

# HOWES INDUCTS PETERSON FARM BROTHERS INTO ITS HALL OF FAME



Fifth generation farming family dedicated to dispelling industry misconceptions through creative and educational content

NEWS RELEASE BY HOWES

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Today, Howes Products announced the induction of the Peterson Farm Brothers of Assaria, Kansas into the Howes Hall of Fame. The first farm and agricultural inductee of the Hall, the brothers are known as engaging presenters of a treasure trove of knowledge relating to the industry. By creating immensely entertaining, yet relevant videos, they have carved a space where they can share information to help change perceptions on topics related to farming and agriculture.



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The Peterson Farm Brothers, Greg (30), Nathan (28), and Kendal (25), produce an array of both humorous and educational videos. The videos are shared via two YouTube channels and on their social media pages (Facebook, Twitter, Instagram, and Snapchat). With a combination package of parody videos, original songs, vlogs, and how to's, the brothers have developed an immense following on their various social media outlets. They have

become a beacon of useful information for other members of the industry, an inspiration for those considering entering the industry, and a catalyst for changing the views of people unaware of how the industry works and the impact it has on our way of life.

“Ever since we began producing content, we have continued to realize a need to inform people about what we do in farming and in agriculture as a whole,” said Greg Peterson. “There are many misconceptions about modern day farmers, and we feel obligated to help correct some of those false impressions.” With an eye toward enlightening the public on where their food comes from as well as the boundless work behind it, they have piqued the interest of countless farmers and non-farmers alike.

Their unique and original content has drawn in more than just casual social media users. The brothers have gained the attention of associations such as Farm Credit Canada and the National Future Farmers of America Organization. They speak regularly at agricultural trade shows and events across the country. They have also been featured on their own TEDx Talk and on RealAgriculture podcasts, among others. But their near celebrity status is not unwarranted. It is the result of their imaginative presentation of the true demanding labor the brothers, and farmers in general, undertake day in and day out.

Set on 2,500 acres, their thriving fifth-generation family farm itself is the ultimate testament to their dedication and success. The work they are doing and demonstrating provides invaluable lessons to anyone tuning in. Dealing with droughts, expensive equipment, livestock, crop management, and so much more, the imparted wisdom from the brothers is sought out by many to tackle the numerous challenges this critical industry faces. For those reasons and more, Howes Products saw them as a wonderful fit for its Hall of Fame.

“When we initially came across the captivating work that the Peterson Farm Brothers were doing, we were blown away by their creativity in representing an underappreciated industry,” commented Erika Howes, VP of Business Development at Howes Products. “Their ingenuity in delivering valuable, educational content really resonated with us. We understand how difficult it can be to engage an audience on a topic that is not organically thought of as “interesting.” But that doesn’t take away from its importance. The comedic approach the brothers have taken to increase industry awareness, balanced with their incredible knowledge and expertise, made them the perfect candidates to begin representing farming and agriculture in our Hall of Fame.”

“We were honored to be inducted into the Howes Hall of Fame,” stated Nathan Peterson. “One thing we deeply appreciate is family. We thought it was pretty neat that like our farm, Howes Products is a fifth generation, family owned and operated company. It seems both our families have been doing things the right way for a long time! We are thankful to be recognized by such an upstanding company with such strong family values.”

For their captivating productions, unwavering work in the field, and wide-ranging knowledge of the industry, Howes Products salutes the Peterson Farm Brothers and is honored to present them as the first farming and agricultural inductee to the Howes Hall of Fame.

The Howes Hall of Fame serves as a platform for Howes to acknowledge and thank all the great work that has, and does, go into the trucking and agricultural industries. With the goal of recognizing unique achievements across a broad spectrum of categories, the Hall provides a showcase that will live on for generations. The Howes Hall of Fame officially launched in 2020 as part of the Howes Family's celebration of 100 years in business. It can be viewed now at [www.howesproducts.com/HOF](http://www.howesproducts.com/HOF).

## **ABOUT HOWES**

Howes offers a full line of diesel additives and lubricants that can help farmers keep their equipment running at top performance. From helping to safely remove water and stabilize stored fuel to adding key lubricity and more, Howes products are designed to tackle the toughest challenges farmers can face when trying to maintain their equipment.

For over a century, Howes has been developing the highest quality additives and lubricants for a wide array of vehicles and equipment. Howes is committed to providing superior products that clean, protect, and always perform. Proven to work, and containing absolutely no alcohol or harmful solvents, Howes products are guaranteed to keep you moving. For over 100 years, Howes products continue to be Tested. Trusted. Guaranteed.

For more information on the Howes Hall of Fame, and to learn all about Howes, please visit [howesproducts.com](http://howesproducts.com).

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