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WHEN IT COMES TO HARVESTING, WIDTH IS MORE IMPORTANT THAN COMBINE CLASS FOR JEFF HOINESS.

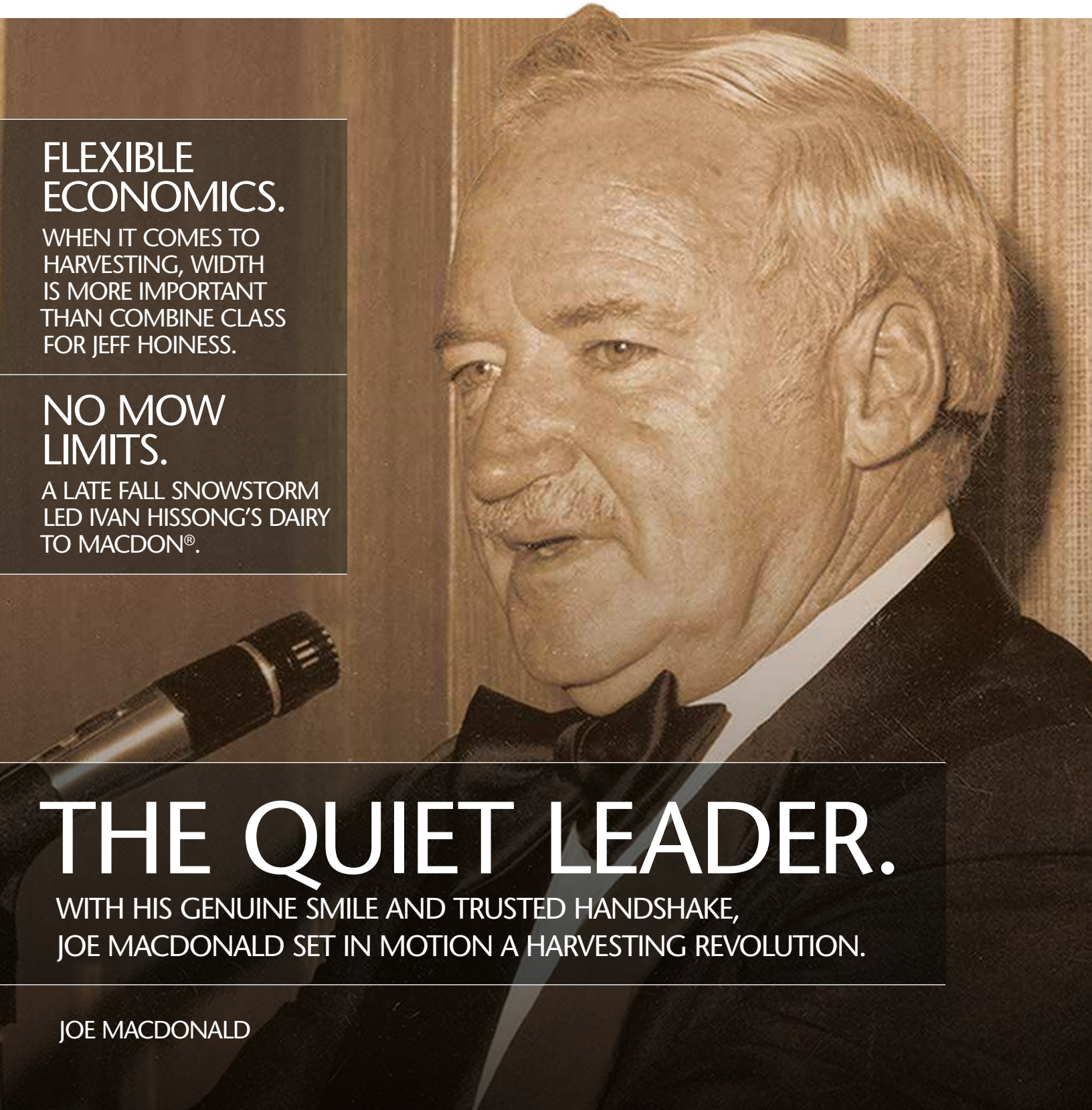
NO MOW LIMITS.

A LATE FALL SNOWSTORM LED IVAN HISSONG'S DAIRY TO MACDON®.

THE QUIET LEADER.

WITH HIS GENUINE SMILE AND TRUSTED HANDSHAKE, JOE MACDONALD SET IN MOTION A HARVESTING REVOLUTION.

JOE MACDONALD



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Joe MacDonald at the new manufacturing plant and head office in Winnipeg, 1976



THE QUIET LEADER.

WITH HIS GENUINE SMILE
AND TRUSTED HANDSHAKE,
JOE MACDONALD SET IN MOTION
A HARVESTING REVOLUTION FROM
WHICH PEOPLE AROUND THE
WORLD CONTINUE TO BENEFIT.

According to those who knew him best, Joe MacDonald would have been “shocked” by his induction into the Association of Equipment Manufacturers Hall of Fame, November 4th, 2015. It is an honor shared by such industry legends as Jerome Increase Case (J.I. Case Machinery Company), Simon Ingersoll (Ingersoll-Rand), and the iconic John Deere himself. But for a man who has also been acknowledged as one of the “100 most significant contributors to the mechanization of agriculture” the shock would have only been his for being placed among such revered company.

