



# Maryland Farm Bureau, Inc.

3358 Davidsonville Road • Davidsonville, MD 21035 • (410) 922-3426

FOR IMMEDIATE RELEASE

Contact:

Katie Ward

[kward@mdfarmbureau.com](mailto:kward@mdfarmbureau.com)

## **Maryland Farm Bureau, Caterpillar Inc. Announce New Partnership**

Davidsonville, MD 9September 15, 20150 – Maryland Farm Bureau and Caterpillar Inc. announce a new partnership that will provide members up to \$2,000 in purchase incentives on Cat machines. In addition, Caterpillar plans to support Farm Bureau programs in 2016 and coordinate with Farm Bureau on other efforts.

“Our extensive product line, with more than 300 Cat machines, reflects our commitment to the ongoing success of American agriculture and rural businesses,” said Dustin Johansen, Caterpillar Agriculture Industry Manager. “We’re proud to partner with Maryland Farm Bureau and the American Farm Bureau Federation and help members get their jobs done with the highest quality, best value equipment, attachments and integrated solutions in the industry.”

Eligible equipment includes Cat skid steer loaders, compact and multi-terrain loaders, wheel loaders, telehandlers, backhoe loaders, hydraulic excavators and track-type tractors. A range of incentives are offered:

- Small Wheel Loaders: \$2,000
- Compact Wheel Loaders: \$1,000
- Small Dozers: \$1,000
- Backhoe Loaders: \$500 - \$1,000
- Compact Track Loaders: \$500 - \$1,000
- Multi Terrain Loaders: \$500 - \$1,000
- Skid Steer Loaders: \$500 - \$1,000
- Telehandlers: \$500 - \$1,000
- Mini Hydraulic Excavators: \$250 - \$500

“Everyone at Maryland Farm Bureau is excited about this new Member Benefits program,” said Chuck Fry, president of Maryland Farm Bureau. “Caterpillar and agriculture have a shared history that goes back more than a hundred years, and our new partnership will make it easier for our members to improve productivity and efficiency to maintain profit margins.”

In addition to providing reliable, fuel-efficient equipment that is more economical for farmers, ranchers and rural business people to own and operate, Caterpillar is also committed to the safety of operators and

to ongoing innovation in design and engineering. Along with providing unparalleled parts availability, Cat Dealer service helps ensure the long-term reliability of equipment.

“Our product solutions are designed and built for maximum performance and safety,” said Johansen. “We are constantly developing and refining advanced power and hydraulic technologies to ensure that our products provide Farm Bureau members with the power, versatility, efficiency, ease of operations and reliability they have come to expect.”

The Farm Bureau Member Benefit discount on Cat machines can be combined with any current retail discounts, promotions, rebates or offers available through Caterpillar or its dealers, with the exception of other membership purchase incentives (NCBA discount).

All Maryland Farm Bureau members are eligible. Discounts cannot be applied to past purchases. Members must provide a valid Member Verification Certificate to the Cat dealer at the time of purchase to receive the discount. Certificates may be obtained at [www.fbadvantage.com/cat](http://www.fbadvantage.com/cat) as of September 1, 2015.

###

### **About Caterpillar**

For 90 years, Caterpillar Inc. has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. With 2014 sales and revenues of \$55.184 billion, Caterpillar is the world’s leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. The company principally operates through its three product segments – Construction Industries, Resource Industries and Energy & Transportation – and also provides financing and related services through its Financial Products segment. For more information, visit [www.caterpillar.com](http://www.caterpillar.com).

### **About Maryland Farm Bureau**

Maryland Farm Bureau is a private, non-profit membership organization. It is controlled by its members through the democratic process and is financed by voluntary membership dues. Its strength comes from the active participation of over 36,000 member families that belong to the state’s 23 county Farm Bureaus. For more information, visit [www.mdfarmbureau.com](http://www.mdfarmbureau.com).

### **About the American Farm Bureau Federation**

With family members at the county or parish level in all 50 states and Puerto Rico, the American Farm Bureau Federation is the unified national “Voice of Agriculture,” working to enhance and strengthen the lives of rural Americans to build strong, prosperous agricultural communities. AFBF is the nation’s largest and most influential grassroots organization of farm and ranch families. Additional information may be found at [www.fb.org](http://www.fb.org). Follow AFBF on Twitter: [@FarmBureau](https://twitter.com/FarmBureau).