

MacDon®

PERFORMANCE

GETTING THE MOST FROM YOUR MACDON MACHINE

**BRAND
CONFIDENCE.**
MANITOBA'S HEIDE FAMILY
STAYS LOYAL TO MACDON.

**RUSSIAN FARMERS SAY
YES TO MACDON.**

**FASTER
MEANS
BIGGER.**
CALIFORNIA'S LAMB
BROTHERS GROW
THEIR BUSINESS WITH
MACDON ROTARIES

OPEN EARS.
MAKING A BETTER
PRODUCT STARTS
WITH LISTENING.



DARRYL AND NANCY HEIDE

CONTENTS

- 6** THE LAMB BROTHERS GROW
THEIR OPERATION WITH MACDON
ROTARY WINDROWERS.
- 9** THE PRODUCTIVE
ART OF LISTENING.
- 12** MACDON LOYAL.
- 14** MACDON'S 45' FD70
DEBUTS IN AUSTRALIA ON
THE LAMSHED FARM.

MacDon® PERFORMANCE

PERFORMANCE IS A PUBLICATION OF MACDON INDUSTRIES LTD.

For more information on any of the products mentioned
in Performance please visit www.macdon.com.
All materials copyright of MacDon Industries Ltd.
For reprint permission please contact:

MACDON INDUSTRIES LTD.

680 Moray Street
Winnipeg, Manitoba
Canada R3J 3S3
t. (204) 885-5590 f. (204) 832-7749

MACDON, INC.

10708 N. Pomona Avenue
Kansas City, Missouri
United States 64153-1924
t. (816) 891-7313 f. (816) 891-7323

MACDON AUSTRALIA PTY. LTD.

A.C.N. 079 393 721
P.O. Box 243, Suite 3, 143 Main Street
Greensborough, Victoria, Australia 3088
t. 03 9432 9982 f. 03 9432 9972

LLC MACDON RUSSIA LTD.

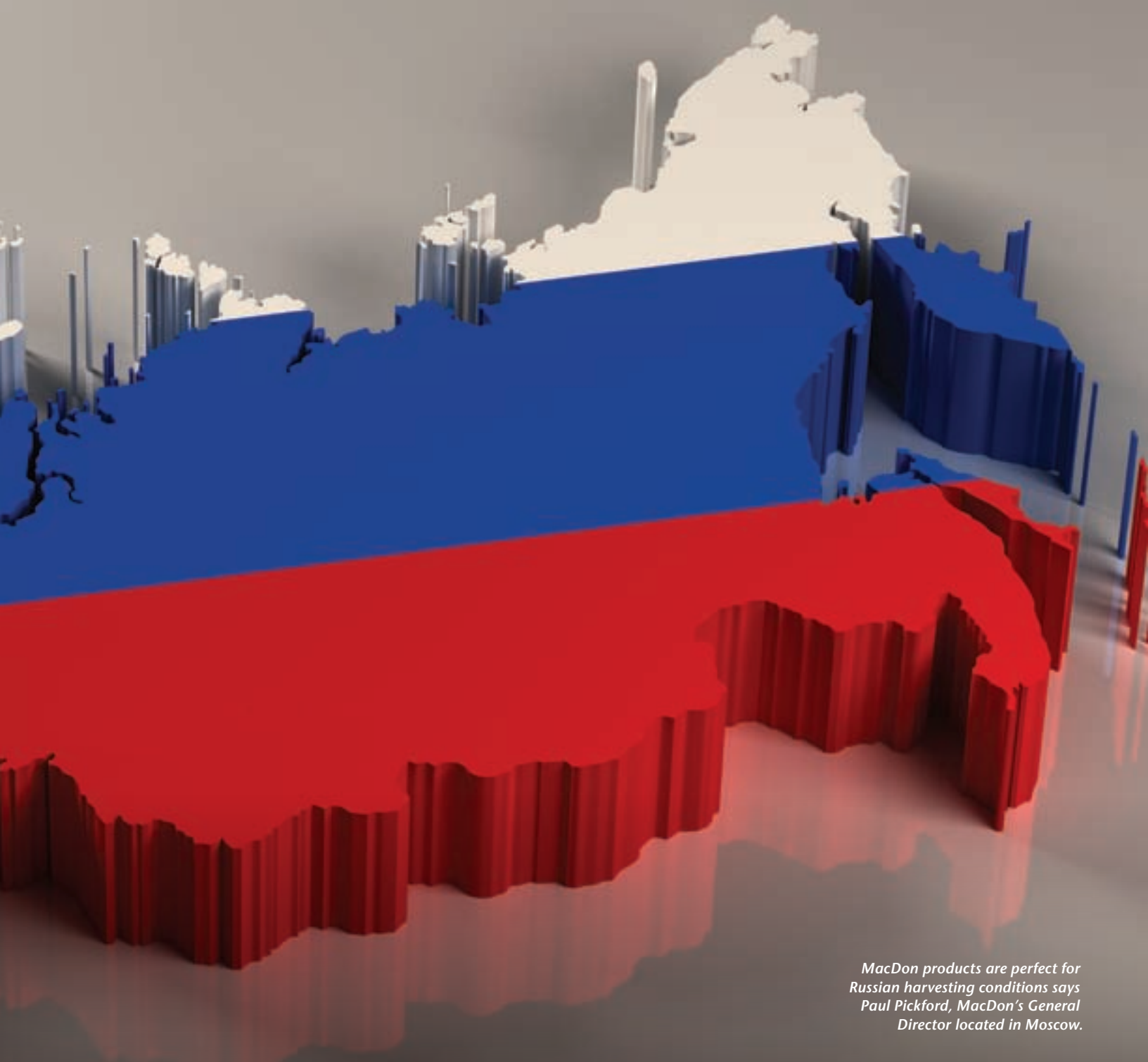
123317 Moscow, Russia
10 Presnenskaya nab, Block C
Floor 5, Office No. 534, Regus Business Centre
t. +7 465 775 6971 f. +7 495 967 7600

