



# NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, April 25, 2013

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## Legislative & Regulatory News

### Labor deal reached for Ag

#### Farm groups say deal will help ensure a legal workforce

Farm groups issued statements late Friday applauding an agreement with United Farm Workers and key senators who had been negotiating over an agricultural guest-worker program.

Dow Jones news service reported late Friday afternoon that under a new visa program, employers would be allowed to hire as many as 112,000 foreign laborers to work in agriculture in the first year after the program is implemented. An additional 112,000 slots would open up in the program's second year, and so on for five years, with the total number capped at 337,000, a member of the Agriculture Workforce Coalition, the collection of business groups negotiating the deal, told Dow Jones. After five years, the Department of Agriculture would be responsible for setting an appropriate cap for the program.

Western Growers, which represents major fruit and vegetable farmers in California and Arizona, issued a statement from Tom Nassif, president and CEO of the group, applauding the deal. Nassif has been one of the main negotiators with the farm workers union. Nassif said the framework agreed to would offer a viable solution to ensure farms have access to a legal work force.

[Read more...](#)

Source: DTN

### U.S. Bank: Small business owners disagree on direction of economy

Small-business owners in the U.S. disagreed on the state of the economy in 2013, though slightly more thought the economy was recovering rather than contracting, an improvement over last year, according to recent data from a U.S. Bank survey.

Government spending was small-business owner's top concern, followed by unemployment, health care and taxes according to the survey from U.S. Bank, a unit of U.S. Bancorp (USB), which included 3,210 small businesses. During 2012, health care topped the list.

About 45% of the respondents said they thought the U.S. economy was in a recovery, while 43% thought the economy was in recession and 10% were undecided.

[Read more...](#)

## From the NAEDA Office

### Keeping Our Eyes on Washington By Mike Williams

Congress has just returned from their Easter recess break to take up the matters of the country. There are a couple of items we thought you should be aware of that will be taking place over the next few weeks and months.

First off, let's start with the House of Representatives. The House Ways and Means Committee has announced the

Source: Fox Business

### **Immigration bill calls for slew of regulations, new bureaucracy**

The sweeping immigration reform bill unveiled Wednesday would bring a raft of new regulations and add more layers to the federal bureaucracy. The 844-page Senate bill calls for a dramatic expansion of the country's worker verification system, an overhaul of visa programs and a new set of proposed regulations allowing undocumented workers to become "registered provisional immigrants." The bill would establish penalty systems for employers and create protections for vulnerable immigrant workers in order to achieve the largest overhaul of the nation's immigration system in decades.

Read [more](#).

Source: The Hill

### **Internet sales tax advances after Obama endorsement**

Legislation that would empower states to tax online purchases cleared a key hurdle in the Senate on Monday after winning an enthusiastic endorsement from President Obama.

Senators advanced the bill in 74-20 procedural vote on Monday evening, just one vote short of the backing it received in a test vote last month. Twenty-six Republicans joined Democrats in moving forward with the bill.

The Senate will now begin debate on amendments. The chamber is expected to hold the decisive vote on the bill — known as the Marketplace Fairness Act — later this week.

[Read more...](#)

Source: The Hill

### **Country-of-Origin labeling for meat in controversy again**

The 30-day comment period for the Agricultural Marketing Service (AMS) of USDA proposed revised rules for country-of-origin labeling (COOL) for meat ended on April 14. AMS will review the comments received with a focus on May 23 for implementation of new rules required by a WTO ruling that the current regulations disadvantage imported animals. The Canadian government has already indicated that it considers the revised rules more discriminatory against meat from imported animals than the current ones found at fault in the WTO case.

The issues at hand are fairly narrow – do the rules put Canadian and Mexican live animals at a competitive disadvantage and do the labels provide adequate information to consumers? The issue is not about labeling laws; the U.S. government has the right to require labels stating sources of origin and the WTO ruling reconfirmed that. Whether or not consumers read the labels is also not an issue. The cost of COOL for the U.S. livestock production and meat processing industries is not up for debate. Congress passed the law as part of the 2002 and 2008 farm bills and the President signed them; changing the law is up to them.