“If he had been there to accept the award, I can hear Joe saying ‘I’m only here because of MacDon’s employees, vendors, OEM (Original Equipment Manufacturer) partners and customers – people who have been with us through good times and bad to make this company what it is,’” said Gary Giesbrecht, MacDon President and CEO.

Continued

THE QUIET LEADER.



In 1957 Cockshutt's Winnipeg Branch won the President's Trophy for sales achievement. Joe was branch manager and is kneeling front and center

"For Joe it was never about him, always the people around him. He was such a humble man that he would have had trouble accepting any credit."

But the credit was truly his.

If not for Joe MacDonald, the draper technology that today's high capacity combines rely on might not exist. The implications this may have had on agriculture can only be speculated upon, but what is known is that twenty-five years ago the draper category for combine headers didn't even exist.

Today, nearly 80 percent of the combines sold in North America are delivered with draper headers as opposed to conventional rigid and flex auger headers, not including combines sold with corn headers. It's a trend echoed in other markets around the world and with the world's population pushing 7.5 billion, we can be very thankful that the technology is available to help farmers keep pace with growing global food demands.

Of course none of this future was even glimpsed in 1970 by a 46 year-old Joe MacDonald when he was asked by his good friend Tom Killbery to

come to Winnipeg, Manitoba, and help rescue his struggling farm equipment company, Killbery Industries Ltd. It was a stressful period in agriculture due to extremely low commodity prices which had depressed machinery sales across the industry. At the time Joe was President of White Farm Equipment (Canada), the product of a recent amalgamation of the Cockshutt, Oliver and Minneapolis Moline Farm Equipment companies which Joe had helped bring about.

"It was a brutal time at White for Dad," recalled son and former MacDon Executive Vice President Gary MacDonald. "There were lots of firings and Dad was seeing many good friends go. He thought 'I have to get out of here or it's going to kill me,' so he was more than open to the offer from Tom Killbery."

What Joe found in Winnipeg was a business that made good products, but was hampered by fixed expenses and declining sales. Joe immediately went to work helping the company revive its business, but it wasn't long before Tom Killbery confronted Joe with an even bigger challenge.

"So Tom says, 'let's cut to the chase Joe. The company needs your leadership and direction. You have to buy us out.' And Dad looks at Mr. Killbery and says 'Tom, I would do anything to help you, but I don't have more than the two quarters in my pocket. How can I buy your company?'"

Under Tom's suggestion, Joe sought financing from Canada's big five chartered banks, plus three regional banks. Unfortunately, Joe's business pedigree wasn't enough – they also required significant collateral; all five of the chartered banks and two of the regional banks



Inspecting an Oliver combine are, left to right, G.E. Vincent, Cockshutt President; S.M. White Jr., Oliver President, on the ladder Cockshutt Vice-President, Joe MacDonald in the 1960's



Joe MacDonald with the Mercantile Bank's John P. Murphy, 1976

politely turned him down. Then, with just hours to go before the bank was going to shut the operation down, Joe received a call from the Mercantile Bank of Canada, the eighth and final bank that Joe had approached.

"The guy on the phone says I've got the regional VP here, can we come out to see you? My Dad, almost resigned to his fate and still feeling the sting of the seven previous rejections, says, 'I've got to be honest with you; if you're going to say no, I'd just as soon hear it now and then I can figure out what I am going to do with my family, and where I'm going to live and what I'm going to do.'"

But the man from Mercantile was persuasive and succeeded in getting Joe to say 'yes' to the visit. It would prove to be the most important yes in the history of MacDon.

"So he comes out with this VP, a young man named John Cleghorn. Now my Dad was 47 and Cleghorn was 30, so he was pretty young to be a VP of a Canadian bank. After a tour of the operation, Cleghorn says to Dad, 'I've got to be honest with you, I know you've never started a business before, your business plan could be better and you've got no collateral, but we've done our homework on you and all of your references are A-plus. I will back you Joe because a company like yours deserves to succeed, and you're the guy to do it.'"

And so with nothing more than Joe's good name, MacDon was born. It was also the birth of a long and fruitful relationship between John Cleghorn and MacDon. Joe remained loyal to John for the faith that he had shown in him, so much so that when John joined the Royal Bank of Canada after The Mercantile was purchased by the National

Bank of Canada, Joe would eventually bring MacDon's business over to the Royal Bank.

"Dad wouldn't have been in business if not for John Cleghorn. He was smart enough to figure out that in spite of my Dad's lack of capital and inexperience in putting business plans together, that he was a quality guy. For years, Dad would never go through a meeting without telling people what John Cleghorn did for him. And John never seemed to forget it too, for whenever business brought him through Winnipeg, even when he was Chairman of the Royal Bank, he never failed to pay MacDon a call."

That early financing deal provides a glimpse of the magic that was Joe; a man who could win contracts almost on the strength of his personality alone.

Continued

THE QUIET LEADER.