GET MACDON PERFORMANCE FREE

To register for a free subscription to MacDon Performance,
or remove your name from our mailing list, go to
www.macdon.com, or call (204) 885-5590.



RUSSIAN
FARMERS
ARE SAYING
YES TO
MACDON



MacDon products are perfect for Russian harvesting conditions says Paul Pickford, MacDon's General Director located in Moscow.

When the word “worldwide” was added to the end of MacDon’s slogan a couple of years ago, making it “The harvesting specialists worldwide,” the change likely went unnoticed by most MacDon customers. After-all, it isn’t news that MacDon has been selling its products around the world for decades now. So why the change? Simply to reflect how much MacDon has grown beyond its traditional markets of North America and Australia to become a truly global brand. And one of the most exciting places where this growth is happening is in Russia and other Commonwealth of Independent State countries such as Kazakhstan and Ukraine, where MacDon’s harvesting equipment is increasingly in strong demand.

“North American farmers may be surprised to learn that the same climate and growing conditions that make windrowing so necessary in the northern United States and Canada, are also present in Russia,” said Paul Pickford, MacDon’s General Director of LLC MacDon Russia Ltd. “This is best understood when you consider that Fargo, North Dakota, and Rostov, Russia, share almost the same latitude; the same for Grand Prairie, Alberta and Omsk, Russia. Similar latitudes means similarly short growing seasons, making windrowing an accepted practice for maximizing crop quality and yield.”

Continued



*M150 Windrower
with D60 Header
in canola.*

Pickford says that in these markets, MacDon equipment is valued for its leading edge technology, durability and multi-crop functionality.

“Just like farmers everywhere else in the world, Russian farmers look for reliability and productivity in their machines. They want the best, and when it comes to harvesting equipment that means MacDon, as we are seen to excel in this area.”

“WE EVEN HAVE SOME CUSTOMERS WHO CONTROL OVER A MILLION HECTARES, OR 2.5 MILLION ACRES OF LAND.”

He says productivity and reliability are key given the enormous size of many of the farms, most of which are converted state farms from the former Soviet Union or properties that have been consolidated to create the economies of scale required to successfully compete on the world stage.

