

Shortliner

FARM EQUIPMENT
MANUFACTURERS
ASSOCIATION

Our Members Bring Choice, Value & Innovation To Agriculture

Volume 74 Number 20 December 16, 2024

President's Message: Holiday Time is Family Time



The upcoming holiday season is a reminder to each one of us to spend time with our family and friends. These relationships provide us with support, encouragement, and a sense of belonging standing by our side through challenges. In many ways, this mirrors the relationship between the Farm Equipment Manufacturers Association (FEMA) and its members—our extended “family.”

FEMA has played a crucial role in the agricultural industry by serving as a unified voice for manufacturers of farm equipment. Established 75 years ago to represent the interests of these manufacturers, FEMA works to influence policy decisions, advocate for industry standards, and provide educational resources.

Through its extensive network, the Association fosters collaboration and cooperation between manufacturers, suppliers, and service providers, ensuring that the agricultural sector has access to the most innovative and efficient equipment available. As agriculture grows more advanced and technology-driven, the Association's role in shaping the future of farming machinery has never been more critical.

In addition to its advocacy efforts, FEMA delivers valuable services such as market research, technical expertise, and networking opportunities for its members. By staying ahead of emerging trends, new technologies, and evolving market conditions, FEMA ensures that manufacturers can adapt and thrive in a competitive, ever-changing industry. This has not only benefited manufacturers, but also the farmers and agricultural businesses that rely on state-of-the-art equipment to increase productivity and sustainability. The Association's commitment to continuous improvement strengthens the agricultural economy and contributes to global food security.

As the holiday season is well underway, FEMA extends warm wishes to all its members, partners, and the broader agricultural community. The hard work and dedication of those in the farming and equipment sectors continue to drive innovation and excellence in agriculture. May this holiday season bring peace, joy, and prosperity to all. We look forward to another year of growth and collaboration as we advance the agricultural industry together.

Have a blessed Christmas and a happy New Year!

Association President: Craig Harthoorn
President, Oxbo Forage Group

Farmer Sentiment Reaches May 2021 High After U.S. Election

Farmer sentiment jumped again in November as the Purdue University-CME Group Ag Economy Barometer climbed 30 points to 145. Both the Current Conditions and Future Expectations indices increased in November, with the biggest improvement taking place in future expectations.

"Following the 2024 presidential election, farmers' perspectives on potential policy shifts showed significant changes," JP Morgan analyst Tami Zakaria said in a note to investors.

The Future Expectations Index increased 37 points to 161, while the Current Conditions Index rose to 113, 18 points above October's reading. November's sentiment improvement pushed the barometer to its highest level since May 2021, with expectations for the future also reaching their highest level since April 2021. Some of the reasons behind the improvement in farmer sentiment include expectations for a future regulatory and tax environment for the agricultural sector that is more favorable than expected prior to the November elections. The November barometer survey took place from November 11-15, 2024.

Responses to the base questions used to compute the Ag Economy Barometer index were nearly all more positive in November than in October. One-third of November's respondents said they expect their operation to be better off financially a year from now, compared to 19% who felt that way in October.

Source: [Ag.Purdue.edu](https://ag.purdue.edu)



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About Shortliner

The *Shortliner* is published 20 times a year for members of the Farm Equipment Manufacturers Association. If you have questions, comments, or need to update your mailing address or your preferred method for receiving the newsletter, email Shortliner@FarmEquip.org.

This newsletter is also available in an online version at FarmEquip.org/Shortliner.

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From the Association to You: Happy Holidays

The holidays are a time to celebrate connections—whether rooted in blood or built through shared experiences. Within our Association, we've formed a family of members who are connected not just by shared goals, but by decades of collaboration, support, and growth. As we reflect on our journey, we're particularly mindful of the milestone ahead: our 75th anniversary in 2025.

This year has been filled with challenges and achievements, but we look forward to the exciting opportunities that 2025 holds.

Together, we've built a family rooted in resilience, innovation, and a commitment to advancing the agricultural industry.

As we close out this year, let's take a moment to celebrate both the bonds of our personal families and the incredible community we've nurtured as part of the Association. May your holiday season

be filled with joy and peace, and may 2025 bring continued success and discovery.

We're proud to be part of your journey and look forward to celebrating together in the year ahead.



Happy Anniversary and Welcome New Members!

