

A closer look at the state of our industry



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AT JOHN DEERE, we appreciate the work you do every day to beautify the land that we live, work and play on. That's one of the many reasons we're pleased to sponsor the State of the Industry Report. We know it will be helpful to you as you work to strengthen your businesses, improve your service and prepare for the future.

When we consider the challenging economic conditions under which you've been operating in recent months, we realize 2009 has not been an easy year for many of you. The majority of respondents to this survey, for instance, say that the service markets in their regions are slightly or significantly down. You also say current economic conditions have changed the frequency with which you replace equipment.

That's why John Deere is continually finding ways to help you become more successful, even in tough times. For the third year in a row, we were the Green Industry Conference (GIC) Platinum Sponsor for PLANET and the Gold Sponsor for PGMS. Classes offered at GIC helped you earn industry certifications and find solutions to a wide range of business operation challenges. Through our National Account Contract with PLANET, we're also giving PLANET members easy access to competitively priced commercial equipment that keeps their businesses running — from zero turn mowers to tractors to utility vehicles and more.

We're also finding ways to help you operate more efficiently and cost-effectively. Our dealers' service organizations are working closely with customers to ensure down time is minimized and John Deere Credit is helping professionals purchase or lease the equipment you need on terms that make sense for you. That, along with our full product and service offering through dealers and John Deere Landscapes, is helping lessen the economic effects we're all feeling these days.

While you're reading through the report, be sure to notice the notes of hope. For example, more than half of you expect to maintain or increase revenue this year. You also recognize that while economic recovery might seem slow in coming, it will come, and you're preparing for that day.

In 172 years of business, John Deere has seen its share of downturns and upswings — and we're here to see you through both. We're proud to serve you as a true business partner. Thanks for making us part of your team.



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Sponsor's View