

**MacDon**

# PERFORMANCE

GETTING THE MOST FROM YOUR MACDON MACHINE

## BIG CHEESE.

ONE OF ARIZONA'S LARGEST DAIRIES RELIES ON MACDON.

## VARIED INTERESTS.

DIVERSIFICATION KEY FOR MANITOBA FARM.

## TESTED IN DENMARK.

MACDON DRAPERS SUCCEED IN WESTERN EUROPE.

## VEGAS DEALERS.

MACDON RETURNS TO THE DESERT.



TOM DUGAN



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## MacDon<sup>®</sup> PERFORMANCE

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# DESERT REPRISE.





With a touch of flare appropriate for the Las Vegas strip, MacDon returned to the Nevada desert last November (17-19) to hold its largest North American Dealer Event to date. This time the event was held at Las Vegas's luxurious M Resort and attracted well over 800 dealers and special guests from not only the U.S. and Canada, but also Australia, Paraguay, Brazil and Argentina.

## MACDON RETURNS TO LAS VEGAS FOR ITS LATEST NORTH AMERICAN DEALER EVENT.

"These dealer events are very important to us at MacDon," said Gene Fraser, MacDon's Director of Marketing and one of the event's key organizers. "They not only give us a chance to showcase the latest product developments at MacDon to our dealership group, it also gives us a chance to connect one on one with the people who represent our products to our customers – both to learn from them and to have some well-deserved fun."

The three day event kicked-off Thursday night in traditional MacDon style with a party featuring live music by Kansas City's

Salem Road (MacDon U.S. Manager Paul Jeffrey plays lead guitar for the group). Guests also enjoyed an all-you-can-eat barbecue, mock casino games and a chance to let their inner cowboy come out by riding a mechanical bull.

Friday morning's sessions started with the official product launch of the new M5 Series Self Propelled Windrowers. These were led by MacDon Product Specialists who also provided the audience with the latest news and product updates for 2012. Other sessions followed throughout the day giving participants a chance to hear from MacDon team members concerning updates and changes in Parts, Product Support, IT and Marketing. The highlight of the afternoon was the North America Farmers Panel featuring producers from across North America. The panel discussed many topics including industry trends, changing equipment needs, the importance of equipment dealers to their operations and, of course, their experience with MacDon products.

Between sessions, event guests had the opportunity to visit the Product Showcase featuring outdoor displays of the complete MacDon product line-up and Help Desks to discuss Warranty, IT, Product Support and MacDon Merchandise. There was no shortage of "red shirts" willing and able to answer all the questions.

After a chance to socialize Friday evening and once again enjoy the hospitality of the M Resort, event attendees were "roused" Saturday morning by the sounds of the pipes which led the guests from breakfast to the conference room for the start of the day's sessions. Morning sessions started with presentations by MacDon people from Facilities, Supply Chain Management, Quality Management, Engineering and Manufacturing. The program closed with a special event – Up Close With The MacDonald Brothers – an intimate question and answer session where Allan, Gary and Scott candidly discussed all things MacDon, including MacDon's early history, and responded to questions put forth from the audience.



"We thank everyone who took time from their busy schedules to join us for this special event," said Fraser. "We hope they found it as valuable and enjoyable as we did."









# BIG CHEESE.

WITH ALMOST 10,000 COWS IN THEIR HERD, THE DUGAN FAMILY OPERATES ONE OF ARIZONA'S LARGEST DAIRIES.

In a region of large dairy farms, T&K Red River Dairy is one of Arizona's largest. With a herd size of 9,600 cows, the dairy weighs in at over five times the state average of 1,700 and over 65 times the national average of 142 (Source: USDA – Overview of the United States Dairy Industry, 2010). The numbers become even more impressive when you consider that every one of those 9,600 cows are milked three times a day, yielding up to 150 lb. (68.0 kg) of milk every 24 hours, or well over 1,000,000 lb. (453,592.4 kg) every day for the entire herd. Not only does that represent a lot of cheese, it also represents a lot of feed – roughly 110 lb. (49.9 kg) of feed per cow per day in fact.