Happy Anniversary to our long-term members who collectively represent 150 years of commitment to the shortline industry. We would also like to extend a warm welcome to our new member companies. We look forward to meeting you at upcoming conventions!

Fifty Years

- Demco
- Ag Express Electronics

Forty Years

- Rayne Plane

Twenty-Five Years

- Bridgeview Mfg., Inc.

Twenty Years

- U.S. Nameplate Company

Fifteen Years

- Muir Omni Graphics

Ten Years

- Oakwind Manufacturing LLC
- Roglis Marketing Services
- Lowry Manufacturing Co.

Five Years

- A & L Bearings & Components, Inc.
- Kadelbach MFG, LLC

New Members

- Harvesting Potential Coaching & Consulting
- GRANIT Parts US - DBA CFC Distributors
- Axial Industries



FEMA 75th Anniversary Logo Contest Winner Announced

The Farm Equipment Manufacturers Association is excited to announce the winners of its 75th-anniversary logo design contest!

The contest challenged participants to create a unique and memorable design that represents FEMA's role as a voice, advocate, and resource for the farm equipment manufacturing industry.

Submissions were evaluated by FEMA staff and the Executive Committee based on creativity, relevance to the Association's mission, and overall design quality. We are thrilled to recognize the top three winners:



First Place:
Spindustry, awarded \$500 and the honor of having their design featured on our 2025 Spring and Fall

convention materials, *Shortliner* advertising, social media, and more.



Second Place: Lessiter Media, receiving exclusive FEMA apparel and recognition across our social channels.



Third Place: Fastline Marketing Group, also awarded FEMA apparel and recognition across our social channels.

Thank you to everyone who participated and contributed to making this contest a success! We look forward to celebrating our Diamond Anniversary with a logo that proudly represents FEMA's past, present, and future.

Association Announces New Logistics Partnerships



FEMA is thrilled to welcome four exceptional logistics companies as our newest preferred partners:

- AFS Logistics
- ATS Logistics Services, Inc.
- Estes
- The Roots Logistics

As a member-focused organization, we are dedicated to equipping you with the tools and resources needed to grow your business and maintain a competitive edge.

These partnerships are designed to provide valuable benefits, including exclusive discounts on services, priority support, and solutions tailored to the unique needs of your industry.

By partnering with these industry-leading logistics providers, our members gain access to enhanced opportunities for cost savings, increased efficiency, and business growth.

Stay tuned to the *Shortliner*, our website, and social media channels for more information about these partners and the exclusive benefits they bring to our membership.

Follow the Association on Social Media!

Keep up with the latest news and updates from the world of shortline farm equipment manufacturing by following the Farm Equipment Manufacturers Association on your favorite social media platforms. Don't forget to like, share, and tag us in your posts!



Deere Adds More Iowa Layoffs

John Deere Company plans to continue more layoffs in its global workforce. Announcing they will be cutting more jobs in its Iowa state production plants, adding to the current 2024 amount of 1,700 jobs and employees. One hundred more employees were told they will be laid off from their current positions, just after the holiday seasons of Christmas and the new year.

Deere noted reasons for continued layoffs by saying the decline in need for major farming equipment, and challenging market conditions were what led to the decisions, with Deere's net income down \$3 billion dollars in fiscal year 2024.

Source: [KSJBAM.com](https://www.ksjbam.com)

Titan Machinery Q3 Earnings

Titan Machinery Inc., reported financial results for the fiscal third quarter ended October 31, 2024.

For Q3 of fiscal 2025, revenue was \$679.8 million, down from \$694.1 million in the same period last year. Equipment revenue decreased to \$495.1 million from \$521.8 million, while parts revenue rose to \$121.1 million from \$115.0 million.

Gross profit for the quarter was \$110.5 million, down from \$138.3 million, with a gross margin of 16.3%, compared to 19.9% last year.

Net income for Q3 was \$1.7 million, or \$0.07 per diluted share, down from \$30.2 million, or \$1.32 per diluted share, last year.

Source: [Farm-Equipment.com](https://www.farm-equipment.com)

NAEDA Announces Executive Transitions

The North American Equipment Dealers Association (NAEDA) announced transitions for John Schmeiser and Gary Manke, long-serving leaders dedicated to dealer success.

Manke retires after 49 impactful years, leaving a legacy of advocacy and collaboration.

Schmeiser, former COO, now NAEDA's new Brand Ambassador, will continue advancing dealer interests with unmatched expertise and passion.

