



**John Deere meetings address premium fuels – CHS representatives were invited to discuss the benefits of newly enhanced Cenex® premium diesel fuels at recent grower meetings in Humphrey and Clarkson, Neb.**

Nearly 100 producers attended the meetings held by John Deere dealer Vacin, Inc.

**“A lot of customers have questions about the interim Tier 4 engines that will be in the 2011 John Deere tractors,” says Ryan Hoffman, Vacin service manager. “We wanted to educate our customers about the new engines and the importance of using a premium ultra-low-sulfur diesel with all the right additives, like Ruby Fieldmaster®.”**

With the new engines, investing in premium fuel is “a necessary part of proper engine maintenance. **Otherwise you won’t have enough lubricity and the right cetane levels, and you risk plugging up the diesel particulate filter, which can be an expensive repair,” says Hoffman.** “I don’t sell fuel, so on the one hand, I’m unbiased about fuel recommendations – but on the other hand, I work for John Deere so when I say you need to put good fuel like Ruby Fieldmaster in the new tractors, I mean it.”

Hoffman says some customers are concerned because they fear the upcoming models will have totally new, unproven engine designs, which is not the case. “John Deere has been continuously modifying its engines to meet changing emission standards,” he says. “The 2011 tractors will have basically the same engine, but because of the modifications, you’ve got to burn good fuel” from day one.

“We were very pleased to be invited to speak at the John Deere meetings,” says Mike Gullikson, Certified Energy Specialist with Advanced Energy Fuels of Oakland, Neb. **“A lot of producers think diesel fuel is a commodity, and aren’t aware of all the work CHS is doing behind the scenes, working with the equipment manufacturers, to develop solutions for problems out in the field.”**

“Once they see the **improved performance, power and fuel economy** they get with Ruby Fieldmaster or Cenex Roadmaster XL®, they don’t have a hard time justifying paying more versus #2 diesel,” adds Gullikson.

[Read more about the newly enhanced Cenex premium diesel fuels.](#)