

**NO-TILL**  
The No-Till Authority Since 1982 **FARMER**

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**What made this Wisconsin farmer go  
from "skeptic to believer" in no-till farming?**

***PLUS: FREE GIFT ENCLOSED***



# NO-TILL

The No-Till Authority Since 1972

# FARMER

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## The true story of the farmer saved by no-till farming

**Limited-Time Offer: Subscribe now to *No-Till Farmer* for only 7¢ a day**

\*\*\*\*\*

Hello,

Like his grandparents before him, Chris C. farmed his 120-acre spread by chisel plowing.

Still, he worried about exposing too much soil, causing the hillside to wash away and then dry out. He searched for a solution.

Chris was deeply skeptical about no-till farming, but he was desperate. Reluctantly, he tested it on a small patch of land.

The results, not surprisingly, were better than he expected.

By the following year, Chris began switching all his land to no-till farming. Since then, he slashed his labor and maintenance costs, eliminated soil erosion on his hills, and still made a handsome profit.

Chris told his "conversion" story – as well as his choice of equipment, herbicides, and how to optimize soil temperature during hot months using cover crops – in a recent issue of *No-Till Farmer*.

Seeing how fellow no-till farmers like Chris solve their problems and come out way ahead is just one reason why they turn to *No-Till Farmer*.

How about joining them?

**Subscribe now for only pennies a day.**

For a limited-time, you can get a one-year subscription to *No-Till Farmer* and all the

(over, please)



accompanying benefits for only \$26.85 – a whopping 81% discount off the regular rate. That comes to only seven cents a day.

To prove how serious we are about serving you, we've enclosed one of our most requested articles as a FREE introductory gift – an example of the sound, sensible money-saving solutions you'll find in every issue of *No-Till Farmer*.

I'll tell you more about this exclusive offer in a minute. But first...

## **Do you really need *No-Till Farmer*?**

It's a question I get asked a lot:

"Frank, why should I pay for a subscription to *No-Till Farmer* when I can get information about no-till online for free?"

Yep, you sure can. If "information" is all you're looking for, perhaps you don't need to subscribe. But consider this:

As a subscriber to *No-Till Farmer*, you also get context, perspective and analysis. *No-Till Farmer* not only tells you the how and the when, but also the why. *No-Till Farmer* helps you be more informed, more aware, more confident.

Perhaps most valuable, *No-Till Farmer* regularly shares the personal, nitty-gritty true stories of farmers like Chris – stories to help you thrive on your own farm.

Maybe that's why subscribers describe *No-Till Farmer* articles and the library of *No-Till Farmer* videos, reports, and expert advice as honest ... direct ... easy-to-read ... reliable.

Subscribe now through this limited-time offer to get *No-Till Farmer* for only seven cents a day.

## **Gain know-how, cut expenses.**

As a subscriber to *No-Till Farmer*, you benefit 7 ways:

- ✓ **You'll get solutions you can trust.** *No-Till Farmer* has been published continuously since 1972. It is the oldest, most respected authority when it comes to no-till farming.
- ✓ **You'll get practical, no-nonsense advice.** *No-Till Farmer* is written for farmers just like you who want to know what's working and what isn't. Our circle of experts gives you straight answers on nearly any question or problem you're likely to encounter.
- ✓ **You'll be ahead of the game on regulatory issues.** *No-Till Farmer* keeps you informed on the laws, regulations, proposals, and policy changes that impact you and your farming operation in clear, jargon-free language and analysis for a solid understanding.



- ✓ **You'll see what other farmers are going through.** *No-Till Farmer* publishes profiles, stories and features on fellow no-till farmers. You'll profit from reading about their experiences, problems and solutions – and you might even make a friend or two along the way!
- ✓ **You'll get handy evaluations on supplies.** *No-Till Farmer* reports on equipment, products, services, and supplies to help you make informed decisions and stretch your dollars further.
- ✓ **You'll learn new ways to fight common enemies.** *No-Till Farmer* helps you tackle rising prices, insects, water, and weather issues with surprisingly effective approaches and methods.
- ✓ **You'll have 24/7 access to the digital archive.** *No-Till Farmer* gives you unfiltered access to our library of articles, videos, webinars, and reports. It's like having an unparalleled body of knowledge that's one click or swipe away.

Subscribe now through this limited-time offer to get *No-Till Farmer* for only seven cents a day.