Source: [PrecisionFarmingDealer.com](https://www.precisionfarmingdealer.com)

Present at the 2025 Supply Summit & Showcase in Ft. Myers, FL



The Farm Equipment Manufacturers Association (FEMA) Technology Council is seeking indus-

try thought leaders to share insights, experiences, and topic suggestions for our special Technology Track at the Supply Summit & Showcase in Ft. Myers, FL, on Wednesday, April 9, 2025.

The annual FEMA Supply Summit & Showcase is an opportunity for suppliers/potential suppliers to network with FEMA members, discuss relevant topics in the industry, and showcase products and services.

The goal of the Technology Track is to educate FEMA membership about new or emerging technologies that have a direct impact on their products and services. The rapid advance of technology has our industry questioning many things, including the following:

- What do we need to do to be prepared for an autonomous future?
- How do we begin to integrate more technology into our equipment?

- How can software help me control the costs of automation?
- What role does AI play in automation and equipment design?
- Will our end customers pay for a more technologically advanced piece of equipment?
- How will I service and support my machines in the future if they have more tech?

This track will focus on topics that address these and other relevant questions surrounding the use of technology in farm equipment. We also aim to inspire FEMA member engineers to engage more deeply with our Association by providing more relevant, technical convention content, and fostering valuable networking opportunities.

Who should consider presenting?

- Technology suppliers (hardware, software, engineering services, etc.)
- Academics or thought leaders with interest/expertise/research relevant to the questions stated above.

Submit your proposal by Monday, Jan. 6, 2025 to Gina@FarmEquip.org for a chance to present at this can't miss industry event!

Tractor/Combine Sales Drop in November

According to new data from the Association of Equipment Manufacturers (AEM), U.S. sales of ag tractors and combines fell in November 2024 compared to the year before.

U.S. sales of tractors in all classes dropped 14.5% compared to November 2023. U.S. sales of combines remain soft, showing a decline of 24% year-to-date in 2024.

"November's sales of Ag tractors and combines follow the same pattern of the last few months softness in the market," said AEM Senior Vice President Curt Blades. "This slowdown in sales can be traced back to high interest rates and uncertainty in the overall ag economy."

Canadian sales of Ag tractors dropped 18.8% while combines fell 39.4% in November 2024 compared to the year before.

AEMNewsroom.org

Tractor/Combine Sales

NOVEMBER U.S. RETAIL SALES

2WD Tractors	2024	% Chg vs 2023
< 40 HP	7,040	-10.4%
40 < 100 HP	3,009	-13.6%
100+ HP	787	-37.0%
Total 2WD Tractors	10,836	-14.0%
Total 4WD Tractors	167	-40.8%
Total Tractors	11,003	-14.5%
Self-Prop Combines	145	-46.7%

NOVEMBER CANADIAN RETAIL SALES

2WD Tractors	2024	% Chg vs 2023
< 40 HP	1,032	-21.2%
40 < 100 HP	497	-22.6%
100+ HP	205	3.0%
Total 2WD Tractors	1,734	-19.3%
Total 4WD Tractors	80	-4.8%
Total Tractors	1,814	-18.8%
Self-Prop Combines	40	-39.4%

Highlights of tractor/combine sales are from the Association of Equipment Manufacturers' Ag Flash Reports. For data, go to FarmEquip.org/flash.

In Memoriam: Jerry Danuser FEMA President (2002-2003)



It is with profound sadness that we announce the passing of Jerry Danuser.

William Jerry Danuser, 80, of Fulton, passed away Friday, November 29, 2024, at his home.

Jerry was born in Fulton on December 7, 1943, the son of the late John Henry Danuser and the late Lillian Hill (Hamilton) Danuser.

He was united in marriage to Janet (Burnett) Danuser on August 15, 1970. She survives his passing.

A 1961 graduate of Fulton High School, Jerry left college and joined the United States Air Force. He returned to Fulton in 1968 and, following the death of his father, became the third-generation family owner of Danuser Machine Company. He was a past president of the Farm Equipment Manufacturers Association and belonged to several industry and philanthropic organizations. Jerry's lifelong passion was shooting. He traveled the globe for hunting and shooting competitions and enjoyed many of his best friendships with people in those industries.

In addition to his wife, Jerry will be lovingly remembered by his son, Glenn Danuser (Dawn); daughter, Janea Danuser; and grandchildren, Corbin Danuser and Raelynn Danuser, all of Fulton.

