



Bill and Renee Sutton (center), representing the Burke Stampede Rodeo Committee, accepted the 2021 Sowing Good Deeds Award from Dane Mosel (left), tactical marketing manager hay and forage for Massey Ferguson North America, and Matt LeCroy (right), director, marketing hay and forage for Massey Ferguson North America, during the PRCA Awards Banquet on December 2, 2021.

AGCO Names Burke Stampede Rodeo Committee 2021 Sowing Good Deeds Winner

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LAS VEGAS, NV | [AGCO Corporation](#) (NYSE:AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, announced [Burke Stampede Rodeo Committee](#) its 2021 [Sowing Good Deeds](#) award winner. The award recognizes the committee's charitable services, civic involvement, and educational activities in the community of Burke, South Dakota. It was presented during the [Professional Rodeo Cowboys Association](#) (PRCA) 2021 Awards Banquet in Las Vegas, Nevada. As part of the prize, the Burke Stampede Rodeo receives a new Massey Ferguson® 4700 Series tractor from their local Massey Ferguson dealer.

"Whether it's in the field or in the arena, AGCO is dedicated to the success of American agriculture," said Matt LeCroy, director, marketing hay and forage for Massey Ferguson North America. "We applaud the efforts of PRCA rodeo committees across the country who dedicate time, talent, and funds to improving their communities. There's so much more to these organizations, and, this year, we're excited to recognize the Burke Stampede Rodeo Committee for the hard work they do within their community to provide education, entertainment, and support."

AGCO implemented the Sowing Good Deeds program five year ago with a goal of highlighting PRCA rodeo committees who go above and beyond in their charitable endeavors, making positive impacts in their local ag communities. The contest is open to committees in the 48 contiguous states and the District of Columbia, and each year the company receives nominations from across the country. Participants are evaluated on their commitment to community involvement, entrepreneurial spirit, and ability to adapt to challenges and overcome adversity. Five finalists are announced at the end of October, with the overall winner recognized during the opening of the Wrangler National Finals Rodeo.

"Our 600-plus PRCA rodeos raise millions of dollars for their local charities across the country," said Tom Glause, PRCA CEO. "Since 2017, the AGCO Sowing Good Deeds program has allowed us to recognize and reward committees for their charitable efforts. We couldn't be prouder of the Burke Stampede Rodeo and all our committees, volunteers and rodeo athletes who all contribute to make a difference for local communities and their citizens."

For more than 30 years, the Burke Stampede Rodeo Committee has worked to involve community members in the sport of rodeo. In addition to the PRCA-sanctioned event, the group hosts several rodeos, including a high school, 4-H and junior rodeo, as well as a 4-H horse show and several play nights for youth ages 2-14. These events serve hundreds of local youth and their families, providing a safe, family-friendly environment for participation and education.

Outside the arena, Burke Stampede Rodeo Committee members actively participate in community improvement initiatives. In 2021, this included launching the first FFA chapter in Gregory County and raising more than \$8,500 for supplies, uniforms, and conference attendance. Group members also organized the first South Dakota ranch-to-school program, which donates local beef for service in school cafeterias.

Additionally, Burke is still recovering from a tornado that ripped through the town in August 2019, damaging homes, businesses, and community structures, including the local school. Rodeo committee members have led efforts through the Burke Long-Term Recovery Group, which raised and allocated \$340,000.

"We're excited to be named the 2021 Sowing Good Deeds winner," said Billie Sutton, president of the Burke Riding Club. "We are a small organization who tries hard to make a big impact on our community, working hard to provide the best rodeo experience we can for the youth and families in our region. Being recognized for these efforts and receiving equipment from Massey Ferguson to help further our goals is a big deal. We're truly honored."

For more information on the Burke Stampede Rodeo Committee, visit www.facebook.com/BurkeStampede. More information on the Sowing Good Deeds award, including profiles of other 2021 finalists, can be found at www.masseyferguson.com/en_us/sowinggooddeeds. Visit [prorodeo.com](https://www.prorodeo.com) for the latest PRCA news and more information on local rodeo committees.

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Massey Ferguson is a registered trademark of AGCO. Sowing Good Deeds is a US only contest, open to PRCA Rodeo Committees located in the 48 United States and the District of Columbia. Void in Alaska, Hawaii and outside the United States.

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://www.prcarodeo.com), headquartered in Colorado Springs, Colorado, 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://www.prcarodeo.com). 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://www.prcarodeo.com). 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://www.prcarodeo.com), 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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