

THE DIRT

SUMMER 2022



**EAT AND
GRIND**

Unlocking more value, every step of the way

Since our company began, John Deere has strived to unlock greater value for our customers. Our current operating model allows us to do this even more rapidly. By delivering intelligent, connected machines and technology solutions, we can help make our customers as efficient and profitable as possible.

Key to making this happen is focusing on our customers' production systems, which comprise the jobs, activities, inputs, outputs, and decisions they perform to get work done. Examples of production systems include **underground, roadbuilding, aggregates, and site development.**

By understanding each step in our customers' production systems, we can better identify the greatest opportunities to help them save on expenses and increase productivity. This also allows us to quickly respond to their unique and changing needs by introducing innovative new products and technologies.

In this issue of The Dirt, we profile several companies that have leveraged John Deere innovation to work smarter. For example, Kipco Construction in Eugene, Oregon (see page 10), uses John Deere SmartGrade™ technology to improve speed, precision, and efficiency on site development projects. Cyprus Gulf Development Corporation in Oldsmar, Florida (see page 4), uses the new Deere 904 P-Tier Wheel Loader that withstands brutal mining conditions while delivering ample power and smooth control.

Both stories illustrate the critical importance of using the right-sized machines to maximize efficiency and productivity. John Deere offers a broad range of machines and flexible technology solutions to help keep your production systems functioning at an optimal level, every step of the way. To learn more about how Deere can help your business realize its potential, see your local dealer today.

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SYSTEMS MINDSET

In this edition, you'll learn how John Deere provides comprehensive solutions, giving customers the equipment and technology they need to tackle any job from start to finish.

**FOR EVERY STEP OF THE PROCESS,
FOR YOUR PRODUCTION SYSTEM.**



AGGREGATES



SITE DEVELOPMENT



JOHN DEERE

NOTHING

RERUNS

LIKE A DEERE.

RELIEF YOUR EQUIPMENT WITH FINANCING FROM JOHN DEERE FINANCIAL.

Rebuild your favorite older yellow iron and it will keep delivering the performance and reliability you expect from it over and over and over again. John Deere Financial makes it easy with no-payments, no-interest* financing options and other rates and terms designed to preserve your cash flow.

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*Offer valid on qualifying purchases. Subject to approved installment credit with John Deere Financial, some restrictions apply, so see your dealer for complete details and other financing options.



PRODUCTION SYSTEM:
AGGREGATES



DIRT AND



GRIND

THE BEDROCK OF CENTRAL FLORIDA'S GROWTH

— continued

THE STEADY HUM OF ACTIVITY PERMEATES THE MUGGY, SPRING AIR AND SERVES AS THE SOUNDTRACK FOR TIRELESS WORKDAYS AT THE LAGO VERDE MINE IN SPRING HILL, FLORIDA.

A parade of trucks enters the mine at consistent, 15-minute intervals to collect — and soon depart with — recently extracted loads of crushed limestone.

The material is destined for jobsites throughout central Florida, where it will be used to support the region's construction and roadbuilding industries. In recent years, those sectors have grown — and Lago Verde has played a key role in supplying the stone that forms the foundation of these in-demand projects.

"The Florida market is very good," says Pate Clements, co-owner of the mine and its sister company, Cypress Gulf Development Corporation of Oldsmar, Florida. "We're in the process of installing a new crusher to increase our capacity."

Clad in mud-stained work pants and a bright-yellow hard hat, Clements briefly pauses to collect his thoughts as he peers across the vast expanse of his busy mine. "We have been very fortunate," he reflects. "We're close to the population growth, and we've been able to sell just about everything we can produce on a daily basis."

MODEST BEGINNINGS

Clements and his business partner Jim Glover started Cypress Gulf in the early 2000s. The company conducts commercial, residential, and industrial sitework, establishing a strong presence in a four-county region stretching from the east to west coasts of the state.

Two decades after its founding, Cypress Gulf and its affiliated companies have grown to roughly 250 employees. While Clements is proud of that number, he is equally as eager to discuss the company's humble roots. Much like the material it mines, Cypress Gulf has been built upon grit.

"I think what I am most passionate about is where this company came from," he says. "Me and my business partners, we weren't given anything. None of us came from families that were in the business. We all started our companies from scratch."

