

'The goal is always to build it durable and keep it simple'

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40 employees, according to sales manager Llew Peters, who joined the company in 2007.

The company's reach also has expanded considerably from the days it concentrated on Manitoba and the Dakotas. Today it sells in most of the U.S.

and Canada.

The company manufactures and sells a land roller and a vertical tillage machine that features coulters that can move up to a 9-degree angle.

It advertises its land roller as the "heaviest production roller on the market."

"We build our rollers

strong," Peters said. "We go the extra mileage in putting in extra-thick tubing in the walls, putting in texture braces. It's a tool that won't break down. It will last a long time.

"It's a concept that was started way back with the founder," he said.

"The goal is always to build it durable and keep it simple," he said. "It is durable and practical so that it can fit in all sorts of situations."

The company branched into selling and manufacturing its vertical tillage machine about four years ago when it purchased a company from Ontario, Canada, Peters said.

"We bought the idea, brought it home and westernized it," he said.

Prior to Mandako Agri's purchase, the tiller had been built for use on small-

er farms in Southern Ontario, he said.

"We beefed it up, made it sturdy to last for the tough conditions that we have out here," he said.

Peters said the company participates in upwards of 20 trade shows a year, including 5 to 7 in Canada, 4 or 5 in the Western U.S. and 9 or 10 in the Midwest and Eastern U.S.

"It's exposure, plain and simple," he said, when asked why so many.

"You're hoping to meet two types of people, especially when you're starting out in an area.

"You're looking for the end user, the farmer, to see something and say, 'That would fit my needs,' or 'That would make my life easier or more profitable.' And you're looking for dealers, as well."

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Mandako Agri
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