



Stronger Together

Greenvalley Equipment & Enns Brothers announce intent to combine forces

January 19, 2026

Two leading John Deere dealerships, Greenvalley Equipment Ltd. (part of the Agri Western Dealer Group), and Enns Brothers Ltd., are pleased to announce their intention to join forces to create an even stronger John Deere dealership network to serve Manitoba.

This strategic move brings together two trusted organizations with deep agricultural roots, shared values, and a long history of supporting farmers across Manitoba. The new partnership will create a stronger, more resilient company, focused on enhancing customer service, strengthening employee opportunities, and investing in the future of agriculture.

“This represents an exciting step forward for both our customers and our employees,” said Curwin Friesen, President of Greenvalley Equipment Ltd. “By combining resources, expertise, and technology, we’ll be able to serve farmers with an even broader range of solutions and faster access to the parts and service they depend on.”

“Our companies share the same commitment to customers, employees, and communities,” added Ray Bouchard, CEO of Enns Brothers Ltd. “Together, we’ll have the scale and financial strength to continue investing in innovation and meeting the evolving needs of our industry for years to come.”

Key Benefits:

- **Expanded Equipment Offerings:** Better access to a wider range of John Deere equipment, precision ag technology, and complementary solutions tailored to your farm.
- **Enhanced Parts Access:** Real-time visibility into a larger combined parts inventory means faster service and less downtime when it matters most.
- **Greater Service Capacity:** A larger team of certified technicians and precision specialists will provide faster, more specialized support.
- **Stronger Financial Foundation:** Together, we’re better positioned to invest in the technology, infrastructure, and people needed to meet the evolving needs of modern agriculture.
- **Local Ownership and Decision-Making:** We remain proudly local — committed to serving Manitoba farmers with the same trusted faces and familiar service.
- **Same People, Same Commitment** — You’ll continue working with the same dedicated teams — now with even more support behind them.

The expected date for this change is April 2026, subject to all customary closing conditions.

Together, Greenvalley Equipment and Enns Brothers are proud to grow stronger for you, your farm, and the future of agriculture.