Joe MacDonald. 1957

It was a skill that would serve him and his company well in the years ahead. Joe's plan was to not just rename the company MacDon, but also remake it into an OEM focused powerhouse based on Killbery's proven swather business. However, instead of producing products under its own brand and competing directly with much larger companies like International Harvester, John Deere and Massey Ferguson, Joe determined that the company's path to success would be to turn competitors into partners and sell MacDon-built equipment to them as an OEM supplier, even Joe's former employer White Farm Equipment.

"His vision was that we weren't going to put our name on all of our equipment, but rather other companies' names. We were going to paint our equipment red, blue, yellow or green, it didn't matter. As long as we were building and selling equipment, the company was safe, jobs were safe."

Gary Giesbrecht says that MacDon's becoming an OEM supplier to not just one, but several large equipment manufacturers at the same time shows how much respect Joe had already earned in the industry.

"The OEM supplier relationship is a tough dance because what you're doing is building a product for another company and putting their name on it and in some cases, the same product under different brands. It does take a special person to navigate that kind of relationship. If you don't have strong ethics like Joe had, that relationship doesn't even get started."

Compounding Joe's challenge was the fact that he wasn't negotiating typical OEM contracts.

"We weren't just building small ticket items," says Giesbrecht. "We were producing harvesting equipment that would carry a company's reputation. Believe me, those companies had to pick the right partner; more than just trusting the product they were buying, they were

trusting the people they were buying from. And they trusted Joe."

Key to that trust was Joe's overall approach to business. He didn't think in terms of suppliers, dealers or customers. Instead he saw partners. His philosophy was that you didn't get ahead by making an extra dollar at the other guy's expense; you got ahead when everyone made an extra dollar, including the end user.

"He believed that if you worked together and solved your problems together, then you grew together," recalls Giesbrecht. Joe taught us that every person, every vendor, every supplier, every customer is important. If he found out someone was in trouble, he would be the first person to come to the rescue."

Giesbrecht says that even when circumstances forced the ending of a relationship, Joe made sure that bridges were never burned, and that the respect remained.

"HE BELIEVED THAT IF YOU WORKED TOGETHER AND SOLVED YOUR PROBLEMS TOGETHER, THEN YOU GREW TOGETHER."

"He had an ability to diffuse even the most tense situations. In business meetings he would take time to listen to everyone's opinion, even the most junior person in the room. He treated everyone as an equal."

Gene Fraser, MacDon's Vice President of Global Sales and Marketing who joined the company in 1981, says that treating people well was central to Joe's character. He was known for picking up employees at bus stops on his way into work, or secretly paying for an employee's dinner if he saw him or her out for dinner with their spouse at the same restaurant. Many of his acts of kindness were known only to the

employee themselves, such as when an employee experienced an unexpected death in the family and was told by Joe himself to take as much time as he needed to return to work. Touches like that helped instill a sense of "family" early on among MacDon employees, a sense that remains today even though the company has now grown to approximately 1,350 people. He was loyal to his employees, and they were loyal to him in return.

"As astute a marketer as Joe was, he was even more a guy who loved people," says Fraser. "It was typical for Joe and his wife Anne to host get-togethers, not only at their house, but also on the road at conventions or association meetings. He never talked about himself. Instead it was always 'How are you doing? How's your family?'"

And when it came to business, Joe always found a way to make it personal. He didn't just sign contracts, he made friends.

"I think that Joe's communication style, the way he treated people with honesty and integrity, his ability to make friends with everyone, was central to being able to forge a lot of those OEM contracts. Those friendships built the trust that was necessary for MacDon to be able to sell machines to companies that were not only competitors with each other but also competitors with MacDon itself."

Of course, no one succeeds in business by just being a nice guy. Joe also brought to the table an exceptional set of skills that set him apart from most business people.

Continued



Joe and Anne MacDonald with sons, Gary and Allan, 1957 - Winnipeg

"Not only did Joe have an amazing marketing and sales mind, he was unbelievable with finances as well," says Giesbrecht. "Very seldom do you find a person good at sales who is also solid financially. He was extremely detailed in his approach."

"We had some great engineers, but not nearly enough of them," says Gary MacDonald. "While the larger manufacturers had no need of – let's call it – the brilliance of their customers, for us it was essential. We didn't have enough money to hire all the engineers

Farmers benefited by having access to machines that better served their needs, and MacDon benefited by having unique products that kept the company competitive, product drive and always looking forward.

Building upon strong business and work ethics, combined with the right products, MacDon was able to forge successful OEM relationships with several leading agriculture equipment manufacturers.

But as mutually profitable as MacDon's OEM partnerships were designed to be, it would prove to be one of those partnerships in the mid-80s that would hand MacDon its biggest crisis in its history, as well as the most stern test of Joe's mettle to date. The crisis would fall with surprise and suddenness when the Vice President of MacDon's largest OEM partner arrived one spring day at MacDon's headquarters to deliver an unwelcome ultimatum; his company was experiencing

"OTHER COMPANIES QUICKLY LEARNED THAT THESE LITTLE GUYS FROM WINNIPEG MEAN BUSINESS."

Another quality of Joe's that would prove invaluable to MacDon was his shrewd ability to turn a business weakness into a strength. While the large manufacturers of the day were able to devote significant resources to product development, that wasn't the case for a smaller company like MacDon. The solution was for MacDon to basically "listen to the customer".

we needed, so we relied heavily on our customers in those early days, and they provided us willingly and eagerly with their best ideas."

