

Deere & Company

American Hero score (407 out of 500)

Hero rank (41 out of 124)*

American Hero Companies are those public companies that best reflect authentic American values

*Hero count as of date of summary report publication

Business summary

Designs and manufactures agricultural, landscaping, construction, and forestry equipment.

Stock Performance**

(as of 4/6/10)	1 year	3 year	5 year	10 year
Deere & Company (DE)	+65.58%	+5.88%	+14.51%	+12.89%
S&P 500	+43.99%	-4.20%	+2.22%	-0.43 %

** Performance information obtained from Morningstar. Past performance is no assurance of future results.

Values Scoring

Integrity	84%	Humility	83%	Diligence	82%	Caring	77%
Mission/Vision /Values in Corporate Culture	46/50	Servant Leadership	28/40	Fiscal Responsibility / Giving	70/95	Employee relations	44/55
Mission/Vision/ Values Statement	25/30	Teamwork	30/30	Continuous Improvement	18/20	Support of Family	21/35
Management's commitment to values	17/30			Quality/Life Enhancing Products	23/25	Community Relations	19/20
Awards and Recognition	30/30			Environmental Responsibilities	20/20	Customer Relations	16/20

Values Highlights

- At John Deere, our actions are guided by our core values of integrity, quality, commitment and innovation. We are committed to living our values and, through doing so, building a business as great as our products.
- At John Deere, we believe the recognition we have received over the years reflects the values we put into action every day. Integrity, quality, commitment and innovation are more than just words; they are the foundation of our success.
- **Fortune "World's Most Admired Companies" List** - John Deere ranked as the second most admired company in the Industrial and Farm Equipment category of the magazine's annual listing.
- John Deere was ranked second in the list of the **"Top 50 Employers"** that readers of *CAREERS & the disABLED* magazine said they would prefer to work for or that they consider progressive in hiring people with disabilities.
- Reputation Institute ranks Deere among 100 most-reputable global companies.
- For its efforts to ensure that ethical practices remain a top business priority, John Deere named one of world's most ethical companies by Ethisphere Institute.
- At John Deere, we have a long-standing tradition of aiming to help employees achieve work/life balance. While not every flexible work arrangement is available to every employee or every position, we do offer a few options at many of our units
- The LiveWell WorkWell Employee Assistance Program offers parent resources and information including support in finding childcare, finding summer camps or planning for college.
- At John Deere, we fully support our employees with a host of family-friendly programs and policies
- Our philanthropy involves numerous programs worldwide, as well as innumerable employee volunteer hours. In fact, the John Deere Foundation, the company's key philanthropic organization, anticipates awarding grants and gifts totaling \$12 million in 2007.
- John Deere believes that a great business requires good citizenship.