

John Deere Lends Its Name to Sugar Cane Harvesting Machines in Brazil

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The renowned John Deere brand name will now make its way to sugar cane harvesting equipment with the rolling out of the new branding and the famous green and yellow color combination at Brazil's Agri-Show equipment show this week.

"The John Deere name is recognized as a global leader in many businesses," said Daryl Schloz, who is general manager and president of Cameco Industries, Inc., a subsidiary of Deere & Company.

"As the world leader in sugar cane harvesting equipment, it is important to link our customers to the well known John Deere values of integrity, quality, commitment and innovation." Cameco has announced plans to rename the company John Deere Thibodaux, Inc.

After Deere & Company acquired Cameco in 1998, Cameco continued to use the Cameco colors and trademark for sugar products. Now, however, Schloz said, by changing Cameco to John Deere Thibodaux, Inc. and placing the John Deere brand on sugar cane harvesting machines, Deere provides an outward signal to customers that the sugar cane harvesting business is fully integrated with other aspects of the leading agricultural equipment company in the world.

He said customers can be assured that they will continue to receive the same high level of committed service from the company, dealers, and support programs.

After the Agri-Show, production of the newly-branded 3510 sugar cane harvester will begin at the Catalão, Brazil and continue at the Thibodaux, Louisiana locations. Former Cameco facilities will now display John Deere Thibodaux, Inc. signage.

Deere & Company is the world's leading manufacturer of agricultural and forestry equipment; a major manufacturer of construction equipment; and a leading supplier of equipment used in lawn, grounds and turf care.

The company was founded in 1837. John Deere agriculture, construction and forestry equipment is distributed through a network of more than 1800 independent dealers worldwide.

Deere & Company - www.deere.com