NORTH STAR AG

THE SHINING STAR

FROM THE CEO'S DESK

By: Zane Erickson

When I look at the current ag economy, it's ever more important to prepare today for what's coming next. The ag industry is historically an industry that has seen systemic change last, due to a lack of major consolidation, weather, and the willingness of the producer to work for low margins. To see what's coming next, I always like to look at other industries and see what's happening there and how technology has changed their business. What I see on a macro level is mass consolidation within every industry. Individual ownership is less and less, and there are two directions things are going.

The first and easiest direction is mass consolidation, decreasing costs through technology and producing a product that is cheaper than the next. This gives the business limited options due to the lack of value they are adding to the market. This is the position that 95+% of all ag producers are in. We are all trying to produce more product at a cheaper price with all the same resources available. This is what's known as a commoditized business. A commoditized business squeezes profits out of its finished product due to a lack of differentiation in product or service. Fewer and fewer operations are going to be able to play in this space going forward.

The second direction a business can go is toward a service, value-added model that gives the customer a better product, experience, and service. In this model, the business has many avenues for profit, can pivot more quickly, and can sustain higher margins.

When I look at the tidal wave of technology coming and artificial intelligence being incorporated in everything we do, it is going to force every business to choose its direction. There is going to be very little room to be in the middle and not be high-performing in whatever direction you choose.

Here at North Star Ag, we have chosen the service, value-added, experience-driven approach to our business. We aim to provide the best service and experience while adding value to your operation. I would challenge you to consider how we can best serve your operation. Thanks again for reading another edition of the Shining Star—we really appreciate your support.

WHAT'S NEW AT NORTH STAR AG

We're proud to announce that North Star Ag is now an official MacDon dealer!
Our team is excited to offer sales, parts, and full service for the complete lineup of MacDon headers. Known for their reliability, harvesting efficiency, and smooth performance in the field.
Whether you're looking to upgrade before next season or need replacement parts to keep your current header running at its best, we've got you covered. Stop by or give us a call to learn more about our on-hand inventory and how a MacDon header can make your harvest even more productive.



STAFF SPOTLIGHT

MEET JARED

MN OUTSIDE SALES & TILE MANAGER

We're excited to welcome Jared Kram to our team. Jared joined us in June, bringing over 19 years of experience in install, sales, and design from the drain tile industry. He built a strong reputation for reliability, hard work, and always putting the customer first. Jared understands the importance of showing up, listening, and providing the right solutions. Qualities that make him a trusted partner for our customers at North Star Ag.

Outside of work, Jared's life revolves around family and the outdoors. He enjoys farming, spending quality time with his loved ones, and working with horses. Hunting and fishing are also passions of his, giving him a chance to recharge. We are excited to have Jared on our team!



FEATURED PRODUCTS: TILLAGE EQUIPMENT

We have lots of Tillage Equipment on hand! From brands like Kuhn, Top Aiir, Summers more! New and used units available! Call us today for more information!

KUHN GLADIATOR:

1210-1630, 16”Wavy Coulters, Gen 2 montag box, 9 ton



UNVERFERTH RAPTOR:

16R30, 12 ton, shanks Rock Guard



SUMMERS APEX:

24R22, 17 ton dual bin, 60/40 split



KUHN 9R30 4835:

3/4” No-till shanks, Spring Reset, No-Till Points



AVAILABLE: USED STRIPTILLERS

- **2024 Kuhn Gladiator 1210-1630 ($218k)**

View Our Current Inventory

NORTHWEST CORNER UPDATE

By: Jon Michalenko

Harvest got off to a strong start, with warm, dry days allowing for steady progress across most of the region. Despite earlier concerns about dry conditions and limited subsoil moisture, most crops turned out to be of good quality. Reports from local elevators indicate that yields have been strong, with good test weights, quality, and protein levels.

As harvest winds down, now is a great time to start thinking about fall tillage and fertilizer application. We have an excellent selection of fall tillage equipment, including in-line rippers, high-speed discs, and heavy harrows. We also carry a full lineup of pull type fertilizer spreaders, including the ultimate ZT-TS Amazone spreader, Salford Air Boom Units, and the reliable Mobility spinner spreader.

Please reach out to our sales team, we 'll be happy to help you find the right unit for your operation.









WHAT WE'VE BEEN UP TO

With the June 20 derecho storm hitting our region hard, it pushed us into overtime — quoting, repairing, and shipping all the equipment that got wrecked in the storm. After that, the markets moved in a direction where grain storage became a premium, so we started positioning and bringing in products such as grain baggers, bags, hopper bins, and more, which we have been very busy with. That work transitioned us into the busyness of harvest.

Other than that, on the marketing side, we have done a couple photo shoots and a video shoot for future advertisements, as well as value-added projects like quick start guides and YouTube "how-to" videos to help minimize our customers' downtime. Our parts and service departments have been busy getting trained up on the MacDon line, which was a new addition in June. All of these things we do are meant to provide more value to you, the customer, and we want to thank you for letting us be a trusted partner.













COMMITTED TO QUALITY. COMMITTED TO YOU.

13196 34TH ST SE, TOWER CITY, ND

701-361-4790

NORTHSTAR-AG.COM