



## NEWS

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**For Immediate Release**

### **Central Valley Irrigation Honored by Valmont Irrigation**

VALLEY, Nebraska---Valmont Irrigation announces Central Valley Irrigation in Holdrege, NE has earned a Valley Performance Plus Dealer designation for outstanding sales performance and for delivering the highest standards of service and product support to its mechanized irrigation customers.

“Being named a Performance Plus Dealer is a significant achievement,” says Jim Brown, Valmont Irrigation’s Vice President of North American Sales. Central Valley Irrigation earned the award by achieving outstanding ratings from customers and Valmont Industries, Inc. in key areas of Sales, Service and Parts. The 2004 Dealer Performance Plus Program award was earned by only 30% of the Valley dealers in North America. “This award definitely recognizes that Central Valley Irrigation is in the upper echelon of our dealer organization. Many other dealers throughout North America are working hard to achieve this prestigious level of performance,” according to Brown.

“Valmont Irrigation places a great deal of value in our dealer network. Customer surveys consistently show that the excellence of our dealers has made Valley the leader in sales and customer service. We’re very pleased to congratulate Central Valley Irrigation for their superior customer service and leadership,” says Brown.

Valmont Irrigation is the global leader in mechanized irrigation technology and the world’s leading manufacturer of mechanized irrigation equipment. Since founding the industry in 1954, Valley products have been enhancing food production while conserving and protecting natural resources. Valmont has sold over 145,000 Valley center pivots, linear and corner machines worldwide, irrigating roughly 14 million acres in more than 100 countries. For additional information about Valley equipment, growers can contact their local Valley dealer, call Valmont Irrigation at 1-800-825-6668 or visit Valmont on the Internet at [www.valmont.com/irrigation/](http://www.valmont.com/irrigation/)

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