

## 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. 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.



SENIOR VICE PRESIDENT OF AGCO NORTH AMERICA  
MASSEY FERGUSON IS A NATIONAL SPONSOR OF:



## contents: spring 2012

### first gear

- 3 *A Special (Re)Purpose*
- 4 *The Champ* /// AGCO's New 'Intivity' Center
- 5 *FarmLife FIVE*
- 6 *Safe and Secure*

### advantage

- 7 **equipment: Easy To Use, Lightning Fast**  
*Get to know the new Sunflower 9800 Series Single Disc Air Drill. PLUS: The Big Engine That Can*
- 9 **inside AGCO: Delivering on a Promise**  
*The management and staff at Massey Ferguson/AGCO pledge to help their customers become even more productive by providing innovative, industry-leading farm equipment today, tomorrow and beyond. Here's the proof.*

### features

- 14 **cover story: Through the Wringer**  
*Farmers field-test the new Massey Ferguson 9500 combines and declare them ahead of the pack in grain quality, fuel efficiency and ease of operation.*
- 18 **Under Cover**  
*In exchange for a little TLC, Rich Bennett's fields produce healthy yields of grain, while saving him fertilizer, herbicide, fuel and time.*
- 24 **One Bale at a Time**  
*Even though he cranks out 200,000-plus bales of hay a year, this custom bundler says quality is still paramount.*
- 26 **Sweet Grapes**  
*The Fussell family and tens of thousands of sweet wine fans have turned North Carolina's Duplin Winery into the biggest muscadine operation in America. The impact on the region's agricultural profile is pretty big, as well.*

### farmstead

- 31 **project: Grow Your Own Fence**
- 34 **in the garden: Grow a Gardener, Part Two**
- 35 **in the kitchen: Farm-Fresh Flavors for Spring**
- 36 **country portrait: Smoky Mountain Safari**

**AGCO ANSWERS**

(877) 525-4384 AGCOanswers@AGCOcorp.com

**AGCO**  
Your Agriculture Company

**publisher** Meghann M. McNally

**editor** Richard Banks

**creative director** Jamie Cole

Printed in the U.S.A. ©Copyright 2012 by Red Barn Media Group

Massey Ferguson FarmLife™ is a publication of Massey Ferguson® and AGCO Corporation. It is distributed to you free, courtesy of your Massey Ferguson dealer.

Published quarterly: spring, summer, fall and winter. Massey Ferguson FarmLife

is published for Massey Ferguson and AGCO Corporation by Red Barn Media Group, P.O. Box 430097,

Birmingham, Ala., 35243. This magazine is printed with soy ink. Massey Ferguson is proud to support soybean

farmers. We are happy to send you this magazine, but if you wish not to receive it, simply call us at 1-877-525-4384.

