | 1,010 | 1,010 | 1,010 |
| Total Use | 1,952 | 2,222 | 2,006 | 2,072 | 2,073 | 2,083 | 2,098 | 2,113 | 2,125 | 2,150 | 2,160 | 2,175 | 2,190 |
| Ending Stocks | 976 | 1,181 | 1,070 | 813 | 739 | 714 | 690 | 667 | 648 | 650 | 658 | 667 | 674 |
| Stocks/Use | 50.0\% | 53.2\% | 53.3\% | 39.2\% | 35.6\% | 34.3\% | 32.9\% | 31.6\% | 30.5\% | 30.2\% | 30.5\% | 30.7\% | 30.8\% |
| Average Price (\$/bu) | \$4.89 | \$3.89 | \$4.70 | \$4.60 | \$4.80 | \$4.90 | \$5.00 | \$5.10 | \$5.10 | \$5.10 | \$5.10 | \$5.10 | \$5.20 |
| Value of Production | \$10,083 | \$8,982 | \$8,183 | \$8,349 | \$8,971 | \$9,447 | \$9,720 | \$9,996 | \$10,078 | \$10,363 | \$10,445 | \$10,526 | \$10,800 |
| \% change $\mathrm{y} / \mathrm{y}$ | -17\% | -11\% | -9\% | 2\% | 7\% | 5\% | 3\% | 3\% | 1\% | 3\% | 1\% | 1\% | 3\% |
| Total Acreage and Value of U.S. Corn, Soy and Wheat Production - USDA February 2018 Projection |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Corn, Soy, Wheat | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/2027 | 2027/2028 |
| Planted (mm acres) | 226 | 228 | 226 | 224 | 227 | 229 | 229 | 229 | 228 | 228 | 228 | 227 | 227 |
| Harvested (mmacres) | 210 | 213 | 210 | 209 | 212 | 213 | 213 | 213 | 212 | 213 | 212 | 212 | 212 |
| Yield (bu/acre) | 93 | 102 | 99 | 97 | 98 | 99 | 100 | 101 | 101 | 102 | 103 | 104 | 105 |
| Production | 19,589 | 21,753 | 20,737 | 20,215 | 20,794 | 21,083 | 21,249 | 21,475 | 21,521 | 21,762 | 21,893 | 22,024 | 22,247 |
| Average Price (\$/bu) | \$4.81 | \$4.62 | \$4.77 | \$5.08 | \$4.77 | \$4.79 | \$4.85 | \$4.86 | \$4.93 | \$4.99 | \$5.00 | \$5.05 | \$5.09 |
| Value of Production | \$94,320 | \$100,562 | \$98,902 | \$102,685 | \$99,271 | \$100,914 | \$103,112 | \$104,377 | \$106,075 | \$108,574 | \$109,371 | \$111,134 | \$113,234 |
| \% change y/y | -10\% | 7\% | -2\% | 4\% | -3\% | 2\% | 2\% | 1\% | 2\% | 2\% | 1\% | 2\% | 2\% |

Source: USDA, Cleveland Research estimates

## U.S. Acreage Planted Per Crop Year




[^0]:    Source: Ag Equipment Intelligence