Many of those ideas resulted in fruitful paths for MacDon's engineers to explore, eventually finding their way into MacDon's products.

financial difficulties and wouldn't be able to pay for the \$13 million worth of equipment MacDon had been building for it since the fall. As a take-it-or-leave-it proposition, the VP suggested that MacDon consign the equipment over to his company's dealer network and only receive payment when, and if, the equipment was sold.

Scott MacDonald, former Vice President and youngest of the MacDonald brothers, picks up the story: "that guy was handing MacDon a devastating problem. Here we had all of his product ready to go and sitting in our yard, painted and decaled. The sinister part about it was that he had waited precisely for this moment when we would have zero options but to agree to his dictate. Worse, he was doing something our Dad would never do in business; trying to bully us into doing his bidding."

After hearing what the VP had to say, Joe calmly got up and walked the man to the door saying to him "thanks, but we're perfectly capable of going broke all by ourselves." It was a pivotal moment for Joe and his company of about 500 employees. He was abruptly ending the company's relationship with its biggest customer; everyone's livelihood was up in the air.

"Dad was singularly minded in a moral way so that in any given circumstance, no matter how dire or stressful, he always found a way to do the right thing by those that depended on him. He understood in that moment that one of the industry's largest manufacturers was trying to harm his company, and everybody associated with it. So even though he didn't know where the path would lead, he knew that the right thing to do was to distance MacDon from this company. He made his decision in a nanosecond, and never looked back."

With millions of dollars worth of swathers needing to be quickly sold, Joe reached out to Westward Parts in Red Deer, Alberta, a company that was already selling MacDon pick-up reels. Even though Westward wasn't



Joe MacDonald demonstrating a Killbery swather at the China Show in Peking, 1972

interested in selling swathers, its owner Al Harris liked Joe and agreed to help him out by accepting the product and reselling it with a Westward decal. Although it was only supposed to be a short term arrangement designed to help get MacDon out of the jam, it turned out to be a profitable one as well; so profitable, in fact, that it would continue for another 25 years until MacDon's purchase of Westward Parts in 2012.

the MacDon brand, but that the dealers of its former OEM partner would be approached to sell it as well. It was a move that would not only annoy its former customer, it also had the potential of alienating MacDon's remaining OEM customers. But MacDon tread cautiously, being careful to offer its MacDon branded products at a price fair enough that none of its customers could complain. It was the start of the MacDon we know today.

"HE MADE HIS DECISION IN A NANOSECOND, AND NEVER LOOKED BACK."

But Westward Parts, and the Western Canadian market, could only handle a portion of the inventory that MacDon had to sell. The rest would have to be sold in the U.S. Unfortunately, there wasn't a distributor like Westward in the U.S. that MacDon could approach. After considering all the options, it was decided that the equipment would not only be sold under

"The irony of the story is that OEM did us a huge favor because it was the event that launched us into having our own dealer network and selling our equipment under the MacDon brand." Scott MacDonald says that the OEM incident would also prove to have significant educational value for he and his brothers.

Continued



Joe MacDonald and John Killbery touring the Great Wall of China, 1972

“That moment has been huge for myself and my brothers in how we run the company. Hundreds of times, tons of important times, the lessons of that moment have shown up in our decision making. One thing that it taught me personally is that it doesn’t matter how big or small the customer is you treat them all the same way. Whether I’m standing in an alfalfa field with one of our customers, or standing in a boardroom with the executive of the largest agricultural manufacturer, everyone deserves the same respect and should be treated the same way.”

Gary MacDonald points to another important legacy Joe would pass on to his sons: his clear vision for how the company was going to succeed

long term. He knew that as a smaller ag manufacturer, the company had to find a manufacturing niche where it could be recognized as the industry leader.

“He used to say to us ‘whatever we’re going to do guys, we’ve got to be the best at it. We can never get distracted from that.’”

Gary MacDonald says it was his Dad’s commandment to “be the best” that led MacDon to vigorously pursue the development of draper technology in the mid-1980s that has become so dominant for combine

headers today. At the time Western Canadian farmers were starting to use conventional auger headers to direct cut their grain, and that gave MacDon's leadership an idea.

"We were really trying to protect our interests. We asked, can we take our draper technology, which we believed we were leaders in at the time, and put it on the front of a combine?"

It was a simple question, but it proved to be an immense challenge for a small company like MacDon with limited engineering resources.

"There is no way the big companies would have invested that amount of time into a project like that. The development was arduously slow. There were many times we asked ourselves, are we throwing good design time away on something that won't work?"

In the end, it took about eight years for MacDon to develop a product it could bring to market. Unfortunately, Joe would not be there to witness the growth which came over the mid 1990's, having passed away in 1991.

"It took us years to get there, and many more years to make our money back, but when we got there it was worth it. We found ourselves in a place that only we occupied, and we were leading the charge with our technology."

Gary MacDonald says that Joe would have been proud, especially seeing the impact draper technology has had on world food production today.

"Even though Dad was gone at the end, it was him speaking to us on the project. His words were always with us urging us on, reminding us that our mission was to be leaders in something."

