

A Message From Bob Crain

At Your Pace

WHETHER HE'S PLANTING, harvesting, or incorporating new technologies into his operation, Bruce Wendt takes action when he believes the time is right. As the Nebraska farmer tells us in this issue's profile on him (page 12), "I think it's important to invest in technology when you can, but instead of trying to do it all at once, I like to get comfortable with it before I take the next step."

After all, there are only so many hours in a day, and Bruce, like farmers everywhere, has all 24 accounted for already. Yet Bruce knows the new technologies incorporated into his Massey Ferguson and AGCO tractors are designed to be intuitive and, as he says, "pay for themselves." Bruce may not have to keep up with the Farmer Joneses, but he does want to keep pace with those income-producing opportunities.

That's just smart business.

"Smart" is one of many terms that has been used to describe the continuous improvement efforts under way at AGCO Parts. Consider that our Parts division recently received double-digit increases in satisfaction in surveys on parts and new model availability. As you'll see in "It's About Uptime" (page 9), you, our customers, deserve much of the credit for such accolades, since many of their suggestions were and continue to be at the center of those improvements.

That, however, is nothing new. Our customers—those here in North America and around the globe—have always shared their hard-earned experience and expertise with us. That has given us a broader, deeper knowledge base to create the world's most innovative agricultural equipment—such as the CVT transmission, the three-point hitch and numerous combine technologies—that you can bring home to your farm.

As we say here at Massey Ferguson, "We go to the ends of the earth to help you farm your world." We also believe it's our job to help you be successful ... at your own pace.



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