Over time, Cypress Gulf's growth has been supported by strategic acquisitions and calculated diversification. Clements and





Glover operate a ready-mix concrete business, and in 2020 they purchased the Lago Verde Mine, a move that gave the company direct access to the raw materials it needed. “We use a lot of rock in our other businesses, so it was natural for us to produce our own aggregates and grow into the mine,” he says.

WORKING IN HARMONY

Setting one’s sights on the Lago Verde Mine is one thing. Turning it into an effective and efficient operation, however, is quite another. Employees utilize a diverse fleet of John Deere equipment to keep the operation moving, relying on machines with the power to perform the heavy lifting and the dexterity needed to navigate the thick, waterlogged terrain covering the mine’s expansive acreage.

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ON A NEW LEVEL

Work in a mine is unlike work anywhere else. You’re not just up against the elements, you’re also up against the clock. That’s why we developed the 904 P-Tier Wheel Loader. It’s built for brutal mining conditions and the operators who brave them, like Shawn Carr of Cyprus Gulf Development Corporation

“**I NOTICED THE DIFFERENCE AS SOON AS I GOT IN AND PUSHED INTO A PILE...**

THE 904 WENT IN LIKE BUTTER.”

– **SHAWN CARR**, operator, Cypress Gulf Development Corporation

of Oldsmar, Florida. He’s no stranger to 12-hour days, and after testing the new 904 P-Tier, he says it has all he needs. “This thing is comfortable, there’s plenty of room, and the controls are really smooth,” Carr applauds. Not to mention, the 904 isn’t lacking in the power department. “I noticed the difference as soon as I got in and pushed into a pile. Other brands I’ve run would have issues, but the 904 went in like butter.”

MINING MOMENTUM

How stone goes from the ground to the customer:



1 LIMESTONE IS EXTRACTED FROM THE PIT.



2 EXCAVATORS LOAD THE LIMESTONE INTO ARTICULATED DUMP TRUCKS (ADTs).

Each machine plays a critical role, like pieces of a puzzle interlocking to form a larger picture.

“Once the limestone has been extracted from the pit, we use the 380G LC and 350G LC Excavators to load it into 310E Articulated Dump Trucks (ADTs),” Clements explains. “The ADTs move the product into a series of crushers, which transform the stone into a variety of shapes and sizes to meet a range of customer needs.” Lago Verde crews use the 844K-III Aggregate Handler (AH) to lift and load the finished product into customer dump trucks, where it will ultimately make its way to its final destinations.

At the helm of the large loader is Shawn Carr, the personification of endurance and a lifelong Floridian who relishes marathon workdays and the satisfaction of a job well done. “Typically, that first daylight is just starting to come in as I am getting into my machine and starting my work,” says Carr. “It’ll be another 10 to 12 hours before I wrap things up for the day.”

Carr boasts a half-dozen years of experience in the mining industry, a period of time that’s allowed him to become intimately familiar with the equipment he operates. “The conditions out here can be tough,” understates Carr. “It depends on the weather and the ground. If it’s been raining the entire day, it can get soft out in the limestone mine. You end up with bumps and holes all over the place, which makes every move much more difficult. To do this job, you need traction and you need power. With this machine, I have plenty of both.”

THE RIGHT MIX

While he takes immense pride in both his workforce and his fleet, Clements readily admits that Cypress Gulf couldn’t do it all on its own. “The dealership support is so important for us,” Clements said. “Dobbs Equipment has been such a big part of what we do here. Equipment sales matter, and equipment availability matters — but keeping those machines running and





THE ADTS MOVE THE STONE INTO A SERIES OF CRUSHERS.



THE CRUSHERS TRANSFORM THE STONE INTO A VARIETY OF SHAPES AND SIZES.



LOADERS TRANSFER THE FINISHED PRODUCT INTO CUSTOMER DUMP TRUCKS.

servicing them is also incredibly important. They do a great job of that.”

Moreover, Clements credits the ceaseless innovation and technological advancements of John Deere for helping move his operation forward. “Two things stand out the most — operator comfort and technology that makes us more efficient. If the operator isn’t comfortable working in the machine, he’s not going to spend 10 to 12 hours a day in it. He’s going to leave for the next job,” Clements shoots it straight. “As for tech, all the communication between the machine, our office, and the dealership makes a huge difference in how we operate. From measuring loadouts to fluid levels and maintenance, there are eyes on everything. It gives us the confidence to focus on the work knowing Dobbs will flag and fix any problems before they become real issues.”


