

Pink tractor makes a statement about ag

By MITCH LIES
For the Capital Press

Jennifer Rohrer, media relations coordinator for Northwest Farm Credit Services, was looking to make a splash at the 2013 Susan G. Komen Race for the Cure in Spokane, Wash.

Her idea: A pink tractor.

“We thought that would be a big deal for that event, and it definitely turned out to be,” Rohrer said. “I swear that every person at that event posted a picture of it on Facebook.”

What Rohrer did not foresee was the widespread embrace of the tractor by other Farm Credit employees.

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Courtesy of Northwest Ag Show

Northwest Farm Credit Services' Lindsay Heiser, left, and Nolan Sundberg flank the company's pink tractor at last year's Northwest Agricultural Show. The company will show the tractor at the ag show again in 2016 as part of its breast cancer awareness efforts.

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