

MICHELIN AGRICULTURE

On many farms, stubble damage is a growing challenge to farm tires. With new hybrids and seeds in the market, crops are being bred to grow taller, stronger, and produce more yield than ever before – unfortunately this means stubble damage will become a greater concern for farmers.

While stubble damage is not always top of mind, most farmers think of it as simply the cost of doing business and that there is nothing that can be done to avoid it.

Today, there are many different methods for combating stubble, including, among other things, rollers, stubble stompers, homemade devices, and burning. While many of these methods will achieve the objective, the unfortunate side effect is that these solutions come at an additional cost and some frustration. Furthermore, these methodologies can be time consuming and require periodic maintenance. And even with the implementation of some of these tactics, tires may *still* see damage caused by stubble.

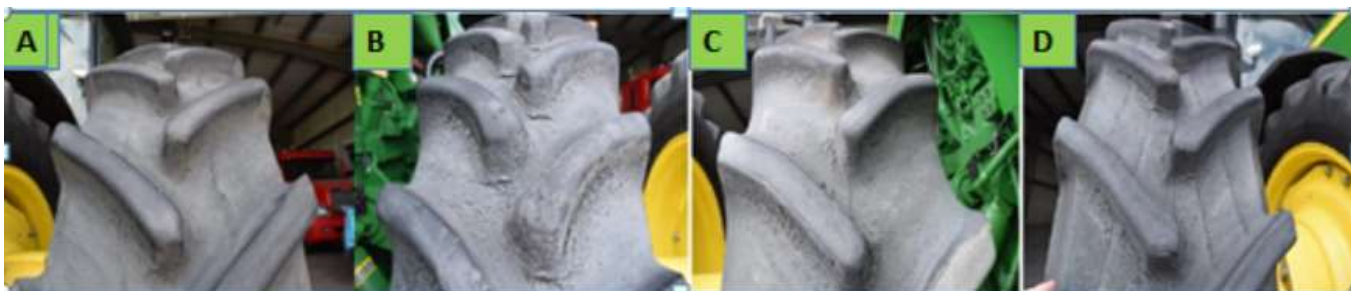
But stubble damage does not have to be a cost of doing business! Investing in the right tires can help to minimize damage caused by stubble, and ultimately helps you avoid downtime and repairs.

Over the years, Michelin's Research & Development teams have invested a significant amount of time and resources designing tires for superior stubble resistance. The result is Michelin Stubble Shield rubber technology. Stubble Shield is a specialized rubber compound and anti-stubble reinforcement in the tread area of the Michelin Yieldbib radial tire. This workhorse of a tire boasts a VF high carrying capacity and is backed by a two-year free replacement Stubble Damage Warranty.



Michelin's advanced rubber compounding and stubble deflecting sweeping 45 degree R-1W design helps to offer excellent stubble resistance.. This unique tread design helps guide stubble from the centerline of the tire to the outside, minimizing damage.

Recently, Michelin Engineers conducted a side-by-side Accelerated Stubble Test between April- July 2018 in Elsie, Nebraska during tillage and planting work of corn and soybean fields. The Accelerated Stubble Test was conducted across four different farms with similar conditions and within a 10-mile radius of each other. In this side-by-side field test, comparing [list out the tires proper name that were used in the study] stubble damage was *significantly* lower with Michelin Agribib 2 radial tires versus the competitor tires as shown in the images below:



MICHELIN AGRIBIB 2

FIRESTONE DT23

GOODYEAR DT800

TRELLEBORG TM600

Ultimately, the first and lowest cost approach to reduce stubble is to purchase the right tire, with the right rubber compound, and right sweeping 45 degree lug design. As a backup, if your stubble damage is persistent, a mechanical device may also be a sound investment.

“Farming efficiently and profitably should be top of mind. Your tires shouldn’t need to be.”



David Graden has been with Michelin for over ten years, of those six were spent in Iowa working along side farmers in Field Sales. David is currently the Operational Marketing Manager for Michelin Ag.