

**Editor's Notebook**



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Editor & Publisher



Residents of Madelia, Minn., crowded onto a truck scale at the end of a 10-week "town diet".

**Taking A Load Off**

More than 250 people in the small town of Madelia, Minn., went on a joint diet together earlier this year, losing a combined 2,340 lbs.

The entire group followed a ten-week plan that included weigh-ins on a grain truck scale at the beginning and end of the program. Individual progress was measured with weekly check-ups held at the local elementary school. The group atmosphere made it easy to take on the task. "It wasn't a diet. It was a social event," says Doug Fenske, organizer of the group project.

The town divided up into teams that competed against each other. They had colorful names and team cheers. Participants hope it'll be easier now to keep the weight off with the support of other people in town.

**Looking For A Show?**

If you're looking for a farm show to visit this fall or winter, just go to our web site ([www.farmshow.com](http://www.farmshow.com)) for a comprehensive listing of shows around North America. (If you're not on the internet, you can usually log on at your local library.)

Go to the "links" section of our website and click on "Farm Shows". There you'll find a list of all the major farm equipment shows throughout the year along with dates, location, number of exhibitors, and information on who to contact.

And if you're planning an overseas trip, we've got a list of foreign shows, too.

**Great Gift Idea For Christmas**

If you've got a hard-to-buy-for farmer or rancher on your Christmas gift list this year, why not do your shopping right here?

Many readers who gave FARM SHOW for Christmas last year wrote to tell us they've never given a gift which generated so much response from appreciative recipients.

Your first gift subscription is \$19.95 (\$29.95 Canadian). Each additional gift is only \$11.95 (\$17.95 Canadian). If you like, you can give the "First Gift" to yourself as a one-year extension of your own FARM SHOW subscription, entitling you to give reduced rate gift subscriptions to friends, relatives, business associates, students, or others.

Use the handy order form inserted elsewhere in this issue to order your Christmas gift subscriptions, or call us toll-free at 800-834-9665.

**"Customer First" Seed Corn**

A good friend of ours called the other day to tell us about a new seed corn company that he thinks has the potential to become a real winner in the business. According to what he told us, it sounds like the people behind this new company are doing everything right.

Founding partner Merl Pruett of Production Partners Seed, Inc., worked several years for a well-known Midwest seed company, but left when he felt the company lost sight of its customers' best interests. The emphasis on company profit over customer success bothered him. He started his own seed business, and this year expanded it by adding more staff members who deal direct with farmers. Their theory? Take care of the customer and the business will take care of itself.



Merl Pruett, right, and his son, Matt, are two of the owners of Production Partners.

The company has access to the best genetics in the business. "None of our hybrids are over 3 years old and 90 percent are 1 to 2 years in the marketplace," says Pruett. "Some well-known seed companies sell corn hybrids that are 5 to 6 years old so you don't get the latest and the best."

Production Partners contracts its production, but maintains control over quality, processing, conditioning and bagging. "If there's ever a problem with any seed we sell, we want to hear about it. Our goal is to always put the customer first," says Pruett.

Production Partners offers a product line of 53 corn hybrids, including 15 conventional, 11 Roundup Ready®, 14 YieldGard® Corn Borer, 7 Roundup Ready®/YieldGard® Corn Borer stacked, 3 YieldGard® Rootworm, and two alfalfa varieties.

The company's goal is to have very limited seed carryover from one year to the next. "We want our customers to always be planting newly-grown, freshly-bagged seed rather than product that may have experienced rough handling or been sitting in a warehouse for a year or more," says Pruett.

Because the company sells direct to farmers and not through dealers, the cost of seed is lower – generally 15 to 20 percent below the price of dealer-oriented companies. "Our selling point is that every customer will benefit from a year-round, full-time professional sales staff that has only one goal – customer satisfaction."

Production Partners sells direct to farmers across the Midwestern corn belt as well as Michigan, Pennsylvania, Ohio and New York. They have offices in both Minnesota and Iowa.

For a free catalog, call toll free 888-550-1909 or go online to [www.productionpartnersseed.com](http://www.productionpartnersseed.com).

**Mom's House Rules**

- If you sleep in it ..... Make it up.
- If you wear it ..... Hang it up.
- If you drop it ..... Pick it up.
- If you spill it ..... Wipe it up.
- If you eat out of it ..... Wash it up.
- If you open it up ..... Close it up.
- If you empty it ..... Fill it up.
- If it rings ..... Answer it.
- If it howls ..... Feed it.
- If it cries ..... Love it.