"We feed our cows a mixture of alfalfa, green chop, corn silage, haylage, cotton seed, rolled corn and rolled barley," said Tom Dugan Jr., the oldest of three brothers who manage the dairy located near Stanfield, Arizona.

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**"WITH A DAIRY OUR SIZE IF YOU STICK YOUR NECK OUT JUST A LITTLE BIT YOU CAN GET STUNG."**

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"Volatile commodity prices remains the biggest challenge we face day-to-day. We have no idea where they are going to go; will they go up or will they go down? With a dairy our size if you stick your neck out just a little bit you can get stung. That's why growing it ourselves is so important, it allows us to control a lot of our own destiny."

Dugan says that they produce most of their alfalfa, haylage and green chop themselves, and buy the rest of their feed requirements. In total they maintain between 9,000 and 10,000 acres (3642.2 and 4046.9 hectares) under cultivation year round, and will do nine to twelve cuttings a year. "To be honest I'm not exactly sure how many acres we have – we just don't count. An extra 40 acres (16.2 hectares) doesn't really matter."

Continued





*In total, the Dugans maintain almost 10,000 acres (4046.9 hectares) under cultivation. This field is located near Stanfield, AZ.*

To do all of that cutting the Dugans employ a fleet of MacDon M155 windrowers (they just recently traded in their M150s) mounted with a mixture of six A30D Augers and three D60 Drapers. Dugan says that they have been relying on MacDon windrowers since the early '90s and, as such, have witnessed the many advances made to the equipment over the years including the most dramatic of all, the recent introduction of the M Series windrower line.

In fact, the Dugans were among the first to see the new machines as their farm received some of the first units when they were released back in 2006.

“We age our machines quickly down here. We average about 1,800 hours a year with our machines and have to deal with lots of sand and grit due to our desert conditions. As a result the amount of wear that we have on our machines is much higher than you would see in other places in the country.”

“When we first started using these M Series windrowers we were pretty skeptical. The previous 9300 Series had been almost completely mechanical, which had always been one of MacDon’s big selling points because it made their machines so durable and trouble free in the field. In contrast the M Series machines were a lot of electronics and hydraulics and I must admit that scared us a bit.”

That fear is understandable when you are cutting 52 weeks a year to keep the supply of feed to your cows uninterrupted; to quote Ed Harris in *Apollo 13*, “failure is not an option.” But the Dugans needn’t have been concerned as the durability of the new M Series has proven to be consistent with the Dugan’s experience with previous generations of MacDon windrowers.

“We’ve been very pleased with the durability of the machines – we just haven’t had problems. This year when we went to trade in for the new M155s, two of my M150 machines had 7,000 hours and the rest around 4,000. To tell you the truth we couldn’t tell those 7,000 hour machines from those with 4,000 hours, they had held up that well.”

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**“WE’VE BEEN VERY PLEASED WITH THE DURABILITY OF THE MACHINES – WE JUST HAVEN’T HAD PROBLEMS.”**

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Dugan also reports that his operators, who spend so many hours in the machines day after day, really appreciate the quiet and comfort of their M Series windrowers, as well as the enhanced road speed afforded by MacDon’s Dual Direction® technology.

"We really like the Dual Direction® feature which gives us the ability to turn the tractor around and go down the highway at 23 MPH (37 km/h); that's a huge advantage for us."

Another feature of M Series windrowers important to the Dugans is the ability to lay a double windrow with their draper and auger headers. On D Series Drapers you can lay up to 70' (21.3 m) of unconditioned crop into a single windrow by shifting the decks from center to end delivery. Conditioned crop can also be laid in a double windrow on both D Series Drapers and A Series Augers with the addition of MacDon's optional Double Windrow Attachment.

"Being able to lay a double windrow represents big savings for our operation as it eliminates the need to rake. Not having to rake removes the costs of a tractor, an operator and an extra piece of machinery, plus reduces our fuel consumption. You do the math, that represents big savings for anyone."