"MacDon relies heavily on good strong ethics, and that's all thanks to Joe and how he raised his sons, to whom he turned the business over," says Gary Giesbrecht. "In many ways you could say that Joe is still a part of everything we do."



The MacDonald family at the Moray Street location grand opening in 1976

Back when MacDon was just starting to grow as a brand, the company employed the tagline "The Quiet Leader." At the time it was a reflection that few people – even the farmers who depended on its equipment – knew that MacDon was a leading producer of harvesting machines in North America. But, perhaps, the true quiet leader all along was Joe MacDonald himself; an accomplished, yet humble, man of

business who was able to rescue a company with his handshake and then set it on a path that has allowed the farmers of today to keep pace with an increasingly hungry world. For a man who never failed to lend his hand to someone in need, there can be no more fitting legacy.

Thank you Joe.



Gary MacDonald accepting the AEM Hall of Fame Induction award for Joe MacDonald from AEM Chairman John Patterson

HALL OF FAME “JOE”

With family and friends in attendance, MacDon founder Joseph Andrew MacDonald (1924–1991) was inducted posthumously into the Association of Equipment Manufacturers (AEM) Hall of Fame, November 4th, 2015. The honor was part of AEM’s Annual Conference in Miami, Florida, and is reserved for pioneering individuals who “collectively represent some of the best, brightest and most influential minds in the history of the off-road equipment industry.” To date only 55 people in the world have been inducted.

Recognized during the evening as “a quiet, yet forceful leader with a brilliant mind for sales and marketing,” Joe’s career in the farm implements business began in 1947 when he became a parts clerk with the Cockshutt dealership in

Truro, Nova Scotia. His advancement at Cockshutt came swiftly, often taking him to locations across Canada and, eventually to Cockshutt’s head office in Brantford, Ontario, where in 1957 he became the company’s Canadian Sales Manager. When Cockshutt was purchased by White Motor Corp. in 1962, Joe became White’s Vice President of Marketing for the Canadian Division. At White Joe continued to distinguish himself, eventually becoming Vice President and Director of Marketing in 1969, and President of its Canadian Division the following year.

In 1971 Joe was enticed to Winnipeg by his friend Tom Killbery to help revive his family’s swather manufacturing business. Later that year Joe would buy the company of approximately 45 employees and rename it MacDon. Thanks to a dramatic resurgence in grain prices, but also Joe’s business acumen and industry contacts, the fortunes of MacDon rebounded over the next several



Left to Right – Scott, Allan, Gary and John MacDonald at the AEM Hall of Fame Induction ceremony on November 4, 2015

years to the point that in 1976 it had moved into a new plant and was now employing close to 350 employees. Under Joe's leadership the company was able to build a thriving OEM business supplying companies like White, Case, International Harvester, Massey Ferguson, New Holland and John Deere. By 1980 MacDon was the largest producer of self-propelled and pull-type grain swathers in the world, and the company was beginning to diversify into hay and specialty header products. Over the next decade Joe would continue to contribute his quiet, insightful leadership towards the continued advancement of MacDon, all while transitioning himself out of the business to leave it in the hands of his sons Allan, Gary, John and Scott.

Throughout his career, Joe was a strong champion of the farm equipment industry. He was not only an active member of the Farm and Industrial Equipment Institute in the U.S., he would eventually help found the Canadian chapter of FIEI where he served as its President and Chairman of the Board. He was also a strong proponent of 4-H and its role in preparing future generations of farmers, serving on the board of 4-H Canada. Outside of work, Joe was a tireless and giving member of his community performing responsibilities ranging from a board position with the Winnipeg Blue Bombers (Canadian Football League) to tying a child's skates at a local rink,