Family friend, David Shene, and hospice nurse, Jennifer Vandeloecht, helped to bring him joy and entertainment this last year.

In addition to his parents, Jerry was preceded in death by his brother, John LeCompte Danuser.

Please join the Association in offering condolences to the Danuser family. We are exploring meaningful ways to honor Jerry's memory. If you have any suggestions, please reach out to Steve at Steve@FarmEquip.org.

A celebration of Jerry's life will be held in the spring.

In lieu of flowers, Jerry picked two organizations he hoped family and friends would support: Green Valley Rifle & Pistol Club, 4350 E. Academy Rd, Hallsville, MO 65255 and Phoenix Home Care & Hospice, Attn: Hospice, 500 Broadway St. Ste. A, Jefferson City, MO 65101.

Scenes from the Nebraska Ag Expo and Association Happy Hour

The Farm Equipment Manufacturers Association hosted a reception for our members at the Nebraska Ag Expo on December 10. We're thrilled to have connected with so many of you and to have celebrated with a fun business card drawing. We look forward to many more opportunities to connect and celebrate together.

- **Grand Prize:** Josh Ritter, Beaver Valley Supply: Two complimentary registrations and \$500 toward airfare to FEMA's 75th anniversary Marketing & Distribution Convention in Las Vegas - \$2,200 value
- **Second Place:** Lee Proctor, Danuser: Two complimentary registrations for the Spring Supply Summit & Showcase in Ft. Myers, FL - \$1,700 value.
- **Third Place:** Dale Knuth, President, Concept Sales Inc. : Three column ad in *Shortliner* - \$400 value.

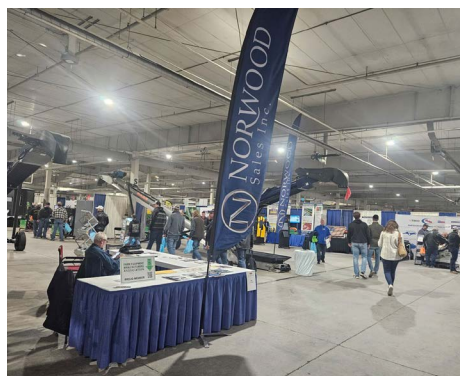


You asked and we delivered: The Farm Show Directory is now available on our FEMA app! Download it today to stay informed on farm show dates, locations, and use the RSVP feature to update us on which shows you'll be attending.

Here's a list of the upcoming farm shows we'll be attending. If you're planning to attend, we'd love to hear from you—drop us a line at News@FarmEquip.org.

- **February 4-6, 2025**
Iowa Ag Expo, Des Moines, IA
Happy Hour on February 4
from 4-6 p.m. – **Business card prize drawings!**

- **February 11-13, 2025**
World Ag Expo, Tulare, CA
- **February 12-15, 2025**
National Farm Machinery Show, Louisville, KY



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US Retailers Face Uncertainty over Tariffs and Port Strikes

The National Retail Federation (NRF) and Hackett Associates have highlighted rising import levels at major U.S. container ports, driven by fears of impending labor strikes and potential tariff increases under the incoming administration. The latest Global Port Tracker report projects sustained high import volumes through spring 2025, as retailers aim to mitigate potential disruptions.

Jonathan Gold, NRF's Vice President for Supply Chain and Customs Policy, addressed the situation, stating, "Either a strike or new tariffs would be a blow to the economy, and retailers are doing what they can to avoid the impact of either for as long as they can." Gold urged both port stakeholders to return to negotiations, adding, "We call on both parties at the ports to return to the table, get a deal done and avoid a strike."

Import volumes reflect strategic moves. U.S. ports handled 2.25 million Twenty-Foot Equivalent Units (TEUs) in October, reflecting a 9.3% year-over-year increase, according to the report. Despite a slight decline from September, this surge underscores retailers' strategic decision to frontload goods ahead of potential disruptions. Ben Hackett, founder of Hackett Associates, noted, "The window to frontload goods on vessels arriving before a potential strike is quickly closing. Then

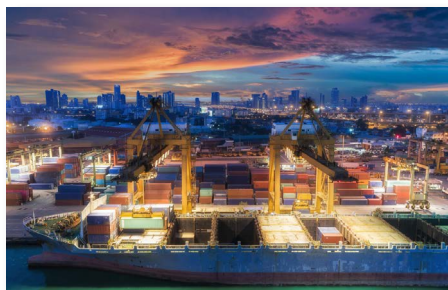
there are issues as President-elect Trump promises to increase tariffs when he takes office." Hackett also pointed to unresolved labor contract issues, including automation, as a key sticking point.