When asked what has kept him loyal to MacDon these many years, Dugan was quick to identify two primary reasons.

"A great dealer and a great product, that is what has kept us with MacDon so long."

The dealer he refers to is Sharp's Welding & Mechanical Works Inc. which has been superb in supporting and servicing the equipment they have sold the Dugan family over the years.

"Relationship is a very important part of my buying decision and Sharp's stands behind the products they sell. So does MacDon – you can go to the bank on that."

Dugan says that confidence in MacDon as a company was important when first deciding to go with the M Series.

"My dad raised some concerns, but I said 'Dad, they always make it right so what are you worried about?' He said, 'you have a point there, so let's make it happen.'"

According to Dugan, that 'make it right attitude' is one of the things that helps set MacDon apart as a company.

"I always say that kind of attitude starts at the top down. MacDon seems to be a wonderful place to work. You see it in the employees; I haven't met one yet that wasn't happy."

"And you know, that attitude is important because MacDon as a company is at a disadvantage as you really have to go out of your way to buy MacDon. If their products were just equal to the competition why would farmers go to the trouble of switching brands or dealers just to use something different on their farms? MacDon's product has to be far superior to the competition if they are to succeed."

## INSIDE ONE OF ARIZONA'S LARGEST DAIRIES.

As you may have guessed, T&K Red River Dairy wasn't always a 9,600 cow operation. It was started by Tom Dugan Sr. and his wife Kathy in 1968 as a much more modest 148 cow operation near Higley, Arizona, following the family's move from Wisconsin. By the time 1995 rolled around, it had grown into an operation spread over five separate facilities, necessitating consolidation into a single 4,000 head facility near Stanfield. In the 17 years since then, the family run business has not only doubled the number of cows that it milks, it also added a 12,000 head feed lot operation adjacent to the dairy as well as a separate trucking company with 18 semis in its fleet.

Management of the large operation is divided among the family's three sons. Tom Jr., the oldest of the three, is responsible for the harvesting and manure hauling. Next oldest, Tony, is responsible for the dairy, and the youngest, Tim, manages the feed lot. In total, the dairy alone employs about 115 personnel, and the rest of the business at least another 135, making the company's total contribution to the local economy over 250 workers.

Labor costs aside, Tom Jr. says that one of the bigger challenges they face is keeping their herds cool during the long hot summers.

"Our barns are cooled with misting systems. That means a lot more energy and water consumption during the summer months. I don't have a number for our energy costs now but I do know that back in the '90s our electricity costs were running twenty-five cents per cow per day. It's likely significantly higher now."

Another challenge they have – as you might have guessed with over 20,000 animals in their care – is manure disposal. Tom Jr. says that disposal of animal waste is not only one of the primary jobs of their trucking operation, it is also the single most limiting factor on growing the current facility further.

"Like with dairy's elsewhere, manure removal is always a challenge. The bigger your facility, the further out you have to go to get rid of it to protect the water table. If we are to grow the business it will likely mean starting a new facility elsewhere."





