

FOR IMMEDIATE RELEASE: February 4, 2010

Midland Implement *The Company behind the Scenes*

Billings, Mont. - The longevity of a company can speak volumes about its management, personnel, and service to their customers. For Midland Implement these three components have been key factors for nearly 90 years. As a third generation family owned business, Midland Implement started in 1920. Engine powered machinery was in its early years of existence and over the next twenty years, farm production gradually increased due to mechanized power. For Midland Implement, their purpose as a wholesale distributor to local implement dealers grew stronger. Whether horse powered or machine powered, Midland provided the equipment needed for farmers and ranchers. As horses and mules gave way to the rubber-tired tractors, the evolution of the equipment behind those tractors exploded. In 1930, it took 15-20 labor hours to produce 100 bushels of wheat and at the turn of the century, it only took less than 3 labor hours to generate the same output.

Today, Midland Implement supports dealers across Montana, Wyoming, Western North Dakota, and part of Idaho representing 72 different manufacturers with several thousand different items in stock. Most people may not be familiar with Midland Implement, but for Guy Raidiger, who is the Ag and Consumer Division Manager, he says, "as a whole sale distributor their purpose is more about supporting their dealers across the region behind the scenes rather than promoting themselves. They have an experienced and knowledgeable sales staff that works with dealers to provide information and demos on the products they carry."

When the Montana Agri-Trade Exposition (MATE Show) started thirty-four years ago, Midland Implement was an exhibitor at the very first show and has exhibited at every show since then. This year, Midland will have the largest exhibit on display with 40 booths. As always, they will feature a wide variety of products and will have several factory representatives on hand to provide more information about the products. A couple new and innovative products that will be featured in the Midland Implement Exhibit will be the Loftness Grain Bagger and the Horsch Anderson "Joker".

The Loftness Grain Bagger can easily and efficiently load and unload grain storage bags. It will load 10 ft. diameter bags up to 300 ft. long with a variety of features that give it the capacity to handle different sized operations. As an Unloader, it accommodates 9-ft. or 10-ft. diameter bags and will fill a semi in about seven minutes.



Also being unveiled at the 2010 MATE Show will be the Horsch Anderson "Joker". The Joker is a new tillage tool for residue management and seedbed preparation. The Joker compact disc is

designed to be an alternative for vertical tillage, stubble cultivation, manure incorporation, residue sizing and mixing, and for seedbed preparation. The unique design of the tillage and finishing system allows for use in high residue conditions. In addition, the technology featured in the Joker allows for 10+ mph operation speed in most conditions. “We are very excited about this product,” says Raidiger, adding, “Its ability to save time and money makes it very appealing to farmers in today’s methods of no-till or reduced-till farming.”

There is no question that the look and feel of farm machinery has changed since Midland Implement started into business in 1920. However, the commitment to their dealers and the customers of those dealers has never waivered in the last 90 years. While it may be a company that you cannot always see from the road, you have probably seen the products they distribute through your local implement dealer. This year take the time to look for Midland Implement in booth 216 at the MATE Show February 18, 19, & 20.

For more information about Midland Implement go to: www.midlandimplement.com

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The Montana Agri-Trade Exposition (MATE Show) and the Home&Health Expo are owned by the Northern International Livestock Exposition (NILE). The MATE is held the third week of February and has a three day attendance of over 14,000 people. The NILE is a non-profit organization established in 1967 that is dedicated to the promotion of livestock, agriculture education, and respect of the western tradition. For more information contact the NILE office at 406-256-2495 or visit www.thenile.org.