“To be more competitive, more land is being opened up for agriculture and a more diverse range of crops being grown. Many farms are now in excess of 250,000 acres, and we even have some customers who control over a million hectares, or 2.5 million acres of land.”

With such large farms, it’s no surprise that MacDon’s high performance M Series Windrowers and extra wide D60 Draper Headers have become so popular in this

part of the world given their ability to operate in almost any crop or condition.

“Farmers love the D60’s versatility; it can be used for cutting exceptionally low to the ground in legumes and performs equally well in more traditional and bushier crops such as

canola or cereals. Most farms also cut forage in the spring for stock feed reserves during the long cold Russian winter. The M Series with the D60 draper is much more productive when cutting forage crops when compared to the smaller forage mowers traditionally used in this part of the world.”

This versatility is a real help to farmers as it now means they can do all their harvesting from spring through fall with just one machine.

“Our draper combine headers are also catching on as farmers become better acquainted with them and what they are capable of doing with regard to maximizing a combine’s capacity. Here, the fact that MacDon drapers have been developed to be compatible with most major makes of combine gives them a significant advantage over most locally produced products.”

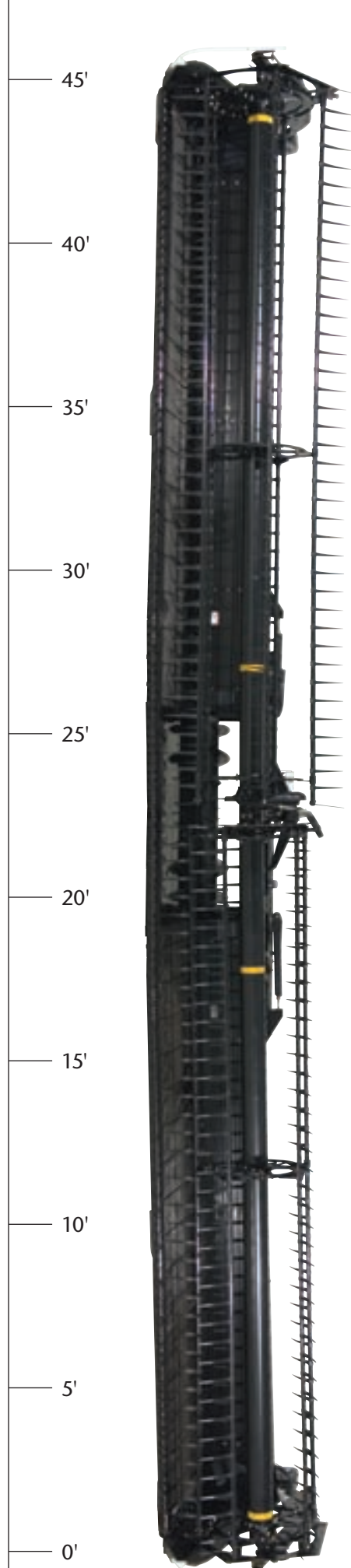
But productivity isn’t the only reason MacDon products are making inroads in the market. Comfort and ease of use are also big factors.

"In designing its latest generation of products, MacDon placed great emphasis on comfort and user friendliness. Given the size of the farms it should be no surprise that MacDon's significantly more comfortable and quiet cabs are appreciated by operators who can spend very long days in them. Russian operators also find the machines easy to use, thanks partly to MacDon's onboard computerized control of most machine functions (in Russian), but also the translation of all operator manuals and decals into Russian."

"[WITH MACDON]
THEY CAN DO ALL
THEIR HARVESTING
FROM SPRING
THROUGH FALL WITH
JUST ONE MACHINE."

Pickford says that moving into the Russian market has not been without its challenges, as MacDon has had to work hard to build a dealer and service support network worthy of the MacDon brand from the ground up. To help support these efforts, MacDon has opened a company office in Moscow, and even created a version of its website in Russian at macdon.com.

