

“If we cut them and laid them side by side, it might solve our problem,” Wheeler recalls thinking. “It was worth a try.” To everyone’s relief, the tire treads have worked beautifully, eliminating the potential for injury to the animals at a fraction of the cost of replacing the concrete. “The treads are big and thick, and provide the traction we needed,” he says. “Plus, it’s quieter.”

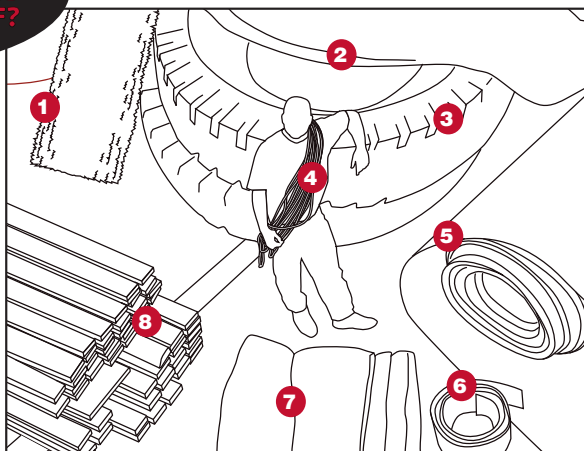
Wheeler’s experience with the treads is exactly what repurposedMATERIALS owner Damon Carson hoped for when he founded the business in fall 2010. “Many cast-offs could easily be reused by someone else,” he says of his “repurposing” concept. “Just because they’ve reached the end of their original life cycle, it doesn’t mean they don’t still have life left in them.”

Repurposing allows companies to reduce waste and enables customers to resolve issues in a cost-effective way, says Carson. His inventory has expanded from vinyl billboard tarps (from \$50) to include items like street sweeper brushes (from \$125), which make excellent back scratchers for livestock, and 5- to 12-foot-diameter tires (from \$150) that can be used as livestock feeders or watering troughs.

Agriculture is the top sales industry for repurposedMATERIALS. Having grown up in rural Kansas and understanding farm culture, Damon says that makes sense. “Our business is a complement to the American farmer,” he says. “They are probably the most resourceful people in the country; they’ve always had to creatively reuse products on the farm.

Nothing goes to waste.” —*Laura Hardin*

WHAT IS THIS STUFF?



**1** Street sweeper brush (used as back scratcher), **2** vinyl advertising billboard (hay tarp), **3** mining truck tires (feeders or waterers), **4** climbing rope (lead ropes), **5** conveyor belt (stall mats), **6** fire hose (irrigation), **7** swimming pool cover (hay tarp), **8** snow fence lumber (fencing).

For more uses and ordering info, visit [www.repurposedmaterialsinc.com](http://www.repurposedmaterialsinc.com).

# The Champ

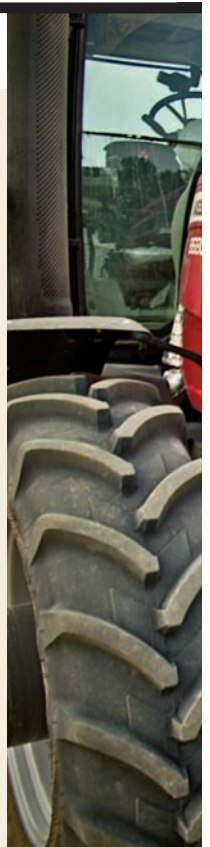
*A farmer puts his new Massey Ferguson® 8680 to the test.*

**IN THE FALL 2011 ISSUE** of *FarmLife*,™ we introduced you to Robert Dasher, one of the early promoters of Vidalia® onions. He’s a remarkable farmer, who offers a textbook-worthy story about how to grow a successful, diversified farming operation and a national agricultural brand.

We recently had the chance to catch up with the Glennville, Ga., farmer and to discuss his new MF8680, the use of which he received for being named the 2010 Swisher Sweets/ Sunbelt Expo Southeastern Farmer of the Year. Come to find out, Dasher has not only incorporated the new row-crop tractor into his operation, but become a huge fan.

“It has more functions on it than our John Deere,” says Dasher, “so I thought it might take a while to get it working right. Well, my nephew hooked it up to a peanut combine and after about 15 minutes, he had it all figured out. He showed me the controls—how to set the speed and things like that. There ain’t nothing to it.”

Dasher also lauded the smooth operation of the continuously variable transmission (CVT) and the tractor’s fuel efficiency. “We had the MF8680 running in the same field with two John Deeres for the same amount of time,



AGCO's  
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