The Canadian and Mexican governments filed cases at the WTO claiming their animals were disadvantaged by treatment not consistent with commitments of the U.S. government as a member of the WTO. In June 2012, the WTO Appellate Body affirmed a previous WTO Panel's finding that record keeping and verification result in processors segregating animals and create incentives to process exclusively domestic livestock and disincentives to process imported ones. The least costly way of complying is to rely exclusively on domestic livestock and thus has a detrimental impact on the competitive opportunities of imported livestock.

[Read more...](#)

Source: Truth about Trade

### **USDA proposes simplified application process for renewable energy funding**

The U.S. Department of Agriculture has proposed a series of changes to make it easier for agricultural producers and rural small businesses to apply for renewable energy and energy efficiency funding. USDA

formation of 11 separate Ways and Means Committee Tax Reform Working Groups. The groups will be led by one Republican member serving as chair and one Democratic member serving as vice chair. Each of the 11 groups will review current law in its designated issue area and then identify, research and compile feedback related to the topic of the working group. The working groups will be responsible for compiling feedback on its designated topic from: 1) stakeholders, 2) academics and think tanks, 3) practitioners, 4) general public and 5) colleagues in the House.

Once the work of those groups is completed, the Joint Committee on Taxation will prepare a report for the full committee. The final Joint Committee on Tax Report is expected to be delivered to the Ways and Means Committee on Monday, May 6, 2013.

So why is NAE DA pointing this out to you, you are probably asking? We wanted to make you aware of the areas NAE DA will be commenting on to the committees. Dealers need to be aware of these issues so you can reinforce them as you see and speak with your representatives over the coming months. If tax reform is going to happen, one of the ways it will happen will be through the House Ways and Means Committee; that is why it is important to know what our issues are.

We will be submitting comments on:

1. **LIFO.** We will explain why this accounting method is important to dealers and what it means to the industry.
2. **Equipment Depreciation.** We will outline why the IRS depreciation schedules should be authorized to change equipment depreciation to five years from the seven years that currently exists. Some of the same rationale for the next item will also be used as our arguments here.
3. **Bonus Depreciation and Section 179 Expensing.** We will state why customers buying equipment should be allowed to write off a piece of equipment over a shorter lifetime. Our statements will include that the depreciation change should increase your customers' income, help in any debt

remains focused on carrying out its mission, despite a time of significant budget uncertainty. The announcement is one part of the Department's efforts to strengthen the rural economy.

Read more about the [program](#).



## Industry & Manufacturing News

### Dealer Summit announced for GIE+EXPO

A highly relevant new seminar has just been announced for Dealer Day at GIE+EXPO in Louisville. On Oct. 23, a lunch-and-learn Dealer Summit will include a session unveiling new research about buying and attitude trends to help dealers be more effective in reaching top contractors. The seminar will also include a panel discussion on important developments like diversification, marketing, social media, sales management and more. Distributors are also encouraged to attend. Attendees will receive a full copy of the research report.

The new research will be presented by GIE Media, the publishers of Lawn & Landscape, Golf Course Industry and Green Industry Supply Chain News magazines.

Another just-announced presentation will include an incisive panel discussion featuring leaders from major manufacturing partners moderated by longtime industry leader Kim Rominger. Rominger is the executive vice president of Association Management Group and one of 16 association executives associated with the North American Equipment Dealers Association, which is helping organize the Summit.

Topics for the panel discussion will include how dealers fit into the future for these companies, how the companies plan to use online sales in the future, compatibility of electronic communications and billing systems and, of course, how they are responding to the challenge of E15.

The new Dealer Summit will run from noon until 3 p.m. on Wednesday, Oct. 23 at the Kentucky Exposition Center, the site of GIE+EXPO (the Green Industry & Equipment Expo) and the collocated Hardscape North America. Pre-registration is required for participation in the Summit. The cost to attend the Summit is \$50 and the cost to register for the tradeshow is \$10 through Sept. 11; \$25 Sept. 12-Oct. 22; or \$50 onsite.

Kris Kiser, president & CEO of the Outdoor Power Equipment Institute, one of the sponsors of GIE+EXPO, said, "Astute dealers and distributors will jump at this opportunity. This is a chance for them to hear, first hand, about the big trends impacting the market and how their supply partners plan to work with dealers in the future."