"Farmers and dealers alike in Russia also demand high quality of service from all manufacturers, and this is one area where MacDon has always excelled. To make sure that farmers and dealers are getting the support they need, we have our MacDon product specialists go out proactively before the season. They provide service training to dealers and operator training to customers such as driving instruction, operating and daily maintenance tips. We also make sure that during the harvest season, our product specialists are in constant contact with operators in the field to help ensure that our products are running to full customer expectations."



Introducing 4½ stories of soybean harvesting greatness.

MacDon's new 45'
FlexDraper® – likely
one more story
than your current
flex head.

MacDon's FlexDraper® is available
in 30' (9.1 m), 35' (10.7 m),
40' (12.2 m) and 45' (13.7 m) sizes.



MacDon®



POWER-UP.

THE LAMB BROTHERS
GROW THEIR OPERATION
WITH MACDON ROTARY
WINDROWERS.



Brothers Dan (left) and Keith (right) Lamb appreciate the amount of R&D MacDon puts into its products before releasing them to the market.

Like most other farmers, Dan and Keith Lamb are always looking for a better tool for the job. Anything that can make the job go faster and easier, and give them a competitive advantage, is a welcome addition to their large custom harvesting operation near Bakersfield, California.

It is their search for something better that initially led them to start using MacDon draper windrowers back in the mid 90s, a time when most others in the area were using augers for their harvesting. In fact, Dan Lamb estimates that about 95% of the farmers in the area are still using augers to cut their alfalfa, something he believes gives him a competitive advantage in his business.

“We liked that we could cut everything but our corn with the same header,” said Dan Lamb about their decision to go to drapers. “The drapers not only allowed us to cut 25 feet in a single swath, opposed to the 16 feet we were cutting with the augers, they did a much better job laying the wheat down gently. We cut our wheat in the soft dough stage to maximize dry matter production. The drapers allowed us to lay the grain in a windrow without knocking the heads off.”

**“AS SUCH, WE’VE BEEN ABLE TO
DRAMATICALLY INCREASE THE
NUMBER OF ACRES WE CAN CUT.”**

Needless to say, the Lamb’s experienced a productivity boost when they moved to drapers, a boost they continue to enjoy today.

With upwards of 30 employees, depending on time of year and what needs to be cut, Lamb Chop Custom Harvesting cuts primarily wheat, corn and alfalfa for the local dairies. To cut the corn they use one Big X chopper from Krone, but for everything else they use MacDon swathers. Currently they own three MacDon 9350 Windrowers with 972 Draper Headers up front, and five newer MacDon M200 Windrowers mounted with 16' R80 Rotary Disc Headers. They also have three of MacDon’s new 25' D60 Draper Headers without conditioners for cutting wheat (if they need to condition the wheat they use the R80s). These latest additions, especially the rotaries, have made an even greater impact than their first move to drapers did.

“The double windrow attachment has been great on the rotary machines. We can now lay 32 feet of conditioned crop in a single windrow. Instead of needing three swathers on a crew, now we can put two machines on a crew and stay ahead of two – sometimes three – choppers,” said Lamb. “As such, we’ve been able to dramatically increase the number of acres we can cut.”

Continued



Lamb says that the need for one less swather on a crew has not resulted in layoffs; in fact just the opposite. They've actually been able to grow their business by picking up more work in the area – opportune because Lamb reports that the local dairy industry has also grown recently.

But being able to cut more, faster, is not the only reason the Lambs are so pleased with their MacDon rotary machines. Compared to their first experience with competitive rotaries, their MacDon machines performed as promised right out of the gate.



Maximizing productivity is the name of the game at Lamb's operation (shown: Big X chopper from Krone hard at work).

"One thing that I'm really impressed with is that MacDon does a lot of product testing up front. They make sure they have a good product before they throw it into the marketplace. We've had bad experiences with some other windrower brands who have not thoroughly tested their products – they let the market work out the kinks. You end up doing the testing and development for those companies. That's been a huge issue with us."

Lamb says that one of the most frustrating things about their previous rotary machine was that the conditioner bearings constantly needed to be changed. "But we haven't had any bearing problems with these MacDons."

"[MACDON] MAKE SURE THEY HAVE A GOOD PRODUCT BEFORE THEY THROW IT INTO THE MARKETPLACE."