Looking ahead, the report forecasts November's import volume at 2.17 million TEUs, a 14.4% year-over-year increase, and December at 2.14 million TEUs, up 14.3%. Total TEU volumes for 2024 are projected at 25.6 million, marking a 14.8% rise from 2023.

The NRF-led coalition of trade associations has emphasized the economic risks of labor disputes and broad-based tariffs, urging renewed negotiations at East Coast and Gulf Coast ports, which are critical nodes in the U.S. supply chain. Hackett further commented on the tariff uncertainty, explaining, "It is not clear whether this will actually take effect immediately or whether it will take time to implement, but shippers are moving up as much cargo as they can before then."

Retailers face a delicate balancing act, navigating a volatile landscape where strikes and tariff increases threaten to disrupt supply chains and increase costs. The Global Port Tracker underscores the need for strategic planning, with projections through April 2025 reflecting ongoing import pressure.

Source: RetailInsightNetwork.com



Discover Sentry's A+ Rated Member Benefits



Did you know that Sentry has earned an A+ rating from AM Best, the top authority in insurance ratings?

rating from AM Best, the top authority in insurance ratings?

We encourage our members to leverage this expertise by exploring Sentry's free resources and tapping into their experienced safety team. Their library offers a wealth of safety materials, including dozens of insightful articles.

Topics include: Establishing a Product Safety Process at Your Business, Document Management Program, Reporting an Incident or Claim: A Guide for Farm Equipment Manufacturers and Loss Control Guidelines.

Dec. 19 Sentry Webinar: [Investigating employee concerns](#): Listening to workplace safety concerns is a good first step in keeping employees safe. In this presentation, they'll address employee concerns, come up with an action plan, and handle OSHA complaints. Participants in this interactive session will develop skills, such as holding an employee interview and conducting a Job Hazard Analysis (JHA).

Webinar Offerings: For a list of webinars, go to Sentry.com/Safety-Webinars.

Sentry Resource Library: Members can find a comprehensive library of safety resources from Sentry at: FarmEquip.org/SentrySafetyLibrary.

Sentry.com | Member since 1974

Hiring National Sales Director

A longtime FEMA member is looking for a sales professional that will serve on the company's leadership team, personally handle a book of business and oversee, manage and direct 4 full-time salespeople. Requires knowledge of ag implement business and experience in calling on specialized equipment manufacturers. Some travel required; remote positions will be considered.

If you are interested in this position and not currently employed by a member, forward your resume and cover letter to Gina@FarmEquip.org.

Disclaimer: The service is not designed to facilitate departures of professionals already employed at member companies.



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NTN Employees Make a Difference at National Historic Landmark

Member company, NTN Bearing Corporation of America volunteered at the Community Spirit & Engagement Event at The Grove, a National Historic Landmark in Glenview, IL. On Tuesday, October 29, 2024, a dedicated group of NTN employees volunteered for a full day at this historic and ecologically diverse site, contributing to the preservation and maintenance of its natural beauty.

NTN volunteers engaged in various activities throughout the day. In the morning, they cleared dead shrubbery and cut back buckthorn, stacking it in multiple burn piles. In total, the team moved approximately 2,000 pounds of cut wood. In the afternoon, the team collected seeds in the prairie grass areas, which will eventually be replanted to help restore native prairie habitats. At the end of the day, volunteers toured the original,

fully restored Kennicott House, built in 1856, and learned about The Grove's role in preserving the area's natural and cultural heritage.

"We were thrilled to support The Grove and its mission of preserving our natural world," said Pete Eich, President and CEO at NTN Bearing Corporation of America. "Our Community Spirit & Engagement Program aims to make a positive impact on the communities where we operate, and this event was a perfect example of how we can contribute to environmental conservation while fostering team spirit among our employees."

The Grove has 150 acres of ecologically diverse land and is on the National Registry of Historic Places and is a partner of the U.S. Fish and Wildlife Service and Chicago Wilderness.

[NTNAmericas.com](https://www.ntnamerica.com) | Member since 2017



Update Your Shortliner Subscription Preference!



The *Shortliner* delivers vital updates tailored to members' interests: from Spring and Fall Convention highlights to legislative changes, business mergers, ASABE standards, and significant milestones from member companies.