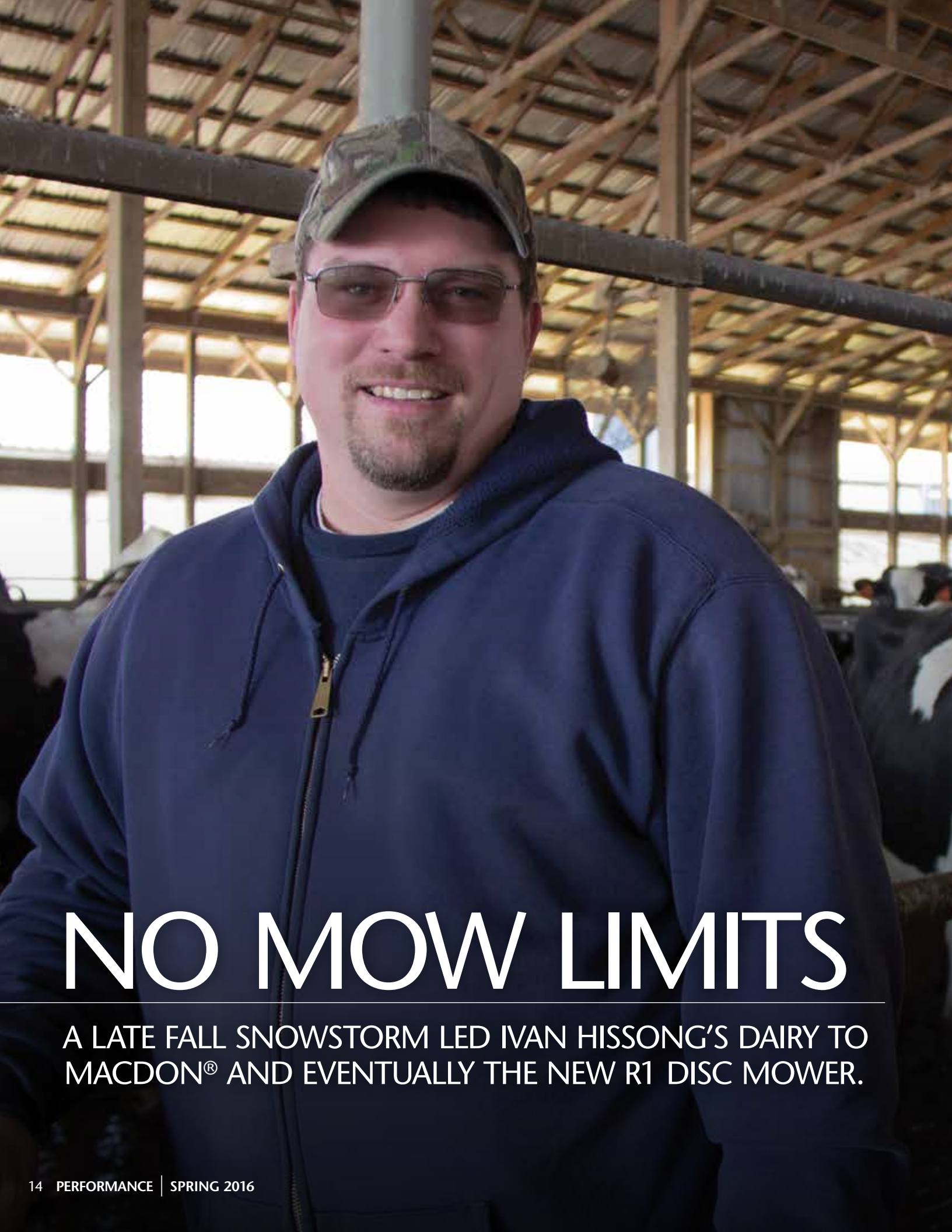
always giving everyone and everything he came in contact with his undivided attention.

"Joe MacDonald exemplified the best qualities of an honest businessman, a loving father and sincere friend to many. His contributions to the agricultural industry were far reaching and helped develop the level of excellence and reliability we identify with our current products and their productivity. His efforts for his company and the sharing of his intellect with others have left their mark on our past and encouraged setting higher goals for our future."

- Robert J. Ratcliff, Founder and CEO of AGCO Corporation (retired).

"Perhaps Joe MacDonald's most important contribution is the legacy he left through his children - leaders in the agriculture industry in their own right who continue in their father's footsteps. His impact on the industry continues to this day and this honor would be a fitting tribute to a man who gave so much to the industry and to others."

- Charlie Stamp, Vice President, Public Affairs Worldwide John Deere



NO MOW LIMITS

A LATE FALL SNOWSTORM LED IVAN HISSONG'S DAIRY TO MACDON® AND EVENTUALLY THE NEW R1 DISC MOWER.



It's funny how life is. We can persist using the same brand of product for years, even when we know that there might be something better out there. But then one day something happens that forces us to try something different and once we do, we never go back.

Ivan Hissong had an epiphany like that back in the fall of 2011 when Halloween delivered both a trick and a treat to his dairy farm in south central Pennsylvania, which he runs with his father Dennis, uncle Larry and cousins Andy and Kirby, along with 15 employees.

Halloween's trick was a freak snowstorm that dumped several inches of snow on his fields.

"We had several hundred acres of oats yet to harvest and this snow had basically flattened these oats," said Hissong. "We realized that we needed to try something different, because our existing disc mowers would never get the job done with extreme conditions like that."

It was that realization that would lead the Hissongs to Halloween's treat.

"We had heard that MacDon was the Cadillac of disc mowers in the west, so we felt that we had to give MacDon a try. Luckily, Hooper Incorporated in Chambersburg had a 13' (3.96m) R85 Pull-Type sitting on the lot. Being a good local dealer, Hooper's agreed to let us demo the unit."

Hissong says that the MacDon mower delivered as advertised, as they were able to save all of their crop.

"If we hadn't had the R85 most of those oats would have stayed in the field. I think the R85's flat cutterbar was the difference and the lift kits on the discs also helped."

In fact, the R85 performed so well that the Hissongs didn't want to stop using it. They were able to convince the dealer to rent it to them until they could get them a 16' (4.88m) version of the machine for purchase.

Hissong reports that their decision to switch over to MacDon's disc mower dovetailed nicely into other changes they were making on the farm around that time.

"Before the R85 we used to run two mowers and harvested more acres, but since then we've decided to go with one machine and trade more often, because we're growing more cereal grains and less alfalfa."

But don't let the one machine fool you; the Hissongs still do a lot of cutting as they have a lot of hungry mouths to feed on their dairy farm of 750 milking cows, plus another 500 to 600 replacement animals.