## SPECIAL REPORT:

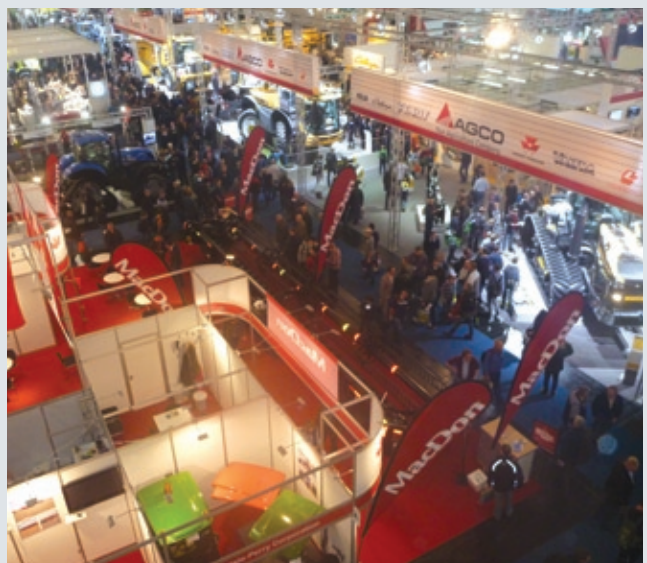
# AGRITECHNICA 2011

## HANNOVER, GERMANY

In support of continued growth of interest in MacDon products worldwide, MacDon participated for the second consecutive time in the gigantic Agritechnica Show in Hannover, Germany, this past November. Billed as “the world’s #1 agricultural show,” Agritechnica certainly has the numbers to back up that claim; the show saw more than 415,000 total visitors (98,000 of whom were international) visit over 2,700 exhibitors from a total of 48 countries. The show itself was hosted at the massive Hannover Exhibition Ground facility, which boasts 27 halls and pavilions for a total of 5.3 million sq. ft. (496,000 m<sup>2</sup>) of covered indoor space (Agritechnica occupied 24 of these halls, or about 4.2 million sq. ft./388,000 m<sup>2</sup> of space). Not only is the event large in size, it is rather long in length compared to most farm shows. The 2011 edition saw the show run from November 15 to 19, but Preview Days were also held on November 13 and 14.

“THE SHOW SAW MORE THAN 415,000 TOTAL VISITORS VISIT OVER 2,700 EXHIBITORS.”

At the show MacDon displayed a 40' (12.2 m) D60 combine header. MacDon’s draper header technology generated a lot of interest from the show attendees, as the advantages of draper headers on combines is just starting to be noticed in Europe (see right: *Numbers Game*). In addition to providing a platform to introduce MacDon products to a wider global audience, Agritechnica also gave MacDon personnel an opportunity to meet with MacDon distributors and dealers from markets such as Israel, Denmark, Russia, Kazakhstan, South Africa and New Zealand to discuss their different conditions and experiences, adding to the value of attending the show. The next Agritechnica is to be held November 12-16, 2013. For more information visit [www.agritechnica.com](http://www.agritechnica.com).







# NUMBERS GAME.

WHEN  
SOREN JESPERSEN  
DID THE MATH,  
HIS MACDON  
D60s CAME OUT  
THE CLEAR  
WINNER.

**I**f you are a regular reader of Performance Magazine, you'll have encountered more than a few producers who have experienced significant productivity gains from their MacDon equipment. In most cases their claims are based on solid observation and post-harvest assessments of the overall performance of their MacDon equipment. Rarely, however, have been based on rigorous side-by-side measurement against competitive equipment in the same field at the same time. But that is exactly what Soren Jespersen, Farm Manager for the Krenkerup Farm on the island of Lolland in the South Sealand region of Denmark, did before deciding to purchase their two 40' (12.2 m) D60 headers.

"When I go to the farm's owner and say I would like to spend money on a new machine, I must have a good reason to do it," said Jespersen. "So we do a lot of testing first. We must be able to show that the new machine can do it better and faster than the one we have now. Only then can we buy."

Continued





“So we tested a 12.2 m (40') D60 draper on one of our combines against our other combine with its 9 m (29.5') factory equipped auger header for the whole 2011 harvest season; same machines, same fields, same days. We were able to measure a capacity increase of 10% to 33% with the 12.2 m (40') D60.”

However, even though downed crop does not happen often, it is only one of several harvesting field challenges that they experience on the Krenkerup farm. Two others are stones and mud. Jespersen says that each year they spend about 1,000 man-hours picking loose stones from their fields, and then also take time to roll their fields

But as bad as the conditions were, Jespersen says that the D60s performed exceptionally well.

“Before our MacDon drapers, when we had wet conditions and were cutting close to the ground with a normal header, the header would bulldoze and get stuck. It could happen two, three or even four times an hour, and the operator had to stop and get out of the cab to remove the soil from the header. But with our MacDon headers we got stuck only three times all of last year. That’s just incredible given how bad it was.”

