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A Message From Bob Crain Values Instilled

HYLTON ROBERTS INSTILLED THE VALUE of stewardship in his three sons, practicing the old maxim that if you take care of the land, it will take care of you. As it turns out, that's no empty promise; the 1,000 acres the Robertses' farm continue to help feed their families, as well as thousands more.

In this issue, beginning on page 12, we explore some of the methods the Robertses utilize. From using tried-and-true methods like terracing and contours, to employing more recently developed techniques, such as vertical tillage and injection of manure into the soil, the Roberts family is open to ideas new and old.

However, as it is with so many producers across North America and around the world, the bottom line at the Roberts farm remains that whatever the approach, it needs to be effective. Methodologies and technologies can't be for their own sake.

At Massey Ferguson® and AGCO, we get that. That's why we not only work hard to continue our long history of innovation, but to listen to our customers—to ensure we develop complete agricultural solutions that are tailored to their needs and help them be more productive and successful.

Whether it's our revolutionary 3-point hitch, fuel-saving continuously variable transmission (CVT) or precision farm solutions (which are discussed more in depth beginning on page 9), our equipment has always been developed with our customer in mind. We strive to make every innovation easy to use, initially and when updates are introduced. And, above all, no matter how impressive the technology may seem on paper, it needs to be useful in the field or barn.

That customer focus has always been our driving force, and we pledge to continue instilling that value for as long as there is agriculture and mouths to feed.



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ON THE COVER. A wide view of the landscape on the Roberts family farm reveals the generational investment in stewardship, where brothers Jeff, Burt and Bernie plant on terraces built up by their father. Our cover was shot by Iowa-based photographer Charlie Neibergall.

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- 4 *Energy Experiment*
- 5 *A Million Trees and Counting /// Win a \$100 AGCO Parts Gift Card /// FarmLife FIVE*

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The new Dash Control Center on the Massey Ferguson 5600 Series tractors provides unprecedented control and efficiency.
PLUS: Auto-Guide™ 3000
- 9 **inside AGCO: Ground Control**
Easy to learn and use, precision farming technologies from AGCO offer cutting-edge solutions for greater efficiencies and profitability.

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