### Dealer Day

GIE+EXPO's 2013 dates are Oct. 23-25. Wednesday, Oct. 23, will be an exclusive preview day for dealers, retailers, distributors and media. A Dealer Resource Pavilion will be open 9 a.m. - 7 p.m. and indoor exhibits will be open 3 - 7 p.m. During a welcome reception on the show floor, 5 -7 p.m., many of the

repayments and allow for timely replacement of equipment with newer models. We intend to also mention that faster equipment replacements bring environmental benefits from newer engines, better fuel efficiencies and the latest technology in emission controls.

**4. Buildings and Building Contents.** We will ask the relevant committee to review the "class life" definitions of a dealership's buildings and contents. The current depreciation schedules spread out the costs of such improvements over too long a recovery period, which often delays a dealer from making such improvements. The need for buildings to accommodate newer and larger pieces of equipment and for adequate diagnostic hardware to service equipment, including tracking and guidance systems, is creating a demand for these capital expansions which justify why we believe the schedules should be reviewed and changed.

**5. IRS Code Section 263A.** We will make the case that the current threshold of \$10 million in annual sales is too low, as this outdated IRS code section requires dealerships to capitalize certain costs—such as labor, handling, purchasing and storage of inventory products. This "capitalization" is a highly complex calculation for most dealers. Our second reason for asking for a change is the fact that the \$10 million figure has not kept up with business growth or the consolidations of businesses.

We encourage you to submit your own comments and recommendations to the various study groups. For more information on how to do this, see the article, "Tax Reform Targeted," on page 11 of this issue.

The second item in Washington we will be watching and commenting on as appropriate is the budget discussions. There will be a lot of trade-offs going forward by

exhibitors will host games, food, festivities and prizes in their booths, including a \$5,000 giveaway sponsored by STIHL Inc.

On Thursday and Friday the tradeshow and the adjacent Outdoor Demonstration Area will be open to all in the industry.

### Registration

Now the 9th largest tradeshow in North America, GIE+EXPO is sponsored by the Outdoor Power Equipment Institute, Inc. (OPEI), Professional Grounds Management Society (PGMS) and Professional Landcare Network (PLANET). For information and online registration: [www.gie-expo.com](http://www.gie-expo.com). Other contact points: [Facebook](#), [info@GIE-EXPO.com](mailto:info@GIE-EXPO.com) and 800-558-8767/812-949-9200.

Source: GIE+EXPO

### 2013 Dealer's Choice Awards presented at recipients headquarters

The North American Equipment Dealers Association presented its inaugural Dealer's Choice Awards to the 2013 recipients this month. The awards were presented at the company headquarters of Hustler Turf (Excel Industries) in Hesston, KS; Kubota Tractor Corporation in Torrance, CA; and Vermeer Corporation in Pella, IA.



#### Hustler Turf/Excel Industries

L-R, Jeff Flora, SouthWestern Association representing NAEDA; Adam Mullet, Director of Marketing; and, Paul Mullet, President & CEO



#### Kubota Tractor

L-R, Buck Trawick, KTC Marketing Director; Greg Embury, KTC Senior Vice President, Marketing and Dealer Development; Steven Kost, Far West Equipment Dealers Association representing NAEDA; and, Todd Stucke, KTC Vice President, Agriculture and Turf Division



#### Vermeer

L-R, Andy Goodman, Iowa-Nebraska Equipment Dealers Association representing NAEDA; Bob Vermeer, Chairman, Vermeer Corporation; Mindi VandenBosch, Human Resources Continuous Improvement Manager; and, Joe Michaels, Managing Director of Forage Solutions

The NAEDA Dealer's Choice Awards are determined from results of dealer evaluation data collected from the association's annual Dealer Manufacturer Relations Survey. The survey asks dealers to evaluate the companies whose products they sell in key areas correlated to a dealer's operational model. The Dealer's Choice Award is designed to recognize those manufacturers who in the eyes of the dealers are doing an exceptional job of providing them with top-quality products, parts, services and support.

### Illinois River to crest Thursday

#### Sections of Mississippi, Illinois Rivers closed to barge traffic

The Coast Guard has established safety zones along large sections of the Mississippi and Illinois Rivers, essentially closing them to commercial traffic due to high water.