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## “WE HAD FIELDS THAT HAD 100 mm (3.9") OF STANDING WATER, BUT WE STILL DROVE THROUGH AND HARVESTED THE GRAIN.”

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Jespersen says that jump in capacity was very important in buying their D60s because, as a rule, they don’t like to operate their combines at higher speeds due to their challenging harvesting conditions.

“In other countries when they hear that we only drive 5 to 6 km/h (3.1 to 3.7 MPH) they say that’s not fast, but under Danish conditions it is fast. This is particularly true when our wheat or barley is lying down, and we have to cut very, very tight to the ground. When the crop is like that we have to slow down so that we can have a better cut and can feed the header better.”

Here, Jespersen says that the knife and cutterbar design, and smooth “heads first” crop feeding of MacDon draper headers provides a big advantage over traditional auger headers in their fields, allowing them to maximize the capacity of their combines better.

“With our other headers it was common to experience knife blockage when going through downed crop or places in the field where there is a bit of soil or some weed in the crop. When that happens you have to go slowly or stop and go back, and every time you go back you lose time and some grain. But with our MacDon drapers we didn’t have that problem. The smooth feeding of the header also lets you achieve higher capacity. You can hear the difference when the combine is being fed correctly.”

after seeding. But mud can be an even bigger problem on an island where the highest point is only 82' (25 m) above sea level (Lolland is also known as “the Pancake Island” for its flatness). Last year was particularly bad for mud as Denmark experienced record rainfalls.

“Last year was very special because we had almost 400 mm (15.7") of rain – our average is only 80 mm (3.1"). Never in Denmark before have we had such wet conditions. We had fields that had 100 mm (3.9") of standing water, but we still drove through and harvested the grain.”

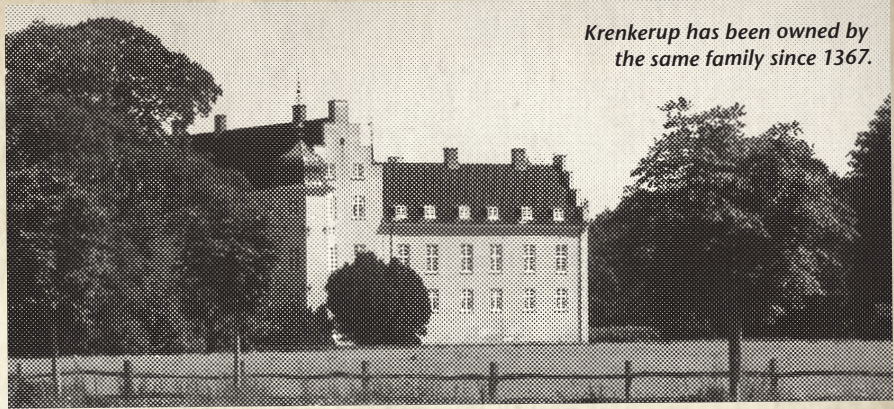
That kind of reduction of downtime during harvest is important for any operation, but especially so at Krenkerup where they work hard to maximize efficiency and productivity wherever possible. To that end they measure and analyze their operation from every angle, as well as employ the latest technologies and methods, all in an effort to maximize returns for their sizable operation. For example, Krenkerup has not only fully embraced precision farming methods, but they are also moving to the Controlled Traffic Farming (CTF) system which uses standardized machine



*Jespersen says that the D60’s reel performs very well in downed crop.*



# 600 YEARS OF KRENKERUP.



*Krenkerup has been owned by the same family since 1367.*

**B**y almost every measure, Krenkerup is an impressive operation. The farm itself can trace its history back more than 600 years to 1367, making it easily the oldest ever profiled within the pages of Performance Magazine. It is also one of the most diversified. First, the agricultural portion of the business encompasses almost 4,695 acres (1900 hectares) spread out over seven manors where they grow a wide range of crops including barley, wheat, rye, canola, grass seed, clover and sugar beets. For farm operations alone, Krenkerup employs seven staff members; a foreman, four machine operators, one student and one mechanic.

