

# TRACTOR WARS

John Deere, Henry Ford, International Harvester, and the Birth of Modern Agriculture

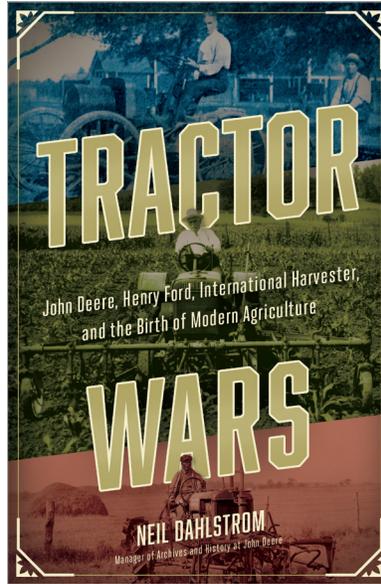
NEIL DAHLSTROM

## KEY SELLING POINTS

- Dahlstrom is manager of archives and history at John Deere
- John Deere is the world leader in farm equipment sales, a \$40B organization, and ranked number 87 on the Fortune 500 list
- **Jul. 18, 2022:** Author will be featured in *The Machines That Built America* special on the History Channel
- Author has been featured in/on Agriculture.com, *Wall Street Journal*, PBS's *History Detectives*, and National Geographic's *Ultimate Factories*

## PUBLICITY AND MARKETING

- John Deere will support the book with efforts from their corporate and agricultural PR teams (Facebook: 5M followers)
- **Dec. 2021:**
  - *Harvester Highlights* feature story
  - *Antique Farm Equipment Magazine* book review or author Q&A
- **Dec. 2021/Jan. 2022:**
  - Ad spots, book reviews, and author Q&A running on Agriculture.com, *Ageless Iron Almanac* magazine, *Successful Farming* magazine, and *Successful Farming* TV
  - American Society of Agricultural and Biological Engineers (ASABE) book review to run in newsletter
- **Jan. 2022:** Social media support from the Smithsonian (Twitter: 2.5M followers, Instagram: 1M, and Facebook: 680K)
- Author will leverage relationships with agricultural contacts, including *Successful Farming* (Facebook: 65K followers) and Machinery Pete (Facebook: 161K)
- Print, digital, and broadcast media support and ad campaigns planned
- Strong early interest from multiple farming-centric outlets and retailers
- NeilDahlstrom.com



Discover the untold story of the “tractor wars,” the 20-year period that introduced power farming—the most fundamental change in world agriculture in hundreds of years.

**BEFORE JOHN DEERE**, Ford, and International Harvester became icons of American business, they were competitors in a forgotten battle for the farm. From 1908-1928, against the backdrop of a world war and economic depression, these brands were engaged in a race to introduce the tractor and revolutionize farming.

By the turn of the twentieth century, four million people had left rural America and

moved to cities, leaving the nation’s farms shorthanded for the work of plowing, planting, cultivating, harvesting, and threshing. That’s why the introduction of the tractor is an innovation story as essential as man’s landing on the moon or the advent of the internet—after all, with the tractor, a shrinking farm population could still feed a growing world. But getting the tractor from the boardroom to the drafting table, then from factory and the farm, was a technological and competitive battle that until now, has never been fully told.

With all the bitterness and drama of the race between Ford, Dodge, and General Motors, *Tractor Wars* is the untold story of industry stalwarts and disruptors, inventors, and administrators racing to invent modern agriculture—a power farming revolution that would usher in a whole new world.



**Neil Dahlstrom** is the author of *The John Deere Story* and *Lincoln’s Wrath* as well as the Manager of Archives and History at John Deere, the most well-known agriculture equipment brand in the world. He is currently a member of the Kitchen Cabinet, the Food and Agriculture Advisory Board of The Smithsonian National Museum of American History, and chair of the Society of American Archivists Business Archives Section, which includes more than 500 corporate archivists. Residence: Moline, Ill.

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