## Frank talk about the topics you care about.

With *No-Till Farmer*, you'll acquire added know-how from experts and fellow farmers who want you to succeed. Just recently, for example, subscribers learned valuable pointers about nuts-and bolts topics such as:

How to cut their machine expenses by two-thirds...do-it-yourself tire puncture prevention...the fungicide that boosts soybean profits...how to save money using cover crops...how to cash in on carbon sequestration payments...the best lab-tested aftermarket planter closing wheels...how to avoid herbicide carryover...the best no-till planters...how to maximize moisture retention...and much more.

The solutions found in just one issue of *No-Till Farmer* will pay for your subscription many times over.

Through this exclusive offer, you can get *No-Till Farmer* for only seven cents a day.

## Our best subscription offer ever?

These may very well be the best subscription terms we've ever offered. Why?

Because for more than 50 years, we've committed ourselves to helping and encouraging no-till farmers every way we can. Between inflation and severe weather extremes, you might be living through the toughest farming conditions in a long time – and we want you to succeed. So we want to make it as easy as possible for you to subscribe and gain insights that you'll only find in the pages of *No-Till Farmer*.

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Here's what you'll get:

- A one-year subscription to *No-Till Farmer*, consisting of 12 regular and 3 bonus issues for a total of 15 issues
- Unlimited access to the *No-Till Farmer* Digital Content Library, including special articles, blog posts, videos, webinars, podcasts and more
- *No-Till Insider* Daily Email, with advice from our experts, bonus tips and extra features
- **Bonus Gift:** *No-Till Farmer's* newest book: "Frankly Speaking." A 800+ page, non-whitewashed, 'first-hand' account of no-till's rise from the founding editor of *No-Till Farmer*.

Ordinarily, purchasing 15 issues would cost you \$139.90. But in this special, limited-time offer, you'll get your *No-Till Farmer* subscription for only \$26.85. You save \$133.05 off the regular subscription price.

That comes to only seven cents a day!

Just complete the enclosed Subscription Card and return it in the postage-paid envelope. We'll process your order immediately.

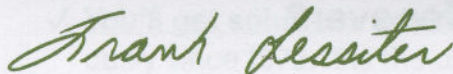
### **100% Money-Back Guarantee.**

We're confident that *No-Till Farmer* will be one of the best investments you'll make for your farm. But in the unlikely event you decide it's not for you or if you're dissatisfied for any reason at all, you can cancel your subscription at any time and get all your money back - even if you cancel on the last day of your subscription.

I can't think of anything fairer than that, can you?

Because of the exceptional terms of this offer, I don't know how long we'll be able to offer it, so please don't delay. Send back the Subscription Card as soon as you can - even right now while it's still in your hand, if possible.

Sincerely,



Frank Lessiter  
Founding Editor  
*No-Till Farmer*

**P.S.** To thank you for considering our offer, we've enclosed a reprint of one of our most popular articles. It's yours to keep whether you subscribe or not, with our thanks.

**If you're on the fence  
about subscribing,  
read this...**



Dear Friend,

I take a back seat to no one in championing no-till farmers.

They never stop learning. They work hard at conservation for both themselves and future generations. They look for new ways to do good and thrive at the same time.

Like Rick C. of Indiana, who found a way to use cover crops as a source of nitrogen instead of buying a manufactured product—and saved big bucks in the bargain.

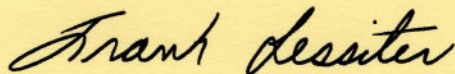
Or the South Dakota couple who were recognized with an award for their ethical management of natural resources—and who were still able to keep their income and expenses in balance.

You'll meet farmers like these who can help you, too, prosper in every issue of *No-Till Farmer*.

Take a risk-free subscription and see for yourself. If you're ever unhappy, we'll refund every penny you paid.

Just another way we support and champion no-till farmers like you.

Sincerely,



Frank Lessiter  
Founding Editor  
*No-Till Farmer*



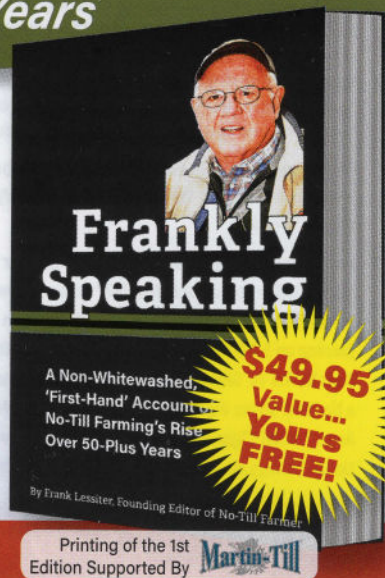
# A Non-Whitewashed, 'First-Hand' Account of No-Till Farming's Rise Over 50-Plus Years

**Frankly Speaking** is the first-of-its-kind compilation of 683 personal columns and opinions – as they occurred in real-time by Frank Lessiter, the founding editor of No-Till Farmer in 1972. Lessiter's vantage point on no-till agriculture spans more than 50-plus years, during which he saw no-till acres grow from 3.3 million acres to 110 million acres today and set forth a global revolution in farming.

