

# Keeping It Real

*At AGCO, customer input is critical in helping make products even better.*

**DAVE STUCKE IS SOMETHING OF A LAB RAT.** However, the laboratory is his farm, and, well, he's not vermin, but a farmer, and the guy in the white coat is his brother, Todd.

Dave is also a good sport, since Todd, AGCO's hay and harvesting marketing director, likes to try out new equipment on his older brother and the family farm. "He's kind of the guinea pig for some of the stuff that we do," explains Todd. "It's really good hearing firsthand what his experiences are with the different equipment."

On the flip side, Dave, who runs a farm that includes 1,700 acres of corn and beans in western and central Ohio, gets to test this new equipment before most other farmers and reaps the benefits of cutting-edge technologies. "It's great. I get to see a lot of new stuff before anybody else does."

He's worked with AGCOMMAND,<sup>™</sup> AGCO's telemetry-based remote management system, and auto-steer in their early stages of development. He's also helped test the Gleaner<sup>®</sup> Super 7 combine.

For AGCO and Todd, who's also a partner in that family farm, such feedback offers insight into where equipment and farming interface, making it critical to the development of customer-focused technologies. "When [the equipment] works, he tells me," says Todd of his brother's product reviews. "When it doesn't, he doesn't hold back. That honesty is invaluable for AGCO, because we take that input and incorporate it into things like development and customer training."

At AGCO, engineers, line workers and other personnel accept, even crave, such commentary on their products. It's



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