

contents: winter 2012

A Message From Bob Crain

Continuous Improvement

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.

Here at Massey Ferguson® and AGCO, we hope to improve the lives of our customers by making our equipment all the more efficient, reliable and productive. If you can get more done in a day, then perhaps you can earn more for your hard work and maybe even make it home for dinner.

We take great joy in customers running our equipment, whether that's one tractor or 12 machines, which is the case with the Leep family in Montana. Having switched to Massey Ferguson just five years ago, the Leep family, who are profiled on page 14, continue to operate our brand of tractors and hay equipment. They told us they've stuck with us for a variety of reasons—fuel efficiency, reliability and the expert support they get from their dealership, Churchill Equipment.

Like so many other customers, the Leeps put their faith in us and the machines that carry our name. We don't take that lightly, as we strive to continuously improve everything we make and earn the right to be a part of each operation that uses Massey Ferguson equipment.



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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.
ALSO: High-Capacity Manure Spreaders
- 9 **inside AGCO: Keeping It Real**
Customer input is critical in helping make products better.

features

- 14 **Growing Into Business**
Three generations of Dutch Americans build a solid operation in one of North America's most beautiful places.



- 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.

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