Following the success of Lessiter's *From Maverick to Mainstream: A History of No-Till Farming* book that's now in its second printing came subscribers' requests for his "best of the best" columns. Our staff dove deep into the archives to digitize and collect – for you – the very best in this unusual book that includes no-till's trials, tribulations and triumphs. Entirely unedited, you'll enjoy his rants and even his wrongs – as well as the cage-rattling opinions that persistently refined a path for a new way of farming.

Ideal for all conservation-minded farmers, students of ag history, agribusinesses ... and a must-have for any respectable farm history bookshelf!

- ▶ Real-life, in-real-time examples of how revolutionary change in agriculture can still occur.
- ▶ Foreword by No-Till Innovator and Living No-Till Legend Randall Reeder
- ▶ 683 columns in an impressive **876-page volume**.
- ▶ Autographed copies by request!



**SUBSCRIBE & GET OUR NEWEST BOOK FREE!**

Printing of the 1st Edition Supported By



Dubbed the "Johnny Appleseed of No-Till Farming" by his contemporaries, Frank Lessiter risked what others thought was a good reputation by attaching his fortunes in 1972 to the maverick no-till farming method. Like the farmers he supported, he and the practice was scoffed at in the offices of universities, equipment suppliers, machinery dealers and of course the local coffee shop gossip about "ugly or lazy farming." Bringing a passion to a practice he and his audience believed in, Lessiter's persistent repeating of practical no-till successes and the discovery and sharing of new solutions had a "water on rock" impact – that forever changed American, and global, farm production.

Often humorous and heartfelt "shots across the bow," the brief-to-the-point chapters deliver readers myriad points of entry into no-till farming's history. Examples of thought-provoking and defining moment chapters include:

The Paraquat vs. Roundup Debate \* Will We Ever Have to Plow? \* No Machinery? No-Till's the Answer \* Will a Judge Force You to No-Till? \* Lasso is Now Under Attack \* Is 'Dad' a Problem? \* So No-Till Won't Work? \* Will No-Till Become Law? \* An Attack on Big Green! \* Why Farmers Won't Change \* Crackdown Coming on 2,4-D? \* What's an Inch of Water Worth? \* Are Machinery Dealers Scared? \* The Coming Battle Over No-Till vs. Global Warming \* \$1.5 Million Fine for Plowing? \* No-Till Could Save \$458 Million \* What if a No-Tiller Wrote the Farm Bill? \* 70 Times Less No-Till Runoff \* Are Your Earthworms Worth \$60,000 Per Acre? \* What Cigarettes & Moldboard Plows Have in Common \* Lots of Worries at Monsanto \* Glyphosate Under Serious Attack \* Could No-Till & Covers Have Thwarted the Dust Tragedy?



**SUBSCRIBE today and take advantage of this FREE one-a-kind book!**

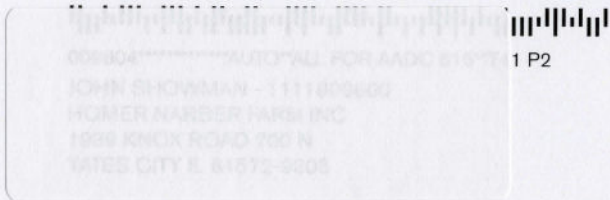


# SUBSCRIPTION CARD

## **No-Till Farmer Subscriber Benefits**

- ▶ 15 Issues
- ▶ 81% Discount off the Regular Price
- ▶ Full Access to the *No-Till Farmer* Digital Content Library
- ▶ Bonus: *No-Till Farmer's* newest novel: "Frankly Speaking"
- ▶ Full, 100% Money-Back Guarantee

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**YES!** Please start my subscription to *No-Till Farmer* for one year. I'll get 12 regular issues plus 3 bonus issues for a total of 15. Plus a FREE copy of *No-Till Farmer's* newest novel: "Frankly Speaking." I'll pay only \$26.85—a savings of \$113.05 off the regular subscription rate. I can cancel at any time and get a full refund.

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