As for their new M Series Windrowers, the Lambs and their crews couldn't be happier.

"They're very comfortable. The new cabs are much more roomy, much more comfortable and with better seating. Even the air-conditioning is better than before."

"They're also much, much easier to service. We really like the way the steps move away to allow access to the hydraulics, or back so you can get up there to service the motor. The air filter is also very easy to access."

They also like the Dual Direction® capability of the M200.

"Another big plus of the machine is that you can turn the seat around and go down the road at 23 miles an hour rather than 15 miles an hour with the old machines. Our furthest fields can be 15 to 20 miles, so going faster on the road saves significant time."

Looking to the future, the Lambs are planning to add one more MacDon rotary to their operation, and try using GPS auto-steering. "The GPS should allow us to put three 16 foots together without need for overlap. That should make us even more efficient."

Their search for a better tool never ends.



Young's Equipment Product specialist Corwin Mang (center) has a candid conversation on MacDon's production line with MacDon [technicians] Kevin Wood (left) and Rommel Villanueva (right).

THE PRODUCTIVE ART OF LISTENING.

"THERE'S A BIG DIFFERENCE BETWEEN SHOWING INTEREST AND REALLY TAKING INTEREST."

MICHAEL P. NICHOLS
THE LOST ART OF LISTENING

At MacDon we're very proud of the many innovations and ideas that have found their way into our products over the years. But as bright and inventive as MacDon's engineers and employees are, you may be surprised to learn that the inspiration of many of these concepts came out of listening closely to our customers and dealers – the people who use and service our products every day. That's why MacDon values listening so much, and always pays close attention to any comments we receive.

"They say that fifty percent of any good conversation is listening, and we really try to do that well here at MacDon," said Russ Henderson, MacDon's Product Support Manager. "To that end we work hard to make sure that the lines of communication with our customers and dealers are always two-way, and that people feel welcome to make comments and suggestions."

Continued



Breakout discussions are common during MacDon's product service schools. Pictured left to right: Joel Lawson (MacDon), Peter Friesen (Rosenort Motors), Trevor Olynyk (MacDon) and Jesse Sawatzky (Rosenort Motors).

Henderson says that listening is an integral part of MacDon's philosophy of constant improvement, and that constructive criticism is necessary to determine where improvement is needed. A good case in point was the recent invitation to Corwin Mang to visit MacDon's plant in Winnipeg, Manitoba. Mang, a Product Specialist with Young's Equipment Inc. in Regina, Saskatchewan – one of Canada's larger and more successful ag dealerships – was invited to meet directly with MacDon employees to tell them firsthand about some of the more niggling issues they were seeing at the dealership level. For MacDon's engineers and factory employees, it was an excellent opportunity to better understand how what they do on the manufacturing line can positively or negatively affect how a machine performs. But it wasn't only MacDon employees who were appreciative of the opportunity.

"Doing something like this is great because I can come here when I'm not as busy and spend time with the right people – the engineers, the line foreman – and we can talk about a lot of

the stuff that normally gets forgotten about," said Mang near the end of his visit. "I was pleased to see that with quite a few of the issues they already have procedures in place; they've obviously heard about them before.

"THEY'RE LOOKING AT EVERY SOURCE THEY CAN TO MAKE A GOOD PRODUCT BETTER."

On new issues that I have brought forward, they're already investigating solutions."

Mang said that the opportunity to speak directly with MacDon's engineers and people on the line really impressed him in terms of the company's commitment to listen and improve, something he feels separates MacDon from others in the industry.

"I think that they are heads and tails above everyone else. They're looking at every source they can to make a good product better. When I was telling guys on the line about something I've seen, you could really see it in their eyes that they cared. They wanted to address the issue and find a solution."

According to Henderson, visits by people like Mang are just one of the ways that MacDon ensures that it is learning from its customers and dealers.

"The number one way that we get feedback is through our service guys," said Henderson. "Each one of them spends about 120 days a year on the road talking to customers and dealers. If something is up with one of our products, chances are they are the first to hear about it."