More than 100 barges broke free of their moorings near St. Louis on Saturday. Most of the barges were corralled, but some sank and others collided with a bridge, causing authorities to close it temporarily to make sure it was still structurally sound, according to reports from the U.S. Coast Guard.

both parties, and the issue most likely to get caught up in those trade-offs is the next farm bill. Please refer to the Advocacy Section of this magazine issue to get a full understanding of the possible farm bill issue.

MIKE WILLIAMS is vice president of government relations for NAEDA.

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### About NAEDA Update

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The North American Equipment Dealers Association provides educational, legal, legislative, and financial services to approximately 5,000 retail agricultural, construction, large property/rural lifestyle, and outdoor power equipment dealers in the United States and Canada.

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Barges have also broken loose near Vicksburg, Miss., and on the Illinois River. The Mississippi River has reopened to traffic in Vicksburg, but the Illinois River safety zone will remain in place until April 30, according to a river conditions update by the Ingram Barge Company.

[Read more...](#)

Source: DTN

### **Soucy Track unveils the S-TECH 800**

**Drummondville (Quebec), Wednesday, April 17, 2013** - On April 15, 2013, the Canadian company Soucy International Inc. announced the launch of a brand new product in its line of Soucy Track agricultural track systems: the S-TECH 800. Designed for high-power tractors, this track system is the culmination of many years of research and development.

The commercial success enjoyed by Soucy Track over the past eight years, combined with our experience in the field, are clear indications that the track system market is booming. Assuming its role as a global industry leader, Soucy Track has made it its mission to offer farmers a system that leaves no room for compromise and outperforms anything on the market today.

"With this system, we've raised the bar, bringing every single detail that matters to farmers to a new level of evolution. No compromises were made in the creation of this system. Whenever a decision had to be made, we opted for performance and durability," said André Todd, General Manager of Soucy International Inc.

[Read more...](#)

Source: Soucy-Track

### **Kubota Tractor Corporation announces senior leadership promotions and new addition**

Kubota Tractor Corporation is pleased to announce new senior leadership roles within Marketing and Dealer Development and across the Construction Equipment, Agriculture & Turf divisions. The senior-level promotions and addition are part of Kubota's ongoing efforts to further expand and strengthen its position in the U.S. marketplace.

*"Kubota is growing into the future, and we are dedicated to improving organizational alignment and strengthening our core business,"* said Mr. Yuichi "Ken" Kitao, president of Kubota Tractor Corporation. *"These deeply experienced leaders within our organization bring tremendous knowledge, skills and industry depth that will help ensure Kubota's continued momentum and success."*

Organizational changes within the Kubota senior leadership team include:

- **Greg Embury, Senior Vice President, Marketing & Dealer Development:** Embury began his career with Kubota in 2001 as vice president of sales and marketing. With more than 30 years of agriculture and construction equipment industry experience, Embury has led the nationwide Kubota team through significant company growth. In his new role, he will provide continued strategic direction for Kubota's marketing efforts, while further fostering relationships and growth within the national dealership network.
- **Ted Pederson, Vice President, Construction Equipment and Northern Division:** Pederson joined Kubota in 1979 as a regional sales manager in the company's Southeast Division and has held various positions of increasing responsibilities since that time. He has been an integral part of Kubota's success throughout the years and is a long-tenured and dedicated employee. In his new role, Pederson will guide expansion of Kubota's construction equipment line, while overseeing the activities of the Northern Division.
- **Todd Stucke, Vice President, Agriculture & Turf Division:** Prior to joining Kubota in January 2013, Stucke spent 23 years at AGCO Corporation. While at AGCO, he held various positions of increasing responsibility and rose through the ranks in sales and marketing, most recently serving as director of marketing of the hay and harvesting division. His extensive experience and knowledge of the agriculture industry will serve him well in his new role where he will lead Kubota's continued growth in the agriculture and turf markets.

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Events

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Source: Kubota

### **NAEDA releases 2013 Dealer-Manufacturer Relations report**

NAEDA has compiled and published its comprehensive report on Dealer-Manufacturer Relations. Using a noted third-party survey and data collection and reporting apparatus, NAEDA asked dealer-members throughout North America to rate their manufacturers on twelve key operating categories. The 68-page report is being released this week to dealers (through their regional affiliate associations) and the manufacturers.