FORGING AHEAD

In Central Florida, opportunity is abundant and the need for materials is urgent. For Clements and his colleagues, that means there is little time to pause and reflect on past accomplishments. Their attention is always fixed on the task at hand, regardless of what dark clouds form on the horizon. Within minutes, the temperature drops and a swift wind ushers in sheets of heavy precipitation. But neither the workers nor their machinery break stride.

Carr continues to move stone, the light from his John Deere 844K-III AH guiding him through the rain-soaked site. A steady stream of customers continues to move. At Lago Verde, the scene is far from an anomaly. It’s the expectation.

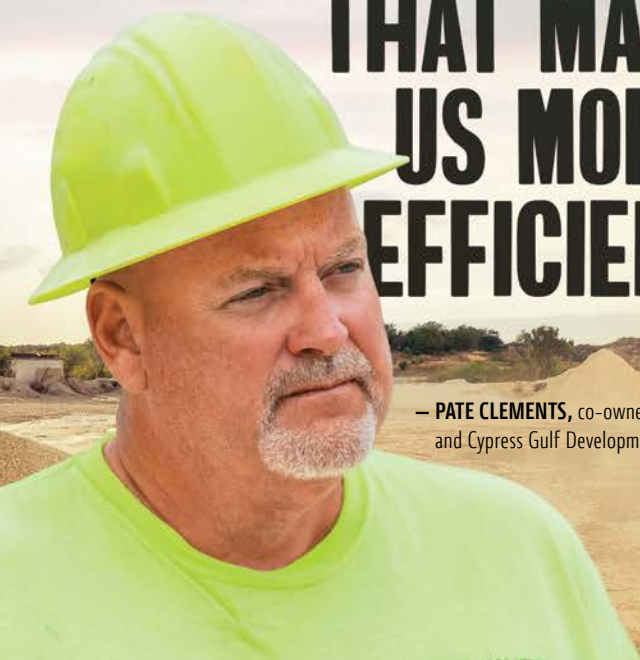
“We don’t ever want to be idle,” Clements says. “We want to be growing, moving forward, producing, and doing better for our employees and customers. That’s our goal.”

Cypress Gulf Development Corporation is serviced by Dobbs Equipment, Lutz, Florida.

 Check out the video at: JohnDeere.com/TheDirt

**TWO THINGS STAND OUT THE MOST —
OPERATOR COMFORT AND TECHNOLOGY
THAT MAKES
US MORE
EFFICIENT.”**

— PATE CLEMENTS, co-owner, Lago Verde Mine and Cypress Gulf Development Corporation



A stylized, graphic illustration of a mountain landscape. At the top, a large mountain peak is covered in white snow, set against a blue sky with white clouds. Below the mountain, a yellow horizontal band contains the title 'PART AND PARCEL' in large, bold, teal letters with a black halftone dot pattern. The word 'AND' is smaller and positioned between 'PART' and 'PARCEL'. Below the yellow band, a winding road curves through a green forest. In the foreground, a yellow wheel loader is on the road, and further down, a yellow excavator is visible. The foreground is dominated by dark green, stylized evergreen trees.

PART AND PARCEL



A SMALL COMPANY AND THE CITY IT'S BUILDING

The unique bustle of Eugene, Oregon, suggests a city calmly on the move: a subdued skyline slowly sneaking into the mountains beyond, and a relaxed Pacific Northwest energy to every interaction. Over the past several decades, the city has experienced steady growth and the development that comes with it.

For Seth Brown, owner and manager of Kipco Construction, it's a point of pride that his small company is a big part of those expanding city limits.

"At 30 employees, being able to bid on, secure, and complete this job was unimaginable. Our competition was the biggest of contractors in the area," says Brown of this series of large, interconnected projects. The current phase of that job is the start of a 430-lot subdivision on a 100-acre site. In addition to an apartment complex that will occupy a sizable portion of the space, a church and a school are planned to be built as well.

"I've been here most of my life," says Brown. "I just think there's something special about the little hometown crew being a part of this place that's getting bigger and better."

ONE OF THE CREW

Brown has been at Kipco for most of its 39-year existence. Since becoming the owner seven years ago, he's kept its success moving swiftly along.