An almost equal amount of land at Krenkerup is heavily forested, to which hunting rights for deer, pheasant, duck, pigeon, hare and fox are rented out to game hunters. Finally, Krenkerup also operates a state-of-the-art brewery run by four employees. Only a few years old (it first started in 2007), the Krenkerup brewery crafts its product according to German quality standards which stress use of only pure

ingredients and the complete absence of additives, preservatives or enzymes. Here the ability to grow the barley, wheat and rye used in their beers on their own land is a big advantage for the brewery.

“Growing it ourselves allows us to make exactly the quality of the grain we need,” said Soren Jespersen, Krenkerup’s Farm Manager. “We know exactly what’s happened with the grain, how it was grown and what type of fertilizer, pesticides and chemicals have been used.”

Jespersen says that the brewery strives to eventually source 100% of its grain ingredients – barley, wheat, oats and rye – from Krenkerup’s agricultural operations. However, only the farm’s barley is currently used, and of that, only a small portion of the total harvest ends up in the company’s beer.

“We use barley from only about 10 hectares (24.7 acres). One tonne (1000 kg/2,205 lb.) of barley makes a lot of beer.”

widths to reduce soil compaction in their fields. In fact it was their application of CTF that was one of the main reasons they considered MacDon drapers for their combines.

“We are moving to a 12 m (39.4’) CTF system. We have purchased a 12 m tilling machine and 12 m cultivators, but what we didn’t have was a 12 m header for our combine (which is equipped with tracks to reduce soil compaction). We couldn’t purchase a normal (auger) header in a 12 m width, so it was a reason to look at something else.”

According to Jespersen the move to a draper header was a pretty radical move in Denmark.

“We are one of the first farms to buy them. As many as 10 or 15 years ago I asked, ‘why don’t

we have drapers in Europe?’ But there is a belief here that drapers won’t work because of all of the straw we have, five or six tonnes per hectare (1.9 or 2.2 tons per acre). But that never made sense to me because windrowers can run through anything.”

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**“IF YOU BUY A BIG  
COMBINE WITHOUT  
A DRAPER HEADER  
YOU ARE WASTING  
YOUR MONEY.”**

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And he says that his experience with his MacDon D60s has proven his assumption right and he thinks that other European

farms should follow suit. This is a view that he has enthusiastically shared with a group of farm managers that has met once a month since 1987.

“I said to them, as I’ve said to other farmers, that if you buy a big combine without a draper header you are wasting your money.”

And it seems that they are starting to listen thanks to Jespersen’s positive experience, as one of the group members has also made the leap to MacDon drapers.

“He went to his dealer and asked for two combines exactly like ours. The same machines, the same headers, everything exactly the same.”





# MODERN COMFORTS.

THE ADVANTAGES OF  
TODAY'S TECHNOLOGIES  
ARE NOT LOST  
ON MANITOBA'S  
BRISSON FAMILY.





Diversified brothers – Robert (left) and Gilles (right) Brisson.

Over the last few decades the changing realities of farm economics have forced many producers to get bigger, or get out of the game altogether. But the Brisson family of Manitoba took another path to keep them on the land they love – diversification.

“We grow canola, wheat, barley, flax, oats, alfalfa, alfalfa grass mix and clover; we’re certainly not too picky with what we grow” said Robert Brisson, one of four brothers now managing their fourth generation family farm near the small community of Notre-Dame-de-Lourdes. “We also keep about 100 beef cattle and do some custom cutting, as well as operate an apiary (beekeeping) and a small trucking business hauling potash, wheat and barley down to the U.S.”

Although the brothers share in the work on their 2,200 acre (890.3 hectare) farm, management of crop and cattle operations tend to fall to Robert and his brother Gilles, while brothers Michel and Daniel

“Those early homesteaders like our great grandparents definitely had courage. To come here and start a farm from scratch and face our winters – it’s just crazy what they did. When you are breaking land and experience just how much hard work it is, you really come to appreciate just how much they went through. Today we do it with machinery like bulldozers, but they did it with horses and hand tools.”