Continued



The Hissong family at their dairy farm located a few miles west of the historic Gettysburg Battlefield in South Central Pennsylvania

"We farm over 1,500 acres (607 ha.) and most of that is double cropped because we have so many animals to feed. We grow about 150 acres (60.7 ha.) of alfalfa, which we cut five times a year. We also plant about 400 acres (161.9 ha.) of oats, 250 acres (101.2 ha.) of triticale and about 100 acres (40.5 ha.) of timothy and dry grasses, all of which we cut with a disc mower."

The Hissongs also grow, wheat and some soybeans, but they use a combine with a MacDon FlexDraper® to cut those crops. Their biggest challenge, from a cropping standpoint, is the dry summers they can have which sometimes force them to supplement their crops with purchased grain.

"We are pretty self-sufficient when it comes to forage, unless we have drought conditions, which we'll have about two out of every eight to ten years. That's why we began double cropping about five years ago, just to get the most out of our land."

Whether they are harvesting in a good year or bad, Hissong says that the R85 they acquired back in 2012 ticked off some of the key boxes for what they look for in a good mower.

"First, we look for a cutterbar that's built heavy because most of our land has limestone rock. While most of our rocks are taken care of, from time to time we still hit the odd rock. You have to have a heavy, well-built mower like MacDon's to be able to go 10 miles an hour (16 km/h) over those rocks and not break anything. With our previous brand we had a cutterbar failure in only the second year of owning it, but in four years with the MacDon we had no cutterbar failures at all. It's a much more dependable machine than what we were using before."

Another thing the Hissongs look for in a disc mower is a conditioning system that uses rolls instead of flails.

"With flails you have to be careful that you are not chopping and slicing the crop, especially in crops like oats or triticale, which usually have thick juicy stems in the spring and the fall. Rolls however, allow us to be a bit more delicate with the crop, and bend it over just right so that the stem breaks enough to allow it to dry."

"We had tried almost every brand of mower out there that we could get from local dealers and the R85 was by far the best one that we could find. The thing we liked about it was that

its rolls were the widest in the industry. Wider rolls let us cut all our different crops without changing – or babysitting if you will – the conditioning system."

As happy as the Hissongs were with their R85, they decided to upgrade to MacDon's R1 Series Pull-Type Disc Mower in the fall of 2015 as it offered a couple of important advantages for their operation. Strongly influencing that decision was the new optional transport package which allows the operator to quickly reduce the mower from 16' (4.88m) in width to 9' (2.74m) for road transport.

"The new transport package on the R1 was a big selling feature for us. While we like the extra width of a 16' (4.88m) mower because it allows us to harvest more crop at a time, transporting a wide machine on our roads is very challenging because of all of the hills and blind corners that we have."

"The biggest waste of time with the cart was trying to get the machine on the cart and folded up. It would sometimes take 15 minutes to make sure you had it on the cart properly. Those carts were such a hassle that we got to the point that we didn't use them anymore, so transporting those machines definitely wasn't as easy."

Now with the R1, Hissong says it only takes him 30 seconds to shift to transport mode and best of all, he doesn't have to leave the cab to do it.

"The R1's transport package definitely saves us time and headaches because we do not have to worry about running into telephone poles, trees, or whatever the case might be. We can even plant our corn closer to the lanes because we don't have to worry about knocking it down with the mower when we go from field to field."

One more unexpected bonus of the new Road Friendly Transport™ package is that it gives the machine a smaller footprint when storing it.

"It gives you the option to park it in a smaller shed for servicing or storage. With the R1 you only need a 10' (3.05m) wide door, while with a 16' (4.88m) machine you need a 17' (5.18m) or 18' (5.49m) wide door.

The other big feature of the R1 that prompted

the Hissongs to upgrade was its 129" (327cm) conditioning rollers, a full 11" (28cm) wider than on the R85.

"Just do the math and you can soon figure out why the R1 conditions so well. Instead of trying to force 16 feet (4.88m) of crop through 8 foot (2.44m) rolls like on some machines, we're now putting that 16 feet (4.88m) through almost 11 feet (3.35m) of rolls. Wider rolls mean even less wear and tear on the machine"

Another feature on the R1 that Hissong appreciates is how the forming shields can be adjusted quickly without the use of tools.

"Being able to change from windrow to swath in a matter of seconds gives us options. For example, if we are mowing alfalfa in the morning and it's too wet we will swath the crop out. But then if it dries up in the afternoon and we are still mowing we'll narrow the baffles and lay a windrow. That allows us to mow all 150 acres (60.7 hectares) of our alfalfa down in one

day, something we couldn't do as easily with previous machines."

Beyond easier transporting, better conditioning and the ability to adjust the windrow, Hissong says that the ultimate test of any mower is its ability to cut, and here the R1 has not disappointed.

"Grass is the easiest crop to mow, but it takes a special type of mower to properly mow off cereal grains like triticale and oats, particularly when they have thick juicy stems. Oats can be an especially tough crop to harvest because it is a very coarse crop and doesn't flow very evenly on its own. But in our experience, MacDon mowers do a superb job of cutting crops like that. In fact, I even had a neighbor comment last spring on how clean our triticale fields were."

"MacDon has certainly lived up to its reputation of being a Cadillac."

