

## A Message From Bob Crain

# Paying It Forward

**GENEROSITY IS PLENTIFUL ON THE FARM**, which is why we're celebrating it in this issue in a very special story titled "Doing Good" (page 19). From a Wisconsin farmer whose efforts are as varied as they are creative, to an 80-year-old semi-retired British Columbian dairy operator who helps his local Rotary Club build and fund schools in Honduras, we spotlight the good deeds of our customers throughout North America.

We only wish we could've told the stories of more such generous givers. Directly or indirectly, you've made life better for all of us.

One of the ways we at Massey Ferguson® and AGCO give back to the community is through the National FFA Organization. (See the story about one local chapter's Tractor Day on page 5.) For 67 years, AGCO and its heritage brands have supported FFA by donating money and lending expertise. Our dealers participate too, providing scholarships for more than 100 future leaders this past year.

We're also looking toward the future in other ways. For instance, Massey Ferguson and AGCO are working to develop and promote sustainable farming practices throughout the world. In Africa, where the population is expected to almost double by 2050, we're working to educate farmers in such areas as water and soil conservation, and high-tech solutions to help optimize yield potential per acre.

No doubt, these efforts, ours and yours, will improve all matter of sustainability—economic and social, as well as environmental. Together, we can make the world a better place and the future brighter.



SENIOR VICE PRESIDENT OF AGCO NORTH AMERICA  
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**AGCO**  
Your Agriculture Company

**AGCO ANSWERS**  
(877) 525-4384 AGCOanswers@AGCOcorp.com

**RED BARN advanced content®**

**publisher**  
Meghann M. McNally  
**editorial director**  
Richard Banks  
**creative director**  
Jamie Cole

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# contents: winter 2012

## first gear

- 3 Hang On!
- 4 First Off the Line /// The Legend of Ninja Cow
- 5 FFA Tractor Day /// FarmLife FIVE
- 6 Strings Attached

## advantage

- 7 **equipment: Power Packed**  
Massey Ferguson introduces new tractors with exceptional fuel economy that increase punch, performance and comfort.
- 9 **inside AGCO: Keeping It Real**  
Customer input is critical in helping make products better.

## features

- 14 **History Repeating Itself**  
The Utsey family has found ways to live off their Alabama land, passed down for six generations.



- 19 **Doing Good** :  
We pay homage to farmers who give 'til it helps.

## farmstead

- 27 **project: Bull Strong, Hog Tight**  
**ALSO: Give Me Shelter**
- 29 **in the garden: Pay Dirt**
- 30 **in the kitchen: Savor the Season**
- 32 **country portrait: Life and Limbs**



**ON THE COVER.** Dee Doolittle runs Mitchell Farm Equine, a horse retirement facility near Salem, Conn. She's part of our cover story, "Doing Good," beginning on page 19. Her farm at sunset made a beautiful setting, and she got her horse in a perfect (and very still) pose for the low-light cover photo, shot by FarmLife Creative Director Jamie Cole.