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AGCO Announces 2021 Sowing Good Deeds Finalists

Annual contest recognizes PRCA rodeo committees'™ charitable works.
November 01, 2021

DULUTH, GA – [AGCO Corporation](#) (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, named Gunnison Cattlemen's Days, Burke Stampede, Prescott Frontier Days, Pendleton Round Up and Reno Rodeo Committees it's 2021 Sowing Good Deeds finalists. The annual contest recognizes Professional Rodeo Cowboys Association (PRCA) rodeo committees who go above and beyond in their charitable endeavors, making positive impacts in their local ag communities. AGCO will announce the winning committee at the 2021 PRCA Awards Banquet on December 1, during the PRCA Wrangler National Finals Rodeo (WNFR) in Las Vegas. The overall winner receives a Massey Ferguson® tractor valued at over \$60,000.

"Rodeos are an important part of the fabric of America, supporting not only revenue-generating competitions, but local ag organizations like FFA and 4-H that represent the future of our industry," said Matt LeCroy, director, marketing hay and forage for Massey Ferguson North America. "Sowing Good Deeds shines a spotlight on the generosity and services provided by rodeo committees across the United States. AGCO is proud to recognize these unsung heroes who selflessly give their time and talents to make our ag communities stronger."

AGCO, a proud sponsor of the PRCA through its Hesston® by Massey Ferguson and Massey Ferguson brands, implemented the Sowing Good Deeds contest five years ago. This year's finalists represent the best of what the PRCA stands for – community impact, innovation and their ability to overcome adversity.

"These committees have worked tirelessly to improve their local communities," LeCroy said. "They embody the spirit of entrepreneurship that defines American agriculture. They have initiated change or responded to challenges to help unite



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their communities during an unprecedented time. It's an honor to assist their efforts with equipment for year-round success.”

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For More Information

For more information on Sowing Good Deeds, including profiles of the finalists, visit

masseyferguson.com/en_us/sowinggooddeeds. Additional information on local rodeo committees is available on the PRCA website, prorodeo.com, while information about the WNFR can be found at nfrexperience.com.

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®. Powered by Fuse® smart farming solutions, AGCO's full line of equipment and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of \$9.1 billion in 2020. For more information, visit www.AGCOCorp.com. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

About PRCA

The [PRCA](https://prca.com), headquartered in Colorado Springs, Colo., is recognized as the unsurpassed leader in sanctioning the sport of professional rodeo. The PRCA's mission is to unify membership in providing an innovative fan experience, to grow the sport of professional rodeo and provide new expanded opportunities for our membership and sponsors. Since 1986, the PRCA has paid out more than \$1 billion in prize money to its contestants. The PRCA offers the best cowboys and the best rodeos; delivering the best fan experience while positively impacting our communities and embracing the spirit of the West. A membership-based organization, the PRCA sanctioned 732 events in 2019, and there are more than 40 million rodeo fans in the U.S. The PRCA televises the sport's premier events, with the world-renowned Wrangler National Finals Rodeo on The Cowboy Channel and RFD-TV and streaming on the [PRCA on Cowboy Channel Plus App](https://prca.com/prca-on-cowboy-channel-plus-app). The PRORODEO® Tour and RAM National Circuit Finals Rodeo also air on The Cowboy Channel and RFD-TV, and the [PRCA on Cowboy Channel Plus App](https://prca.com/prca-on-cowboy-channel-plus-app). PRCA-sanctioned rodeos donate more than \$40 million to local and national charities every year. For comprehensive coverage of the cowboy sport, read [ProRodeo Sports News](https://pro rodeo sports news), the official publication of the PRCA, and make sure to check out the digital edition of *PSN*. The digital *PSN* and daily updates of news and results can be found on the PRCA's official website, www.prorodeo.com.

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