

# John Deere History



In 1837 John Deere founded the company that would come to bear his name. Incorporated as Deere & Company in 1868, it has grown from a one-man blacksmith shop into a worldwide corporation that today does business around the world and employs approximately 56,000 people. It is one of the oldest industrial companies in the United States.



## Quality

“Since the company’s early days, John Deere has been guided by quality of product and quality of relationship with customers, dealers, suppliers, and the public.”

William A. Hewitt 1955—1982

## Innovation

“We have got to change and make an improvement or somebody else will beat us, and we will lose our trade.”

John Deere, Founder, 1837

## Integrity

“I will never from this seventh day of February, eighteen hundred sixty A.D., put my name to a paper that I do not expect to pay.”

Charles Deere, CEO, 1859—1924

## Commitment

“The commitment to our values has earned the respect of our customers in the past, and guarantees the success of our business in the future.”

Hans W. Becherer, CEO, 1989—2000