

White's Farm Supply Raises Funds and Awareness for Kubota's Participation in the Boot Campaign Supporting Veterans

CANASTOTA, NY – June 20, 2025. White's Farm Supply is proud to announce its support for Kubota Tractor Corporation's Spring participation in the Boot Campaign, an initiative dedicated to honoring and empowering veterans across the United States. As a Veteran-Owned Business with a deep commitment to those who serve, White's Farm Supply has launched a fundraising and awareness campaign across its 6 locations throughout upstate New York.

The Boot Campaign, in partnership with Kubota, provides life-improving programs and services to veterans and military families across the country. This includes customized care that addresses physical and emotional trauma, helping veterans take their next steps in life beyond the uniform.

"Kubota congratulates White's Farm Supply for their outstanding support of the Boot Campaign," said Jim Jorgensen, Senior Marketing Manager at Kubota Tractor Corporation. "The team has gone above and beyond by creating heartfelt and powerful video content that brings the mission of the Boot Campaign to life. Their commitment to veterans is evident in everything they do."

As part of the initiative, White's Farm Supply has produced a series of engaging video segments and interviews that highlight the importance of veteran support and showcase local involvement. These segments were featured on their television show, White's Farm Report, which airs weekly across upstate New York.

"We're proud to support the Boot Campaign," said Jeff White, President of White's Farm Supply and also an Army Veteran. "As a veteran-owned business that's been serving the farming community since 1946, we understand the meaning of service. This campaign, and others, gives us a way to give back to those who've given so much to our country. We are humbled that our area community of farmers have recognized our veterans and have donated to the cause."

White's Farm Supply made a matching donation to the Boot Campaign and also made a donation of the same amount to: Clear Path for Veterans, an organization dedicated to helping veterans and their families. ➡