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A Message From Bob Crain

A Fresh Start

WELCOME TO THE NEW FarmLife™. For those of you who used to receive *Advantage* magazine, you'll probably notice a number of similarities. Both publications—which have now been merged into one—cover farming and the farm life you live and love, as well as the people behind the stories and what makes them tick. Values that are interwoven in the farm-community fabric—family, pride in product, hard work, self-reliance, tradition and innovation—will continue to get a lot of ink on these pages.

In *FarmLife* as in *Advantage*, we'll also continue supporting and preserving that community by sharing the stories of exceptional people and informing you about subjects that affect the rural landscape. For instance, in this issue, we visit a Canadian pedigreed seed farmer who's kept his operation family-owned and focused on his customers (page 22). Then, there's our cover story about storm chasers (page 8). Doing it for science, to record the awesome might of Mother Nature and, yes, for the thrills, these men and women make forecasting inclement weather decisively more accurate. That helps farmers and others who work outside plan their workday. It also helps save lives.

Making this an even more exciting time to join the *FarmLife* fold is the launch of our new website, myFarmLife.com. Like the print magazine, it will feature award-winning stories and photography. It will also offer additional bells and whistles, expanding the *FarmLife* experience with interactive stories and video, along with special offers from the AGCO Corp. brands. For more information about myFarmLife.com, see the article on page 5 or just pay us a visit online.

Again, we're thrilled to have you reading *FarmLife*. And just as we welcome you, we also invite you to contact us. We want to hear your ideas about the magazine and the website. Please contact us at AGCOanswers@AGCOcorp.com or 877-525-4384.

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