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A Message From Bob Crain We Hear You

THE STAGGERING PACE of agricultural innovation has offered both benefits and consequences. It has allowed producers to do more with less land and labor. On the flip side, the constant drumbeat of advancement requires an incessant need for training to put new technologies and equipment to good use. It's no wonder many farmers feel as if they need a chief technology officer on staff just to keep up.

That's one of the reasons we here at AGCO have invested significant time and money into expanding our training program for our dealers and corporate employees. They, in turn, help producers across North America understand how to take advantage of the latest innovations in agricultural machinery, while helping farmers pick the equipment and technology that's right for their operation.

That last point is critical. It is imperative that we at AGCO, and everyone who sells our quality brands, including Massey Ferguson® and Hesston®, make it a top priority to listen to our customers. It sounds simple because it is—and it's the best way to get to know our customers' challenges and opportunities, and match the right AGCO equipment to those needs.

It's a topic that's covered in our Inside AGCO story on page 12, and is another means of getting at what is central to all that we do—keeping AGCO focused on our customers. That means continuing to manufacture the world's best agricultural equipment, using your input to help us innovate—not for the sake of innovation, but for clearly useful purposes on farms large and small. It also means we make sure—with training tailored for each and every customer—you get every penny out that you put into your equipment.

By necessity, remaining customer-focused keeps your best interests in mind. If you succeed, then we do too.



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ON THE COVER. The corn looks different in Ontario in late August than it does in the American Midwest, thanks to a shorter growing season. Corn was barely chest-high when we visited the Frasers (see their story on page 20), but we knew their farmstead would make a picturesque summer cover. Shot by FarmLife Creative Director Jamie Cole.

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