

James Straeter

Owner, New Holland Rochester Group



James Straeter has successfully grown a single store operation into a seven-store group with New Holland. He is the owner of seven patents, most of which are in the bio-energy sector.

He is native to Southern Illinois and worked at his father's farm equipment dealership throughout his college career. Before owning his store group, he had other roles leading to his current position. From 1973 to 1976, Straeter worked for New Holland as a combine specialist. From that role he moved to position of Territory Sales Manager from 1976 to 1983. He also had the opportunity to become a New Holland Retail store manager, 1984 to 1987, before moving to his present role.

Jim is also active in the community by serving as a member of the local Rochester Optimist Club. He works with the "Pumpkin Project" which is a program where the club raises and sells pumpkins each year to raise money to support the youth in his community.

In 2013, Straeter was awarded one of 40 medals presented at Agritechia in Germany with over 400 competing entries. He received a Silver Medal for his patent of his Cornrower.