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# ROUGH STUFF

## GREEN GIANT

John Deere is about to change the Ontario golf landscape—literally



Ontario superintendents should reap the rewards of added competition.

An industry due for a good bounce is about to get one, as the golf division of turf equipment goliath John Deere is preparing to cut a wide green swath through Ontario.

The official golf course equipment supplier of the PGA Tour and many of the top public facilities in the U.S., Deere's renewed focus on the region promises premium conditioning and service. But the simple idea of adding another big player to a market

presently dominated by Toro is healthy for everyone, suggests Oakdale G&CC superintendent Michael Dermott.

"It's competition, meaning the manufacturers and distributors are going to have to come through with quality products and service and better pricing, which is good news for the course and its members," says Dermott, whose club has gone exclusively with Deere product through Ontario's GT Golf & Turf. And

while Deere's advantages over the competition include its own finance company, as well as access to a vast array of agronomic and landscape products, the company's financial state also translates to a technological edge, suggests Gregg Breningmeyer, John Deere's group director of global sales and marketing.

"We're fortunate to be part of a company that celebrates 175 years next year," notes Breningmeyer. "We've grown to almost a \$28 billion enterprise globally, and have a global footprint and infrastructure for parts and service and logistics that our competition doesn't enjoy. Through the first three quarters, John Deere Worldwide to date is up 51% in operating profit—and that follows a record year in 2010! As many headwinds as the golf industry has faced, the precise opposite is true of the agriculture and turf side of our business. That offers a distinct advantage, since we're able to invest at a time when others cannot. So despite the current economic climate for golf, we're unusually optimistic about the next five years here."