The Hissong Family with their R1 Series Pull-Type Disc Mower. Left to right: Ivan, Andy, Larry, Kirby and Dennis



FLEXIBLE ECONOMICS.

WHEN IT COMES TO HARVESTING, WIDTH IS MORE IMPORTANT THAN COMBINE CLASS FOR SASKATCHEWAN FARMER JEFF HOINESS.



Upgrading to a larger combine; this is the straight-line solution for many farmers needing an increase in harvesting productivity. But is going up in combine class always the best option? Not if you are Jeff Hoiness (pronounced highness) who, along with many other fellow Saskatchewan farmers have decided that a better solution is to upgrade their current combine's header for something wider.

"In our area there's more of a push to putting bigger heads on class eight combines versus buying class nine combines with big heads," said Hoiness from his farm near Allan, Saskatchewan, about 30 miles (48 km) southeast of Saskatoon. "It's simply a matter of cost; it's less expensive to add a 20% wider header than buy a 20% bigger combine."

And for Hoiness, like many of his neighbors, the wide header of choice is a MacDon® FlexDraper®. It is a preference Hoiness says was confirmed in 2009 when he was able to reduce the number of required headers on his two combines (JD 9660 & 9760) from three to two by swapping an older 974 FlexDraper, a competitive auger flex header and a competitive rigid header for two new 35' (10.7 m) MacDon FlexDrapers. Not only did he save on the capital costs of the third header, he says he experienced an immediate increase in productivity.

"Overall we've noticed at least a 15% productivity boost using MacDon FlexDrapers over competitive headers in most conditions, and that would be on the low side. In lodged conditions it could be upwards of a 50% productivity increase. For example, we're

now able to harvest lodged crops at about 4 mph (6.4 km/h), while before with our previous auger heads we would be lucky to go 2 mph (3.2 km/h), or not even harvest at all."

Hoiness crops approximately 10,500 acres (4,249 hectares) with his brother Darren, one full time employee and two to three seasonal employees (Jeff's son Dalyn plans to join them after finishing his studies in Ag Business). They grow a mix of wheat, barley, canola, peas and lentils with the canola and cereals accounting for about 80-90% of their acres and pulses making up the balance.

"Being able to cut all of our crops with just one header is one of the top checkmarks in our purchase decision. Not only does it save us the cost of the extra header, it's also nice not to worry about switching heads when

you're going from one crop to another, or if the weather changes."

Initially, Hoiness was doubtful that he could run a 35' (10.7 m) wide header on his land which he describes as "definitely not flat."

"We used to think that our topography limited us to 30' (9.1m) heads, but we were able to go from 30' (9.1m) flex augers to 35' (10.7m) FlexDrapers with no trouble at all. We'll never go back to 30 footers (9.1m) again."

Beyond the FlexDraper's unique three section flexible frame, Hoiness points out that a key feature of the FlexDraper which permits them to run a wider header is the exceptional flotation. "The inability of flex augers to float in rolling conditions is where they don't measure up to the MacDons. If you think that your topography won't manage anything larger than a 30' (9.1m) flexhead, I can tell you from my own experience that it will with a FlexDraper."

Hoiness says that another advantage of FlexDrapers over traditional flex augers is MacDon's C-shaped cutterbar.

"In lodged conditions the C-shaped cutterbar just allows us to get literally every bit of the crop easily. With other headers we'd have to slow down quite a bit and we still wouldn't get it all."

"Also, we have a lot of rocks and we have found the FD Series better in rocky conditions than our competitive flex head was. The rocks tend to stay either on the knife or in the area in front of the center draper behind the knife. As such they don't enter the combine as often and that means less stoppages and less damage."

Hoiness reports that the even feeding characteristics of the FlexDraper not only lets their combines handle larger volumes of crop, it also lets them harvest later into the day.

"In good harvesting conditions my belief is that all headers work fairly well. It's when conditions get less ideal that the MacDons shine. For example, auger headers want to

wrap when crops get tough as you cut into the evening when moisture rises, but MacDons just continue to feed the combine well. I would say that FlexDrapers with a double knife drive will allow you to cut as late into the evening as you want to go."

With so many advantages, Hoiness says that it was a "no brainer" to purchase another FlexDraper when they added a third combine to the farm back in 2010. In fact, they continue to run that header along with their two 2009 edition FlexDrapers, even though they have since purchased three new John Deere S680 combines. Hoiness explains that the fact that they swath some of their crops, along with the renowned longevity of MacDon products, has allowed them to continue with the same headers.

"We really like the durability of MacDon headers; they're built to last. As long as you

change the knives and guards, and perform proper maintenance, these headers will serve you a long time."

For other farmers considering the FlexDraper for their operations, Hoiness says that he believes his experience with the product isn't unique; he is convinced that the increased productivity, flexibility and durability that his operation has realized since switching over to MacDon FlexDrapers should be easily replicated by other producers.

"If anyone is looking to increase their harvesting productivity, a MacDon FlexDraper should be one of the first things that they look at. The economics really work if you can replace a flex auger head and rigid draper head with a single FlexDraper. The bottom line is you will get maximum efficiency out of your combine by adding this header."

Jeff and Mojo (dog) at their home in Allan, SK.



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