The information can be used to monitor how manufacturers compare with other manufacturers when assessing potential business partners. Manufacturers can use the summary as a baseline for areas of improvement within their organization and the industry as a whole. The aim is to have serious discussions about industry best practices in these key business areas.

Over 3000 total evaluations were submitted from dealers throughout North America evaluating twelve categories of dealer/manufacturer relationships, a significant increase from previous years. This report includes summaries of these survey categories for 46 manufacturer/brands also up from last year. These companies received a sufficient number of responses necessary to provide meaningful analysis of results. The brands included in the report reflect the diversity of products sold and serviced by dealers.

The survey results are broken down into four sections for comparative purposes: 1) All Manufacturers, 2) Ag Manufacturers/Shortlines, 3) OPE Manufacturers and 4) Major Tractor Manufacturers. Each brand's mean score for each category is measured against the mean for all 46 manufacturers, plus each manufacturer in the company's specific section. In addition, each company is measured separately against the mean for all manufacturers combined in bar graph form.

NAEDA has also announced the inaugural Dealer's Choice Awards<sup>SM</sup> for 2013. The designation was awarded to the manufacturer scoring highest total scores from the twelve evaluated categories on the survey among three sections – Major Tractor Manufacturers; Ag/Shortline Manufacturers; and OPE Manufacturers. Congratulations to this year's winners Kubota Tractor, Vermeer and Hustler Turf.

### **Canada's Farm Progress Show June 19-21, 2013**

#### **Regina, Saskatchewan, Canada**

Farm equipment buyers and sellers from around the world are getting ready once again to converge on Regina, Saskatchewan, Canada for the [Canada's Farm Progress Show \(CFPS\)](#). Now in its 36th year, CFPS is our northern neighbor's largest agricultural technology shows and one of the largest dryland technology shows in the world.

The show, which this year runs June 19-21, features 1.9 million square feet of display space that each year draws roughly 45,000 qualified ag industry visitors from over 55 countries.

"CFPS is the agricultural trade show which displays the largest number of machinery used for crop farming under dry conditions on large fields. The size of machinery is unique! I would call CFPS the Mecca for direct seeding technology," says Tobias Eichberg, Publisher of the Eichberg Ag Trade Show Report.

Sponsored by major industry names such as John Deere, Seed Hawk and SeedMaster, the show has increasingly become a place for ag equipment dealers and buyers to see and be seen due to Canada's increasingly important place in the international equipment trade market.

[Read more...](#)

Source: Canada's Farm Progress Show

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## NAEDA, Association & Program Partner News

### NAEDA seeks applications for a President and CEO

Waverly Partners, LLC has been retained by the NAEDA Board of Directors for the search of a new President & Chief Executive Officer. This is an opportunity for a committed executive to lead a trade organization with a long history of success. Interested candidates should send a resume to Waverly Partners at [NAEDA@waverly-partners.com](mailto:NAEDA@waverly-partners.com).

For more information about the position and a position description [click here](#).

### An introduction to EMV

EMV will significantly alter the U.S. payments industry, bringing a global standard and advanced security to the point of sale, while paving the way for innovation through mobile acceptance. Every physical point-of-payment that accepts a mag-stripe card today will be updated to include the ability to accept contact and contactless EMV chip cards and related devices (smart phone, key fob, watch, etc.).

Over the next few years, EMV will act as a springboard for the implementation of a wide-range of innovative value-added smart card and mobile commerce applications. These applications will, in turn, provide a world of exciting possibilities for consumers, merchants and financial institutions.

EMV adoption will dramatically alter the way payments are made, similar to major shifts that occurred with the migration from paper to electronic processing, and again with the introduction of e-commerce and online shopping.

[Read more...](#)

Source: Elavon

### American Jobs for America's Heroes

Employers looking for qualified employees have free and direct access to thousands of unemployed National Guard members and military veterans through the American Jobs for America's Heroes alliance. With more than 60,000 unemployed National Guard members nationally, this is a huge resource for employers looking for skilled, experienced and reliable employees. [Register now](#) for posting jobs at no cost.

