

A Message From Bob Crain

Able and Capable

IN THIS ISSUE'S OPENING STORY, businessman Damon Carson says of farmers, "They are probably the most resourceful people in the country."

We at Massey Ferguson® and the rest of AGCO agree. Producers have a knack for making things work, in part because they're frugal. Waste not, want not, right? That resourcefulness is often proactive, too, as producers look for a better way to get the job done.

We cover examples of that can-do spirit in every issue of *FarmLife*™. For instance, the Fussell family (page 26) helped neighboring North Carolina farmers find a replacement for their tobacco income and, in turn, created the biggest muscadine winery in the U.S. In New York, the Joneses (page 14) diversified their 160-year-old dairy farm, turning it into a U-pick Christmas tree and fruit farm, as well as a winery. Meanwhile, in western Ohio, Rich Bennett (page 18) rediscovered the use of cover crops to help save and improve his soil, and decrease his input costs.

It's just that kind of ingenuity that inspires us here at AGCO. We're constantly exploring and finding new, more productive means of helping farmers do their work better, faster and more profitably.

That's as true today as it was with the AGCO brand predecessors, companies such as Allis-Chalmers, White and Oliver, and it's that story of pioneering technology and industry-leading innovation we tell in "Delivering on a Promise" (page 9). Yet, it's also a story of our recommitment at AGCO to research and development, knowing that unlike perhaps any other period in modern agricultural history, advancements in technology must be made quickly to help farmers in North America and the rest of the world meet a demand for food that's expected to double in the next 40 years.

No doubt, such an increase will require major changes. Yet, with that heritage of resourcefulness—and help from innovative thinkers, like the ones at AGCO—we're sure our farmers will find a way to get the job done.



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