

# SALEM FARM SUPPLY

*Gearing Up and Doubling Down for the Future*



Jonathan Ment/For Columbia-Greene Media  
**Mooshu, nicknamed "Moo," relaxing in the store.**

**841 Route 9H | Claverack, NY 12513**

Jonathan Ment/For Columbia-Greene Media  
**Pictured, President and Co-owner Carole Lewis.**

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The team at Salem Farm Supply Inc has long served customers in Columbia County from its flagship location 90 minutes north of Claverack. Its acquisition earlier this summer of Columbia Tractor Inc. makes meeting those needs more efficient for both clients and company.

Local farms and other commercial accounts will experience doing business with this growing enterprise as more convenient in the months and years ahead. Newcomers will find the Salem Farm Supply, Farm Equipment Magazine's 2015 "Dealership of the Year," fully committed to the needs of agricultural, construction and consumer market customers.

Salem's President and Co-owner Carole Lewis has sought expansion opportunities "to make the business viable for the next few decades," she explained during a recent walk through the shop in Claverack.

"Farms are consolidating and also support busi-

nesses," says Lewis a second-generation owner, adding, "Single store locations are becoming absorbed."

Her father Philip Lewis walked into Salem Farm Supply in 1988 to purchase a tractor and ended up buying the then 35-year-old business. Carole Lewis, born the following year eventually worked summers before signing on full

time in 2011.

After her father's death in the spring of 2012 Salem Farm Supply fended off other dealerships seeking to acquire Salem in order to expand their own markets. The family wasn't interested in selling.

Today, Lewis is an equal owner with her mother Berta. To an extent, Salem's acquisition of assets in Claverack brings ownership full circle.

"Stu Kinne, the person who founded Columbia Tractor was from the Salem area. And the original owner of Salem Farm Supply was a silent (partner) in Columbia Tractor," says Lewis.

The two-store business is 100 percent woman-owned - an incentive for municipal customers, school districts and others with supplier diversity procurement policies.

"I'm still in my 20s and plan on doing this for some time," says Lewis, offering one reason for customer confidence in after-the-sale support and service.

Lewis also brings a younger, more tech-savvy

approach to the business, evident in the hiring of a GPS/precision farming specialist and planned systems upgrades companywide - to be more user friendly for customers and staff now numbering over 50.

In recent years Columbia Tractor' has focused on residential consumers, providing an opportunity for Salem Farm Supply to serve this area. Having a local shop simplifies much of the process for both agricultural consumers and the business.

"We out of our Salem Location have been servicing some of the large farms in the area. Now we're working at the Claverack location to put the focus back on agriculture, to get those Columbia County Farms back in the fold," says Lewis.

Concurrently, Salem will continue to serve the residential consumer base in Claverack.

Scag, Echo, Kubota and Case IH will be carried at the Claverack location, and the company will be introducing the Krone line of hay and forage equipment. Kawasaki's MULE line will be sold in Claverack but not Salem.

Replacement parts for all brands are also available.

Salem Farm Supply is overhauling the Claverack service department, has added a new service manager, a new advisor and a new technician with expectations for additional staff. The company is also putting a new service vehicle on the road.

"We're continuously investing in the dealership. ... It's been a near seamless transition," says Lewis.

**Salem Farm Supply | [www.salemfarmsupply.com](http://www.salemfarmsupply.com) | 800-352-3621**