



MANUFACTURERS OF QUALITY AGRICULTURAL EQUIPMENT SINCE 1917

For Immediate Release

MCFARLANE MANUFACTURING CO. CELEBRATES 100 YEARS 1917-2017

Sauk City, WI, February 13, 2017 – The McFarlane Mfg. Co. is “kicking-off” the celebration of their 100 Year Anniversary this week at the 2017 National Farm Machinery Show in Louisville, KY. The company has a series of events planned over the next several months to not just mark the occasion but also to thank their customers, partners and team members.

“My grandfather, Earl, brought an industry to our family and Sauk City when he started the Wisconsin Tractor Company in 1917. He started designing and building his own harrows during the 1930’s because he saw a better way. While our equipment manufacturing has rapidly grown over the last three generations, the family tradition continues today as it has since 1917” states Stan McFarlane, Vice President, Manufacturing.

“The increasingly complex business environment of the 21st Century is providing quite a challenge to the entire Ag Industry,” adds Norm Burgeson, Sales Manager. “Yes, McFarlane has a great history to reflect upon, but the story is really about how the company is so well positioned to continue to be a leader and innovator through our quest for continuous improvement. As a short-line company, we understand the need to offer solutions, performance and outcomes that can’t be found elsewhere.”

Todd Lassanske, General Manager, echoes those thoughts. “New product development has been the key to the company’s success over the past century and that will be even more imperative going forward. The Quadra-Till Ultimate One Pass Fall Tillage Tool and the Incite® 5000 Universal Tillage® Tool are the most recent examples of Team McFarlane’s ability to successfully introduce not just new tools, but new product categories as well.”

In keeping with that 100 Year reputation as an innovator in the industry, McFarlane Mfg. is introducing the HDL-1100 Series Harrow Cart in Louisville. It features a new, updated design, that is now more reliable and user friendly than ever before, to create the ultimate seedbed with a single pass. It can be viewed along with other McFarlane Products in Booth 4972.

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