American Jobs for America's Heroes is a win/win program. Small to mid-size employers looking for skilled employees now have an avenue to post job openings at no cost, and the more than 60,000 unemployed National Guard members, veterans and spouses have a well-organized place to match their skills with available jobs. NAEDA wholeheartedly supports this effort to create jobs and encourages dealers to post applicable open positions on the National Guard job portal.

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\*Online statements included; paper statements may carry a fee.



### Canadian News

#### Poll suggests energy independence trumps environmental concerns

U.S. and Canadian policymakers in favor of TransCanada Corp. proposed Keystone XL pipeline got a bit more ammunition for their cause Monday. A new poll of American and Canadian residents suggests a majority in both countries—74% of Americans, 68% of Canadians—either support or “somewhat” support the controversial pipeline, which has been the target of intense opposition by environmentalist groups and key Democratic lawmakers.

[Read more...](#)

Source: The Wall Street Journal

### **U.S. border fee proposal to be 'vigorously' fought by Ottawa**

Ottawa "will vigorously lobby against" a proposal to charge every vehicle and pedestrian a fee to enter the United States at any land border crossing, says a spokeswoman for Canada's Department of Foreign Affairs and International Trade.

[Read more...](#)

Source: CBC News

### **Red tape stressing out farmers, distracting from business**

Red tape is stressing out farmers and deterring them from growing their businesses at a time when the sector needs to innovate, say experts. "We get hundreds of comments from our members, and what they reveal is farmers' frustrations with regulators who often don't understand the challenges of running a farm," said Marilyn Braun-Pollon, vice president of the Canadian Federation of Independent Business.

[Read more...](#)

Source: The Hill Times

### **A Trudeau again leads Liberal Party**

Justin Trudeau was elected leader of the embattled Liberal Party of Canada on Sunday, 45 years after his charismatic and contentious father, Pierre Elliott Trudeau, assumed the same political position.

[Read more...](#)

Source: The New York Times

### **Farm Credit Canada (FCC) releases Spring 2013 farmland values report**

In 1985, FCC established a system with 245 benchmark farm properties to monitor variations in bareland values across Canada. Since 1990, the benchmark properties have been appraised semi-annually in January and July. These selected parcels represent the most prevalent classes of agriculture soil in each part of the country. Changes in value are weighted based on cultivated farmland per area.

[Read more...](#)

Source: Farm Credit Canada

### **Agriculture's net worth increased from 2003 to 2011 says bank analyst**

The Canadian agricultural sector's net worth increased by 78 per cent since 2003 mainly due to solid farm profitability and significant appreciation of farmland, says economist Aaron Goertzen of BMO Capital Markets Economics. He says the net worth increase is from 2003 to 2011, which is the year with the most recent data.

[Read more...](#)

Source: Better Farming

### **COOL retaliation may go beyond U.S. meat imports**

Talks aimed at easing or lifting trade barriers for southbound Canadian livestock were more productive Thursday in Mexico City than earlier this week in Washington, according to Canada's Agriculture Minister Gerry Ritz. Both nations are currently up against the United States on Washington's planned changes to its mandatory country-of-origin labelling (COOL) law -- and if Canada has to resort to retaliatory tariffs, Ritz now warns they may affect other products apart from northbound U.S. beef and pork.

[Read more...](#)

Source: Alberta Farm Express

### **Canada's agricultural industry has 'productivity edge': BMO**

Economists and policy makers may bemoan Canada's lagging productivity in such key industries as manufacturing, but a new study says at least one sector is doing things right: agriculture. The Bank of Montreal report says the Canadian agricultural industry is a solid performer in a tough global business thanks to producers' "productivity edge," among other factors.

[Read more...](#)

Source: The Globe & Mail

## Tip of the Month



### [April Tip of the Month: Do a Surprise Inspection](#)

What is the best way to avoid fines from an inspection? Be Prepared! Professional athletes practice to ensure on game-day they will be prepared. Having a surprise, simulated inspection by an Environment & Safety professional will give your dealership employees the practice they need to be prepared when an inspector comes to your facility. Learn more here: <http://www.kpaonline.com/thefifthvisit>

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[Turning Hotdogs into Higher Search Rankings: Local Dealer Events - May 8, 2013](#)

[Tank Topics: What You Need to Know About Your Storage Tanks - May 9, 2013](#)

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