Of course, spending so much time on the road has the added benefit of allowing MacDon's service people to form stronger relationships with the people they come in contact with, and those stronger relationships translate into more candid, meaningful exchanges and

a better flow of ideas back and forth. It's something that Mang has seen at his own dealership.

"The people that come to see us from MacDon are good people. If one of their service guys is in town we will go out to supper together and discuss work stuff, and life stuff, just like he is one of our employees. We even have several customers that will phone us and ask if one of the MacDon guys is in the area because they know that if they are passing through they are usually able to meet with them and discuss any issues they are having."

Henderson says that another important method of customer feedback at MacDon is the many product service schools that MacDon holds around the world every year. Over 700 people attend every year. Because the school is for top level technicians who have direct hands-on experience with MacDon equipment, the learning is almost always two-way.

"We're always wanting to listen to our students," said Henderson. "A lot of our schools we start with a blank piece of paper on an easel, and say 'guys, what are your top five issues?' Nine out of ten times, if we have done our jobs right during the year, we have an answer for every issue they bring forward. If there is a new one that we don't have an answer for it gets on our list of things to resolve."

It's an approach that does not go unnoticed, or unappreciated, by the students.

"The school is awesome," said Peter Friesen, an Ag Technician for Rosenort Motors in Rosenort, Manitoba. "In addition to the instruction we receive, these schools give us an opportunity to bring forward ideas and issues that we have encountered. It's good to know that MacDon wants feedback from their techs so that they can make their products better."



"MacDon's R80 was the first rotary machine good enough for our operation."

DAVID SHARP, Roll, AZ – Owns a M200 Windrower Tractor with R80 Rotary Disc Header

MacDon owners are talking... read and watch what they are saying. Visit **Producers Corner** and **MacDon TV** at macdon.com.

MacDon®



MACDON LOYAL.

*Mounting a MacDon header
on his new combine put
Darryl Heide back in business.*

“We’ve always had MacDon swathers.”

It’s a statement of brand loyalty that any manufacturer would love to hear, but for Manitoba farmer Darryl Heide such a commitment has nothing to do with paint color, and everything to do with his long time experience with MacDon products.

“They’re just all around good. I know they’ll do the job for me,” elaborates Heide who farms about 7,000 acres of wheat, canola and flax about six miles north of Killarney, Manitoba, with his wife Nancy.

Heide says that his confidence in MacDon has been earned over many years using the company’s swathers and draper headers. His confidence was recently demonstrated when it came time to upgrade his two MacDon 9350 Windrowers mounted with 30’ 972 Drapers; he didn’t waste a second of time shopping around and went straight to his MacDon dealer.

“I never considered pricing anything else. I just wanted a MacDon.”

He ended up selecting MacDon’s up-powered M200 Windrower with a 40’ D60 Draper up front, and he reports that he’s been very happy with his purchase, even though his employees “were all a little leery about going from two 30 footers to one 40.”

Turns out that they needn’t have worried, as MacDon’s next generation swather proved more than able to handle the job during last year’s harvest. In fact the only hiccup that the Heide farm experienced last year was with competitive draper headers on their two brand new class 9 combines.

“They just wouldn’t cut. They just wouldn’t work.”

The issues were so serious that Heide’s harvest came to a complete standstill. That’s when he sent out the S.O.S. to MacDon.

“They brought a demo 40’ D60 Draper out here. It worked, so the next day I went down to the dealer and said I want two, right now.”



Darryl Heide and son Mac appreciate the reliability and productivity of their MacDon equipment and the extra time together it gives them.

Luckily he was able to secure two D60s and have them delivered and set up in less than 48 hours. “Normally, it takes about 40 hours alone just to set up a header, but they got us going the next day. They really went to bat for me.”

“I NEVER CONSIDERED PRICING ANYTHING ELSE. I JUST WANTED A MACDON.”

Instantly, he was back in business. Not only that, but the difference in header quality and performance was dramatic.

“The D60s just fed better. The crop flow along the canvass was more even. In fact they feed into the combine better compared to any other headers we’ve ever had.”

Another of the big differences they noticed was how much better the D60s followed ground contours, thanks to the flotation of MacDon’s CA20 Combine Adapter.


