



“Caps for Cans” helps Community & Company

June 8th Shane Wilker, C & B Operations Idaho Regional Parts Manager, delivered over five pickup loads of canned food from Bonneville County Implement to the Idaho Falls food bank. Howard Johnson from the food bank said “It couldn’t have come at a better time, as we were going to run out of donated food this week.” Local radio and TV stations helped promote the “Caps for Cans” program that ran March 1 – June 8 and it was a huge success. “Caps for Cans” asked people to bring in two or more canned food items and BCI would give them a free John Deere cap. If someone brought in 20 or more canned items they received a John Deere jacket. Wilker says, “This promotion was received extremely well by the community with more people coming into the store because of it than with any other promotion we’ve ever run. We look forward to doing more community events in the future.”