"My day starts at 5:30 a.m. It's important to me to be the first one in the door," he says. "I'm there when everybody else shows up so they understand that I'm part of this company, not just a boss or owner."

Brown feels like he was brought up in Kipco, and he's very proud of the fact that his crew sees him as a peer, someone they can ask questions of or simply visit with. The day-to-day of the Kipco crew includes any kind of sitework imaginable, but the company's main specialty is building subdivisions.

"We take a field and get it ready for the homebuilders to start foundations," Brown says. "There's a lot of dirt to move and a lot of moving

— continued



pieces, but we're a great crew with great equipment. We get it done together."

WORKING SMARTER

In the crowded world of site development, staying competitive is a big factor when purchasing new equipment. For Kipco, a 192-lot subdivision job is what pulled the company into what Brown considers the "next level" of competition.

"We started with a couple rovers and then moved into the dozers and excavators," says Brown, speaking on the integration of GPS technology into the fleet. "The value was immediately understood, which I didn't think was going to be the case. It was paying for itself right out of the gates as we got bigger and better jobs."

Brown credits John Deere SmartGrade™ for allowing him and his crew to complete work with speed and precision unlike anything he's ever seen. "SmartGrade is so quick, so precise," Brown notes. "It allows us to get onto steeper slopes and run at a near-maximum speed while still achieving grade."

"One of our employees worked for a different company in town that had SmartGrade, and he wouldn't stop bragging about how good it was," says Brown. "So I started looking into it, reading articles, and talking to the sales folks, and as soon as a John Deere 700L Dozer with

SmartGrade was available, we gave it a try. We've got people who can run it who wouldn't typically be able to run a dozer, and they do an amazing amount of work in a day's time. Right away we recognized that it was something we needed in our fleet."

Brown was so impressed with the 700L Dozer with SmartGrade that he bought a 750L Dozer with SmartGrade and has hopes for expanding in the future. "It would be great to have a SmartGrade motor grader and excavator in our fleet. I'd have it on everything if I could!"

TRUST IS A MUST

The vast majority of Kipco's 30 pieces of equipment are John Deere, something Brown chalks up to two factors: great service and great performance.

"Kipco has been a John Deere company since it started in the 1980s," says Brown. "Once our current dealer, Papé Machinery, took over, their guys have been on the phone daily with us, checking on equipment, and letting us know what's available. There's never been a reason to look elsewhere."

For Brown, John Deere equipment is where he started in the industry and it's where he's stayed.

"I recognize there's plenty of other equipment out there, but John Deere has always kept up in the market," he says. "It's equipment with

opportunities, options, and features that make our jobs easier. I've never had to wonder if the other folks would treat us better because, whether it's people from Deere or Papé Machinery, we've already got the best."

Kipco Construction LLC is serviced by Papé Machinery, Eugene, Oregon.

 Check out the video at: JohnDeere.com/TheDirt




“WE GET IT DONE

– Seth Brown, owner/manager,
Kipco Construction


TOGETHER.”



A MACHINE FOR EVERY NEED




As it takes on more work in a booming market, Kipco Construction of Eugene, Oregon, relies on a diverse fleet of John Deere construction equipment to get every part of its jobs done right. The company prepares untouched, open fields for homebuilders to start foundations. Each machine provides something important to the broader picture, carrying out critical work that helps bring the entirety of a project into focus.



Capable of doing everything from placing pipe to loading trucks, Kipco's 210G LC EXCAVATOR delivers mid-sized might to the jobsite. Meanwhile, its versatile 50G COMPACT EXCAVATOR moves earth and delivers big results in tight spaces.

The company's 750L CRAWLER DOZER outputs the kind of horsepower that can push any project forward. And its SmartGrade™ technology enables operators to make accurate grading passes while reducing rework and increasing efficiency.

Kipco's 544K WHEEL LOADER is perfectly equipped to do the heavy lifting on any project, with impressive cycle times that make digging, transporting, and loading materials quick and easy.



NO ONE EVER SAID SAFETY SECOND.



904 P-TIER

**OBSTACLE
INTELLIGENCE**

NEVER IDLE

At 40 tons and over 30 feet long, safety comes first. By combining cameras, radar, and machine learning, obstacle intelligence gives operators eyes in the back of their head. To protect your crew, and other investments, like never before.



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