“Compared to the MacDons, the previous headers seemed much more rigid. We could also see the cutterbar better. We didn’t have to lean forward in the seat. Overall, they made things much less stressful for the operators.”

For Heide, the differences between the D60s and the previous headers was just more confirmation in his belief that MacDon makes “the best product out there.”

It’s a belief that has even spread to his neighbor, who finally decided to try MacDon on Heide’s recommendation.

“My neighbor had two other makes of swather before buying a MacDon for the first time last fall. Now he says that they could beat him silly and he still wouldn’t get rid of his MacDon.”

It’s a point of view that Heide understands all too well.

A photograph of two men, Geoff and Andrew Lamshed, kneeling in a field of dry, golden-brown grass. Geoff is on the left, wearing a blue short-sleeved shirt, light-colored shorts, and a dark bucket hat. Andrew is on the right, wearing a dark polo shirt and blue jeans. Both are smiling at the camera. The background shows a flat landscape under a cloudy sky.

Geoff (left) and Andrew (right) Lamshed are more than pleased with their decision to go to 45' FlexDraper®.

BIG HEADER FOR A BIG COUNTRY.

MACDON'S 45' FD70 DEBUTS IN AUSTRALIA ON THE LAMSHED FARM.

Like any farmer who has bought a new, larger combine, Australian farmer Andrew Lamshed expected a certain increase in productivity when he upsized from his previous combine mounted with a 30' header to a brand new A86 Gleaner mounted with MacDon's giant 45' FD70 FlexDraper® (one of the first 45 footers to be sold in Australia). But even he admits that he was surprised by just how much more productive his new set-up was.

"There was a time when I left my dad cutting for a couple of hours, and when I came back I was shocked by how far across the paddock (field) the header (combine) had traveled while I was away," recalled Lamshed. "That was probably as much an eye opener as anything. With our old header we wouldn't have done two thirds of what that new machine did in those two hours."

Andrew Lamshed, a 5th generation farmer who has been farming for at least 22 years, cuts about 4,000 acres of lentils, wheat and barley with his wife Sharyn and his dad Geoff and mom Kathleen. His farm is located near the town of Kadina at the northern base of Australia's expansive Yorke Peninsula. He admits that moving to the 45' FD70, 15 feet wider than what he was previously used to, did cause him to pause initially.

"It was a pretty hard decision, actually, when we first decided to go from 30 to 45 feet."

He says that he was able to rationalize the jump in size by reminding himself that 40 foot fronts (headers) are now "widely accepted" in the area, so a 45 foot front would only mean an extra 2½ feet each side of centre. Happily, the extra width turned out not to be an issue thanks to the exceptional flotation and flex provided by the FD70, especially when cutting close to the ground in lentils.

"It performed equally as good, if not better than our previous front, even though the 30 footer probably had more flex sections in it." (MacDon FD70 FlexDrapers employ a unique three section flex concept compared to conventional flex heads.) "It did an exceptional job over the stones, and I really liked that you're able to tilt the front of the knife down to cut really low at the push of a button. I would definitely say that we get a closer shave with it."

Lamshed says that this is the first MacDon front that he has owned, but seeing it in action has made him a believer.

"It's one of the few products that we've bought off a machinery dealer that just works straight away without any major issues. I mean, we're kinda used to coming back into the dealer to have some stuff redone, but not with this MacDon. We're really happy with it; our experience has just been tremendous."



CONNECTING THE WORLD OF AGRICULTURE.

TRADE SHOW • EXPERT EDUCATION • NETWORKING

JANUARY 8—10, 2011

PREVIEW DAY: JANUARY 7

by special admission

GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA, USA

AG  **CONNECT**
2011 EXPO

Registration Opens August 2010

AGCONNECT.com/MAC





MACDON'S CUT ACROSS AMERICA TOUR

COMING TO A FIELD NEAR YOU.

Tours happening NOW! Register today for a field demonstration.

Visit www.macdon.com or call 1-877-622-3668

Not all products may be available in all areas. Consult www.macdon.com or your local dealer.

