



# THE SHINING STAR

## FROM THE CEO'S DESK

At North Star Ag, one thing that we talk a lot about is partnerships. When we look at the current marketplace at a macro level and objectively analyze all things, the two biggest issues in Ag are Demographics & Deglobalization.

On the Demographic level, annually the workforce has 900,000 more people leaving than entering. This trend is going to continue until about 2035 and will not get to the positive until around 2045. This is in large part due to Baby Boomers exiting the workforce. How does that affect us in Ag? It means that we are losing a ton of expertise (capacity) and on a broad scale, an overall labor shortage as a whole. To sum it up, labor is going to become less skilled, more scarce, and more expensive as we move forward.

On the Deglobalization level, the world is moving to a multi-polar world, meaning there are going to be multiple countries that are going to compete for world power. This means moving away from the globalization system that we have known for the last 50-80 years. So, how is this going to affect Ag? Things are inherently going to become more expensive and in the short term, less available. Which means manufacturing is going to need to be brought back to North America.

How do we handle these two issues? At North Star Ag, we believe we need to collaborate or partner with our customers, manufacturers, employees, and service providers. We need to have more in depth conversations with all of our partners on how to become better partners, understand your needs, and figure out how we can make you more successful. Because at the end of the day, we understand that your success is our success.

How do we implement this? We completely move away from the transactional side of the business, start to ask more questions, and understand how we can better serve you and make you more successful. This also forces us to be more innovative and think outside the box to do things that this industry has typically not done. It forces us to view everything as a relationship, communicate more, and further leverage our relationships to make everyone more successful. So, I encourage you to share your needs with us, so we can figure out a way to become a partner in your operation and make you more successful.

Thank you all for taking the time to read our newsletter, as we look forward to continuing our partnership with you!



# WHAT'S NEW AT NORTH STAR AG

Here at North Star Ag, we not only take pride in our equipment, but our service and parts departments as well. We are your One Stop Shop for all things agriculture! We can sell you a new piece of machinery, service your equipment, or provide you with the parts needed to keep you up and running! With a full service team readily available and a stocked parts inventory on hand, we can ensure your downtime will be as minimal as possible!

Give us a call today for all things service and parts!



## RUN STRONG, ALL SEASON LONG

Reliable Parts for Your Agricultural Machinery



## STAFF SPOTLIGHT

### MEET ROD SERVICE TECHNICIAN

Rod has been a valuable part of the team here at North Star Ag for almost 5 years now. He is our conveyor guru, super Trucker, & our MacGyver - if Rod can't fix it, it can't be fixed! Prior to North Star, he worked at a local bean plant for 16 years and worked on many conveyors. Rod knows conveyors! He also does our hopper bin hauling and fabrication for us. When Rod is not goofing off or giving his co-workers a hard time, he can be found fishing, rebuilding cars, & taking his Mud Racing Jeep to the races.



## FEATURED PRODUCTS: CUSTOM WATER TRAILER/SKID SETUP

We live in an increasingly busy world and sometimes the small things can turn out to be the biggest time savers, such as a custom water trailer setup. At North Star Ag, we offer just that! We have multiple pre-made units built and ready to go!

# WATER TRAILERS

We have a variety of trailers, seed tenders, tanks, plumbing, and additional options available!



# SKIDS

Custom tank skid tailored to your needs! Plenty of skid, tank, and plumbing options available! We have skids on hand ready to leave the lot!



# COMMITTED TO QUALITY. COMMITTED TO YOU.



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