

PARTNERSHIPS FOR SHARED SUCCESS

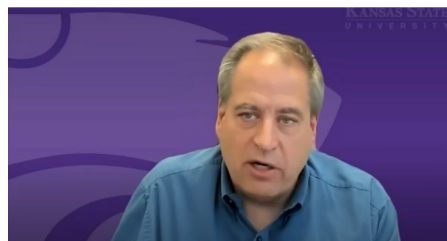
VIRTUAL - OCTOBER 27, 2021

Over 30 attendees participated in a virtual event focused on Partnerships for Shared Success. Led by the Kansas Dept. of Agriculture, the event had presenters from K-State TDI and Kansas Manufacturing Solutions that shared their technical capabilities for manufacturers, and also featured the "Trifecta" partnership between Farmada, ShieldAg Equipment, and SureFireAg. Presenters included:



Russell Plaschka - KDA

Russell, KDA Business Development and Workforce Program Manager, was the moderator for the event.



Jeff Tucker - K-State TDI

Jeff Tucker gave an overview of the TDI capabilities and programs available through the GPTMC.



Tiffany Stovall - KMS

Tiffany Stovall shared information about KMS and their new supply chain tool called Connex Kansas.



Daniel Rauchholz- Farmada

Farmada develops a fertilizer toolbar that can apply anhydrous ammonia and other components.



Mike Bergmeier - ShieldAg

ShieldAg Equipment designs, manufactures, and distributes innovative agricultural products.



Nicholas Bowles - SureFire Ag

SureFire Ag specializes in providing solutions for the control and application of liquid and dry fertilizer.

To watch the webinar recording, please visit <https://www.youtube.com/watch?v=O1kNxZYn9Fo>

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Trifecta History



Daniel Rauchholz, founder of Farmada, previously worked with Great Plains Manufacturing for 18+ years in the International Sales Dept. He left Great Plains in 2016 and started Farmada. He quickly realized that he did not have the same team, support, machines and tooling like he did at Great Plains. He had to figure out how to overcome these issues and connect with great partners to make his company a success. At a farm show in Ukraine in 2017, Daniel met with Mike Bergmeier, which he knew from working at Great Plains, and discovered they had synergies and a great opportunity together. By working with ShieldAg's expertise and technology, Daniel realized he could move forward and cut back time on developing the Farmada toolbars himself. At the same time, he also had a strong connection with Nicholas Bowles with SureFire Ag. With the knowledge and cooperation of all three companies, they created a successful "Trifecta" to develop a product that has a part and specialty from each company.

As seen in the picture above, the toolbar products have components from Farmada, SureFire Ag and ShieldAg. The orange toolbar itself is from Farmada. The anhydrous cooler, injection and electronic parts on the toolbar are supplied by SureFire Ag. ShieldAg builds and supplies the black colored row unit parts on the bottom of the toolbar. Each company shares designs and drawing files to ensure that all of the parts fit perfectly to minimize fitting problems. This is a great example of how collaborative partnerships can create successful products and reach international markets.

