

# MacDon Brings Home the Hardware

Submitted by Alan Ballantyne

The 25th Annual Agri-Trade Show in Red Deer took place this year from Nov. 5th – 8th at the Westerner Park Grounds. Agriculture in general had been very strong throughout the harvest season, so it promised to be an excellent show; we were not disappointed.

Over the past 5 years, MacDon has had a wide range of display sites. From a huge 240' x 60' outdoor tent, to a small 40' x 50' site underneath the stadium bleachers, complimented with an outdoor display of equipment. As you might imagine, having an outdoor display in Canada during November is not ideal. Fortunately, this year we were able to obtain a large 80' x 80' space indoors.



With this large display space available, we were able to bring our full product line to the show. Our display consisted of: Pull type 13' R80, Pull type 16' A30S, M200 with 16' R80, M100 with 30' D60, 35' FD70 mounted on an MT8 trailer and an M150 with 16' A40D, fully outfitted with the Autofarm Autosteer System. Most of the equipment was shipped out prior to the show, set up and brought to the show grounds by our dealers. Thank-you to George's Farm Centre in Penhold and Agro Equipment in Trochu, for their assistance in accomplishing this task.

Having all the equipment on one site provided us a great place to visit with our dealers and customers, both current and future. It gave us a great opportunity to get immediate feedback from our customers about what we've done right with the new product line, as well as what improvements that can still be made. Throughout the first couple days of the show, we also received numerous comments from customers about how nice it was that we had a full product display for them to come and visit. The show committee agreed, as MacDon's display was named the Top Display for 2008. Great job and thanks to Wayne Krowelski and Nathan Mitchell for the setup work.



Overall, the mood at the show was very positive. Many producers are coming out of a record year in terms of yields, crop quality and the price they were able to lock-in for their crops. Although the commodity prices have fallen from the record highs of the summer, most producers are still optimistic for next season as the demand for food continues to grow.

For their 25th year, Agri-Trade also introduced the Ag Innovation Awards. They are awarded to businesses whose innovative product or service has benefited the Agricultural Industry. MacDon's M150 was nominated among 12 exceptional finalists for the awards. MacDon was named the winner in its category by a panel of local area producers. Product Manager, Richard Kirkby, was on hand at the annual exhibitors evening to accept the award on MacDon's behalf. Congratulations to everyone here at MacDon for their work in bringing this amazing product to the marketplace. MacDon's attendance at the 25th Annual Agri-Trade Show truly was an excellent experience. We look forward to being back in 2009 for the 26th Annual Show.