And speaking of machinery that makes tough jobs easier, Brisson says the family is equally appreciative of the latest addition to their business – their new MacDon-built Westward M205 windrower. Although they had been very pleased with the performance of their previous windrower (a MacDon-built Prairie Star 4930 with a MacDon 972 Draper Header and 920 Auger Header), Brisson admits that their new one is a giant step forward in harvesting technology, especially in terms of operator comfort. He says that it is not unusual for them to put in 16 to 18 hour days at harvest time, working from dawn until well after sunset.

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“THIS NEW CAB MAKES THE DAY A LOT SHORTER – WE CAN JUST KEEP ON GOING BECAUSE IT’S NOT NEARLY AS FATIGUING.”

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are responsible for the apiary and trucking businesses respectively. A fifth brother – the youngest Joel – works in the ag industry and operates his own land in conjunction with his four brothers.

“There’s only so much income you can squeeze out of the farm. We’ve had to add other businesses to both keep us busy and moving forward.”

Brisson says that the energy and imagination the brothers apply to their farming pursuits has no doubt been handed down through the family from their great grandparents who first homesteaded the farm in 1892.

“This new cab makes the day a lot shorter. It used to be that you would work so many hours and you would have to take a break, but now that’s not the case – we can just keep on going because it’s not nearly as fatiguing.”

Brisson points to the cab’s roomier interior and improved sound proofing as being two important contributors to the better harvesting experience, but for him and his brothers the biggest impact has been the M Series’ addition of a four-corner custom tuned independent Ultra Glide™ suspension system. According to Brisson, MacDon’s Ultra Glide™ – which helps prevent cab roll and chop – makes it much easier to stay in the seat hour after hour.

Continued





*With an apiary as part of their operation, clover is a double value crop for the Brissons.*

Another major difference the Brissons have noticed on their new M205 over their previous windrower, although they have yet to take full advantage of it, is the volume of harvesting information that it delivers to them in real time via MacDon's Harvest Manager Pro – the windrower's computerized monitoring and header control system.

"To be honest, we're still getting used to having so much information available to us, but having cutting performance information available should be helpful when we start testing and fine tuning the machine. And because you can adjust most of the features on the machine from the cab, this type of information will let us optimize the machine for current conditions."

But beyond comfort and enhanced information, Brisson says that the most remarkable thing on the M Series is something that they originally thought to be a gimmick.

"One thing that really surprised us was the value of the Dual Direction® feature. It turned out to be way more convenient than we thought it might be because, when you think

of it, going down the highway backwards does seem awkward. But it actually rides better in the transport direction at high speed than it does in the cutting direction."

"And if there is any trouble, it's been our experience that MacDon stands behind its product if there is anything wrong. That's important to us, because if a company won't

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## "IN THESE PARTS MACDON CERTAINLY HAS A HOLD ON THE CUTTING MARKET."

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Brisson says that Dual Direction® has turned out to be a big time saver for them, especially when they are doing custom cutting jobs on their neighbors' fields. As far as the machine's durability, Brisson claims that they haven't put enough hours on yet to make an evaluation, but they fully expect similar reliability to previous MacDon equipment that they have owned.

"We've been using MacDon equipment going back to the '80s when we had a MacDon draper on our International combine. Our last MacDon windrower was a very reliable unit and we put on about 2,800 hours over the 10 years that we owned it. We'd run other makes of windrower before and have had our troubles, but this one was almost trouble free."

fix a machine that you have a problem with, well that doesn't do much for your resale. If you've got a machine out there that isn't performing and word gets out, basically nobody wants it. So then you're stuck with something that has lost all of its value."

And that's definitely not the case with MacDon equipment in his area says Brisson, one of the reasons the family continues to place their faith in the brand.

"In these parts MacDon certainly has a hold on the cutting market."





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