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A Message From Bob Crain

Agents of Change

TO PARAPHRASE AN OLD ADAGE, necessity is the mother of adaptation. For those of us in agriculture, that's an expression that doesn't need much in the way of explanation. Whether it's because of changing weather conditions in our own backyard or market conditions on the other side of the planet, inventiveness and the need to adapt are part of our daily routine. They're also a major theme in this issue of *FarmLife*™.

Take, for instance, Robert Dasher, the 2010 Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year (page 8). He adapted by diversifying his operation and by thinking big. As a result, he helped his main crop, the Vidalia onion, become one of North America's most recognizable agricultural brands.

Another example of that willingness to change is found in our story on Mercier Orchards (page 21). The Merciers have run an apple orchard for almost 70 years, but they knew if they were to stay in business, they needed to grow more than just trees. So they added a U-pick operation with multiple fruits, a pasteurizing facility, a bakery, and even a mobile canteen business that sells and promotes their products to attendees at festivals and other events.

We at Massey Ferguson® and AGCO salute that spirit of ingenuity and willingness to change. Like our customers, we must continue to move into new areas and adapt to changing market conditions, too.

You can see the evidence of our efforts in this issue, where we introduce two new products (page 18)—the MF5450, "the ultimate loader tractor," and the MF1526, a small tractor with tremendous versatility. Both offer even greater productivity, fuel efficiency and comfort when compared to other models in their respective classes.

Such innovation is just one way of showing we're willing to adapt to the changing needs of our customers. To us, that's a necessity.

SENIOR VICE PRESIDENT OF AGCO NORTH AMERICA

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