

## Rod Haarberg named Orthman Manufacturing Vice President

Written by Wauneta Breeze

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Orthman Manufacturing has announced the appointment of Rod Haarberg as vice president of global product development. Haarberg will oversee all product development and management, including engineering, research and development, and product support. Rod will also oversee Orthman's OEM product support and marketing, including the John Deere frame and custom-built planter assembly.

"Rod brings a world view to our team and fills a critical need for the development of our global market product needs. I am excited about having Rod's leadership to direct our talented staff." said Orthman President John McCoy.

Orthman Manufacturing currently operates near Lexington, and recently announced a plant expansion that includes a new, state of the art facility that will be built later this year.

"Rod's vision will help us as we expand our production capabilities and continue to grow around the world," said McCoy.

Originally from Wauneta, Neb., Rod received a bachelor's degree in ag science from the University of Nebraska – Lincoln, and was part of the Orthman team from 1994 to 2003 as the company's sales and marketing manager. Rod then worked as a regional sales manager for Trimble Agriculture, and then Topcon Precision Ag, serving as their North American sales manager before returning to Orthman. He and his wife, Elizabeth, will live in Kearney, Neb., with their four children, Heinrich, Margaret, Hazel, and Chandler.

### About Orthman Manufacturing

Founded in 1967, Orthman Manufacturing is the maker of the 1tRIPr, the industry-leading strip till machine, plus cultivators, implement guidance, custom planters, grain carts, Soilmover® scrapers, and other agricultural and industrial equipment.

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Founded by Henry Orthman on the Orthman farmstead, Orthman remains a family-owned enterprise which embraces its original “by a farmer, for the farmer” philosophy.