**Manufacturers Meet The Press**

In recent weeks we traveled to new product introductions staged by Deere & Company and also New Holland. Here's what they showed us.

**New Holland**

During the press visit, New Holland officials stressed once again that there are no plans to merge the two "sister" companies - New Holland and Case-IH. Both brands have loyal customer bases and their lines of equipment, while built on similar platforms, still have substantial differences. "We will never infringe on the individuality of the two brands. We value each product too much to let that happen," says Allen Rider, Vice President, New Holland North America.

• TT Series tractors range from 42 to 59 hp. -The tractors have sloped hoods, optional front-wheel drive, an 8-speed

synchronesh transmission, and adjustable front and rear axles.

• TB Series have 80 to 96 hp. - The new mid-size tractors have features normally found only on bigger tractors, including a 37-gal. fuel tank, a flip-up hood, and open-center hydraulics.

• TS-A Series have 80 to 115 hp. - Headland system makes it easier to turn at end of field by memorizing repeated actions such as lifting and disengaging an implement. Horizon Cab offers industry-leading visibility. Electronic engine management system boosts power.

Contact: [www.newholland.com/na](http://www.newholland.com/na) or call toll-free 888 290-7377.



TT Series tractors range from 42 to 59 hp.

**Deere & Company**

Deere unveiled a variety of equipment, most of them updates to current models.

• 60 Series Combines - Deere added a 375 hp. 9860, the company's largest combine ever, and a smaller 265 hp. STS.



Deere upgraded the look of its 7000 Series tractors.

Features single point header hookup for hydraulics, electronics and header drive shaft. Feederhouse tilts 17° fore and aft to keep cutterbar parallel to ground no matter what size tires are used on machine.

• 7020 Series tractors - Upgraded 7000 Series matches the look of the company's 6020, 8020 and 9020 Series. Models range from 140 hp. to 170 hp. Top model has infinitely variable transmission while the two smaller models have 16-speed PowerQuad Plus transmission with optional upgrades. Cabs have 25 percent more interior space.

• 4920 SP Sprayer - Deere's biggest ever, with a 300 hp. engine, 1,200-gal. tank, 20 mph top spray speed, and a 120-ft. boom.

• 1770NT Front-Fold Planter - 24 rows, 30-in. spacing. New frame, new hydraulics and new drive system. Transport width is 12 ft. New marker system, too.

• DB90 planter - 36-row, 30-in. spaced toolbar planter built on a Bauer-Built front-fold 5-section bar fitted with MaxEmerge Plus row units. Tri-fold markers. Requires a 235 pto hp. tractor.

• 582 Silage Special Round Baler - With a precutter built into it, new baler is specifically made for baling silage. Produces 4 by 5-ft. bales.

• Other Products - Two new center pivot mower conditioners, new precision farming equipment, manure spreaders, wheel rakes, and more.

Contact: [www.deere.com](http://www.deere.com) or call 866-993-3373.

**Rhino-Coat Your Vehicles?**

If spray-on Rhino linings extend the life of pickup boxes, why not spray your entire vehicle? Pickups, cars, tractors and other equipment might benefit.

We got the idea at a website: [www.halfbakery.com](http://www.halfbakery.com). It's an unusual website where people with "half-baked" ideas share them, and then others pipe in with whatever information they might have on the subject.

For example, after a web surfer made the above suggestion another visitor submitted a photo of a VW car that someone had already covered with Rhino coating.

**My memory's not as sharp** as it used to be. Also, my memory's not as sharp as it used to be.

**An Amish woman was driving her buggy** to town when a highway patrol officer stopped her.

"I'm not going to cite you," said the officer. "I just wanted to warn you that the reflector on the back of your buggy is broken and it could be dangerous."

"I thank thee," replied the Amish lady. "I shall have my husband repair it as soon as I return home."

"Also," said the officer, "I noticed one of the reins to your horse is wrapped around his testicles. Some people might consider this cruelty to animals so you should have your husband check that, too."

"Again, I thank thee. I shall have my husband check both when I get home."

True to her word, when the Amish lady got home she told her husband about the broken reflector, and he said he would put a new one on immediately.

"Also," said the Amish woman, "the policeman said there was something wrong with the emergency brake."