NORTH STAR AG

THE SHINING STAR

FROM THE CEO'S DESK

By: Zane Erickson

Becoming an Employee of Choice:

As we sit here today, we are coming off the slowest/starting, fastest-moving planting season we have had in a while. With every season, it shows the need for high-quality people in our operations. I want to talk about employee and demographic challenges that the industry is going to face in the next 10 years. The Baby Boomer generation is in full retirement mode. They were the largest generation in history, followed by one of the smallest generations in modern history. Currently, on an annual basis, there are more than 900,000 more people leaving the workforce than entering it. This is leaving a huge deficit of people to fill the roles that the boomers once occupied, not to mention the experience and expertise that is leaving the market as well. Essentially, the industry is facing a tighter labor market, a widening experience gap, and rising operational costs.

Knowing these demographic struggles, we all have to ask ourselves: how do we combat or overcome this headwind? In my opinion, this requires a multi-pronged approach that includes a focus on becoming an employer of choice, and also becoming a partner of choice with the people you do business with regularly. This means that we need to focus on being more transparent, flexible, and understanding in our own operations, while gaining a deeper insight into your business to see where we can create mutual synergies. In '21, with peak COVID challenges in front of us, we took this approach at North Star Ag. What we found is that we saw an increase in qualified job applicants, stronger alignment on programming with our partners, and an overall higher level of service that drove efficiencies across the board. I would encourage anyone who is in need of more capacity in their business to look into this approach and see the value it can add.

Thank you for reading our latest version of The Shining Star. Your support is truly appreciated.

Sincerely,

Zane Erickson
President, North Star Ag

WHAT'S NEW AT NORTH STAR AG

1,000th Seed Tender Sold!

We are incredibly proud to share a massive milestone with our North Star Ag community: We have officially crossed over 1,000 new and used seed tenders sold!



Whether you've bought a Meridian, Unverferth, J&M, Haul-All or any other brand from us over the years, we know that a reliable seed tender is what keeps your planting season moving fast. Reaching the 1,000-tender mark isn't just a big win for our team, it's a reflection of the trust you place in us to support your operation when every minute counts.

From everyone at North Star Ag, thank you for making us your trusted partner in the field. Here's to the next 1,000!

Time for post-season maintenance? Now that planting is officially wrapped up, let our qualified service team inspect, tune up, or handle warranty work on your tender before it goes into storage. Get it taken care of today so it's 100% ready

MERIDIAN
Authorized Dealer

STAFF SPOTLIGHT

MEET JAY ANDERSON

SERVICE MANAGER



We're excited to celebrate Jay and his 1 year anniversary as Service Manager at North Star Ag. Over the past year, Jay has become an important part of the North Star Ag team, helping keep our service department organized, efficient, and focused on taking care of our customers. Jay's dedication to customer service and willingness to jump in wherever needed have made a positive impact across the company.

Outside of work, Jay enjoys camping, fishing, deer hunting, and spending time at the farm. Interests that reflect the dedication, problem-solving mindset, and strong connection to the ag lifestyle he brings to customers and the team at North Star Ag every day. Thank you Jay for a great year and more to come!

FEATURED PRODUCTS: SPRING EQUIPMENT

We have lots of Spring Work unts on hand! From brands like Brandt, Unverferth, Meridian more!
New and used units available! Call us today for more information!

Sprayers

FAST S-SERIES:

3200 gal Tank, Capstan Iso Conroller,
Raven XRT Heigh Controll



TOP AIR TA2400:

2400 gal tank, Raven RCM,
Raven XCR Height Control



SIDE DRESSERS/STRIP FRESHENER

FAST 8224N:

2600 gallong tank, 24 row,
30' spacing, Raven RCM



FAST DURAPLACER:

60' toolbar, Rave ISO Controller,
Dual 380/90R46 Tires



AVAILABLE: USED Chemical Applicators

- **2020 FAST 9524T ($79k)**
- **2019 Top Air TA2400 ($75K)**
- **2026 UNVERFERTH 2600 NUTRAMAX ($115K)**

View Our Current Inventory

PARTS DEPARTMENT

By: Dave Broadwell

Reflecting on Spring: Preparation Meets Teamwork:

As we look back on the fast paced months of March, April, May, and June, our Parts Department is proud to report that this was one of the smoothest spring seasons we've experienced.

While our call volume and walk-in customer numbers were up compared to previous years, with our team fielding over 2,000 phone calls during the peak spring rush. The difference this year came down to two key factors: thorough winter preparation and the right team in place.

Managing an inventory of over 9,000 active SKUs takes an immense amount of coordination to ensure we have the right parts on hand when you need them most. Thanks to our off-season planning, we entered the spring rush with excellent inventory quantities on the shelves. Additionally, we expanded our parts team, bringing on new personnel to help carry the heavy lifting. Bringing Jeff Hintz over from the Service team was a huge addition. Jeff brought years of hands knowledge and was able to jump right in answering phone calls and helping customers get the parts they needed, alongside of our team. This addition allowed Dan Anderson to stay entirely on top of shipping, receiving, and stocking, allowed us to respond to your needs faster than ever before. We were able to keep hold times low, keep messages out of voicemail, and handle that massive call volume in a smooth, timely manner.

What's Next? Preparing for Fall:

We aren't slowing down just because planting is over. Our focus has already shifted entirely toward early fall preparation. Over the next month and a half, our parts department will be heavily focused on pre-orders and stocking up on everything required for the harvest season ahead.

Whether you need components for grain carts, strip tillers, rippers, tillage equipment, grain baggers, or header parts, we are ensuring that what you need is in our building well before you hit the field.

If you noticed a component wearing thin during the spring rush, don't wait for the fall rush to replace it. Give us a call today, and let's get your equipment completely squared away at a relaxed pace





WHAT WE'VE BEEN UP TO

Parts & Service Spring Rush

Planting season waits for no one, and our Parts and Service departments have been going full throttle to support you when it mattered most. Our team is dedicated to minimizing your downtime and keeping your machinery moving smoothly through the busiest stretch of the year. We thank you for trusting us to keep your season on track!



Custom Water Trailers

Our service team has been buzzing with custom projects designed to give our customers a competitive edge during tight planting windows. Our talented service team has been working overtime this spring, building, plumbing, and finalizing a steady stream of custom water trailers here in house. We take immense pride in how our service technicians tailor these high capacity rigs to each operations exact needs.





Tyler's 5 Year Anniversary

Great service starts with great people. We recently celebrated Tyler Richman's 5-year anniversary with North Star Ag! In today's fast-paced industry, having experienced, familiar faces on our team makes all the difference. We are incredibly grateful for Tyler's hard work, dedication, and the top-tier expertise he brings to our operations and our customers every single day. Cheers to five great years, Tyler!







COMMITTED TO QUALITY. COMMITTED TO YOU.

13196 34TH ST SE, TOWER CITY, ND

701-361-4790

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