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John Deere Announces New 4-H Clothing Line

GRIMSBY, ON- John Deere is hoping 4-H members across Canada will be proud to sport their green...and yellow when they show their colours!

A brand new, co-branded clothing line from John Deere will launch exclusively in John Deere dealerships this spring, in celebration of the equipment manufacturer's 60 year membership with the Canadian 4-H Council.

"We are excited that we can leverage the John Deere brand to give back to 4-H," says David Chipak, Manager of John Deere's Ag and Turf business in Canada. "Many of our employees and our dealers' employees are alumni, so we understand how important 4-H is in developing future leaders of agriculture in this country."

The lineup will initially include t-shirts, ball caps and a sweatshirt featuring both the John Deere and 4-H Canada logos. It may be extended to other items in the near future. A portion of the merchandise sales will be donated back to the Canadian 4-H Council. John Deere will be planning more promotions throughout the year to recognize the milestone.

John Deere (Deere & Company — NYSE: DE) is a world leader in providing advanced products and services for agriculture, forestry, construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

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