

contents: spring 2013

A Message From Bob Crain Life: The Chess Match

WHETHER IN BUSINESS OR OUR PERSONAL LIVES, we're always thinking ahead to anticipate several moves down the road. We attempt to predict what the future will bring, consider all the variables, make plans and then invariably change them. Yet, we understand that the effort of planning helps us control what we can and prepare for what we can't.

Take, for example, the Gingue family of Vermont ("Farm Fusion," page 18.) Like so many farm families, Paul and Rosemary Gingue hoped they could pass on their dairy business to the next generation. They expected maybe two of their boys would remain on the farm; but when all four wanted to continue in the family business, they figured out a way to make it work.

This issue of *FarmLife* is full of such forward-thinking stories. Check out how we at Massey Ferguson and AGCO are adapting our equipment to help farmers earn even more money per acre by harvesting corn stover ("Fuel in the Field," page 9). And read about how our cutting-edge engines—because they're designed first and foremost for agricultural uses—offer farmers the best possible performance ("Purpose-Built Power," page 7).

Then there's the bittersweet tale of how Bill Snider prepared his son Steve for the day he'd run the family farm ("A Father's Guidance," page 12). Bill put together a solid transition plan and taught Steve well. Sadly, Bill passed away last year, but the wisdom and passion for farming he passed down lives on because he had the foresight to plan ahead.

That's a lesson we can all use, no matter our life's calling, and one that we at Massey Ferguson salute in all that we do.



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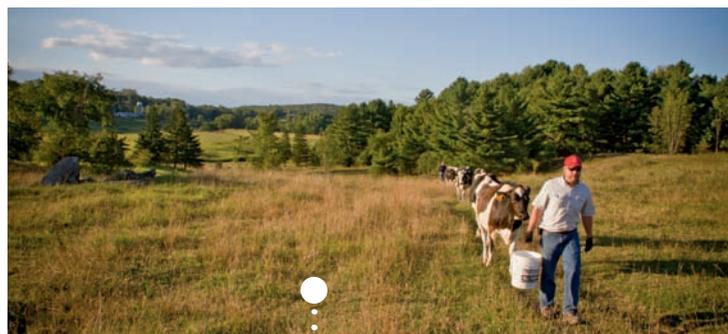
- 3 *Land of the Lost*
- 4 *Lyle Yost Remembered*
- 5 **AGCOMMAND: Anytime, Anywhere** /// Win a \$100 AGCO Parts Gift Card /// FarmLife FIVE
- 6 *Purchase or Lease?*

advantage

- 7 **equipment: Purpose-Built Power**
The engines in Massey Ferguson® equipment are built for specific agricultural applications, saving customers fuel, time and money.
- 9 **inside AGCO: Fuel in the Field**
AGCO helps farmers take advantage of new money-making opportunities.

features

- 12 **A Father's Guidance**
Steve Snider still follows the advice of his late father and plans to hand it off, along with the family farm, to the next generation.



- 18 **Farm Fusion** :
How one family managed to stay whole by growing apart.
- 23 **Make Disasters Less Disastrous**
What impact do proposed changes have on crop insurance?

farmstead

- 27 **project: House Those Tomatoes**
- 29 **in the garden: Feast for the Senses**
- 30 **in the kitchen: Baked Ham, Deviled Eggs**
- 32 **country portrait: On Guard**



ON THE COVER. The Gingue family spent two days with us, showing us around their two dairies in scenic northern Vermont. Even considering the breathtaking landscape, the animals (as usual) stole the show. "Sherman" was curious about the camera lens, and that made for a fun cover photo, shot by FarmLife Creative Director Jamie Cole.

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