



The Farm Must Go On by John Deere: Media Backgrounder

The Farm Must Go On by John Deere will broadcast live on **Wednesday, Dec. 9 at 8 p.m. EST**. All proceeds from the event will go directly to John Deere's partner Farm Rescue, a nonprofit organization that helps farmers and ranchers who have experienced a major illness, injury or natural disaster by allowing them to continue viable operations of their farm.

While the impact of COVID-19 has been felt by everyone throughout the country and around the world, it has placed a tremendous burden on farmers, who serve an essential role in supporting our communities, yet comprise only one percent of the U.S. workforce. When something unpredicted happens, farm families not only carry a health burden but also the pressure to produce and maintain a viable operation. Since the average harvest window lasts just 25 days on average and is critical for food production, any delay could have a significant impact. The work John Deere supports through Farm Rescue allows their volunteers to do what they do best: support those who can never push pause.

The Farm Must Go On by John Deere features performances by:

- Dustin Lynch
- Maddie & Tae
- Mickey Guyton
- Travis Denning
- Tyler Farr

The Farm Must Go On by John Deere will offer viewers a much-needed reprieve to celebrate life in challenging times. The event will honor how innovative, industrious, and resilient farmers are—a side most have never seen—while shining a spotlight on all that they do for our country. Viewers will hear the stories of farmers across the country who have overcome significant challenges with the help of Farm Rescue.

The free virtual experience will be live streamed on YouTube from the Brooklyn Bowl in Nashville. Profits from the event will support Farm Rescue by providing its volunteer workforce with meals and lodging, as well as putting fuel in vehicles and machinery.

For more information on how to livestream the concert and support farmers in need, visit TheFarmMustGoOn.com.

More on John Deere's Commitment to Farm Rescue

Farm Rescue's mission is built on supporting farmers facing adversity, and John Deere is the official equipment partner of Farm Rescue. Working together with its dealers, John Deere provides Farm Rescue with free access to its latest machines and technologies so that Farm Rescue's work can continue and grow.

By providing critical equipment to get the job done, John Deere and Farm Rescue help give families a chance to continue their livelihood.

- Farm Rescue volunteers have assisted more than 700 families since 2005.
- 97 percent of farm families have maintained operations at least three years following the support of Farm Rescue.
- The nonprofit operates across seven midwestern states with plans to expand to other states.

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