Subscription Preferences: If your company currently receives the *Shortliner*, but you want a personal copy or wish to modify your preferences for paper or digital copies, visit FarmEquip.org/Subscribe to manage your subscription settings.

Article Ideas / Profiles Welcome! Do you have a company announcement, community award, or a personal story linked to the Association that you'd like to share? Reach out to Gina Clark, Publications Editor, at Gina@FarmEquip.org or 314-878-2304.

FEMA Fusion Store Now Live!



The Farm Equipment Manufacturers Association is excited to announce that the FEMA Fusion Pop-Up Store is now live!

Visit PromoPlace.com/FEMAFusionApparel to explore a collection of exclusive, custom-branded apparel. Choose from a variety of items and personalize them by adding your company logo with FEMA's for a co-branded touch.

Exclusive Member Benefit: Free 60 Minute Legal Advice

As a valued member of the Farm Equipment Manufacturers Association, you're entitled to a no-cost, 60-minute confidential consultation with attorneys who specialize in labor/personnel law and dealer contract law. Many members have shared that the value of this consultation alone has more than justified their membership dues.

For HR-related matters, contact Nilan Johnson at (612) 305-7500. For dealer law assistance, reach out to Foley Lardner at (414) 319-7303. Simply verify your membership with the attorneys, and you're all set!

FEMA Preferred Partner Profile: The ROOTS Logistics

5920 Nall Ave #400, Mission, KS 66202
913-372-6300
teamroots@therootslogistics.com



Rooted in Kansas City with Coast-to-Coast expertise. The ROOTS Logistics is a unique supply chain partner. As a vertically integrated subsidiary of The Redwood Group, The ROOTS Logistics believes that logistics is a people-first, tech-enabled operation where relationships are the foundation and key to moving supply chains efficiently. We go shoulder-to-shoulder with all our stakeholders to provide solutions that make their jobs easier every day. The end result is a value chain that functions leanly and efficiently. Take the hassle out of your supply chain and grow with The ROOTS Logistics.

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LTL

ACCOUNT MANAGEMENT
AUTOMATED TRACKING
BOL SERVICE | DATA ENTRY
BUSINESS INTELLIGENCE REPORTING
CLAIMS & QUALITY CONTROL
VENDER INBOUND PO

The ROOTS Logistics

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FEMA Christmas Word Search Challenge

Complete the word search below, take a screenshot of your results, and email it to Gina@FarmEquip.org. The first three participants to respond will receive an embroidered FEMA baseball cap!

Word Search

```

X A N M E Z J J B Q S V T U F
A M N A I Q A F U V L Y R A Z
T O R N Z S U J L N E A A H F
K A E U I V D I X H I Z C J E
E D I F J V M O P K G D T H L
U V N A H C E Z B M H I O A L
S O D C L O M R U A E B R R O
H C E T Y M B F S S I N I V W
O A E U S B E E Y A H O T E S
R C R R U I R M Y N R I O S H
T Y W I A N S A P D O Y X T I
L C O N V E N T I O N S X E P
I N Y G O G S A O I K U B R W
N E T E S N E T W O R K I N G
E M I S T L E T O E H T P C O
    
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manufacturing	Anniversary	conventions
fellowship	harvester	networking
shortline	equipment	mistletoe
Reindeer	advocacy	tractor
combine	members	sleigh
FEMA		

Source: [Education.com](https://www.education.com)

Ten Christmas Fun Facts

Christmas is full of fascinating facts. Here are some little-known details to brighten your celebrations and give you a new perspective on the season!

- Santa didn't always wear red. For many years, he actually wore green, purple or blue! He started appearing in red after Coca Cola decided he should match their colors.
- President Grant declared Christmas a federal holiday in 1870.
- The first artificial Christmas tree was made in Germany out of goose feathers dyed green!
- Before electric lights were invented, people decorated their Christmas trees with fruit, popcorn, and even candles!
- Santa receives more than 8 million letters every single year from children all around the world.
- There are approximately 2.1 million reindeer in the world.
- The classic Christmas song Jingle Bells was originally a Thanksgiving song.
- Eggnog has been around since the 13th century! Monks enjoyed this festive drink in medieval times.
- Every single U.S. state grows Christmas trees.
- Tinsel used to be made of real silver.

Source:

[CountryHomeLearningCenter.com](https://www.countryhomelearningcenter.com)

