



# National Ag Day, March 20, 2018

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has employed hundreds of employees since it opened its doors almost 20 years ago.

The first Tennessee Tractor store was established in Alamo. Tennessee Tractor serves the West Tennessee region now with 10 stores, including Union City. These stores are not only backed with high quality John Deere equipment and services, but also aim at serving the community.

Aside from Tennessee Tractor, John Deere has made it way around Weakley County in other ways as well. From a survey of 20 farmers in Weakley County, John Deere equipment is used by more than three fourths of today's farmers who have larger operations. Another place that has used John Deere Equipment since its beginning is the UT Martin Teaching and Demonstration Farm Complex. One of the student workers said, "One of the first things I noticed when I first began working here was how well it all ran for the tasks and duties we needed completed each day."

I got a chance to speak with Jake Johnson, a fourth-generation corn and soybean farmer in West Tennessee who explained to me that without the John Deere company, his family farm wouldn't have made it.

"When I was a young boy all I can remember it putting helping my dad and granddad out on the farm. They had me complete tons of different tasks. I could never in my mind remember everything I had to do, but I can remember one thing that did stay constant, and that was the color of the equipment my family used - John Deere green and yellow. John Deere equipment is something that had remained a constant in our farm, still to this day."

**A NEW ERA IN AG** — This 2018 8245R John Deere tractor model rolled out this year and features a 100th commemoration badge marking century-old anniversary. New technology has played a role in streamlining ag equipment for farmers.



I also talked with Ronald Wolfe. Ronald's great grandfather was employed by the first John Deere equipment manufacturer in the state of Tennessee. Ronald said, "When it came to be deciding what I wanted to do with my life in terms of my career, all I could hear were grandfather's words in the back of my head 'choose a job for a company that will treat you right, take care of you, and that you won't get tired of working for.' For my father, grandfather, and for myself that kind of the career came from John Deere."

In honor of John Deere's 100th anniversary John Deere has kicked off a myriad of events all around the

nation. The "Golden Key Tour" as they call it, began in Waterloo, Iowa. This commemoration began with the delivery of John Deere's new 8245R John Deere Tractor to recipients - the Wade Purvis family of Florida. This was the first tractor produced by the company in 2018. This tractor includes a 100th-year commemoration badge that will appear on several models of 2018 John Deere tractors. This will include the 6 Series, 7 Series, 8 Series and 9 Series machines.

Washington, D.C. is also celebrating the company's historic commemoration with a Smithsonian special. For the entire year of 2018, the Smithsonian's National

Museum of American History will install a 1918 green, yellow, and red Waterloo Boy Tractor at the building's entrance. This will not be the only way that the exhibit shows support for the company. An entire display on "Precision Farming" will be set up in the exhibit that will examine a more contemporary story of disruptive technology in today's agriculture industry with the use of technology including a GPS antenna donated by Deere. This exhibit will demonstrate agriculture.

For this celebration John Deere will be placing a variety of their "most iconic" tractors on display at other places as well. These will

be placed at the John Deere Tractor & Engine Museum in Waterloo, Iowa, the John Deere Pavilion and John Deere World Headquarters in Moline, Ill., as well as at the John Deere Forum in Mannheim, Germany. This takes the 100-year commemoration from a national level to a global level.

Along with each of these commemorative events, the historical museum in Iowa will be featuring the history of John Deere throughout the year, and will be displaying tractors from each decade of the company's history.

Of course, the John Deere Tractor and Engine Museum and the Waterloo, Iowa Convention center will

spend 2018 to showcase the John Deere company as a whole. The focus of each of these events and displays is to tell the 100-year birthday of John Deere, and demonstrate the influence that the company has played on the agriculture in the last 100 years.

Looking back on the last 100 years for John Deere reminds people just how important the values of integrity, hard work and dedication truly are, especially when it comes to building a small business into an empire. John Deere has spent 100 years making themselves a leader of the industry, recognizable on a global scale, and a brand backed agriculturists around the world.



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