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Red E for Ukraine

West Fargo Ag Engineering Firm Is Now Repairing Seeders in Ukraine

Red E (Red Engineering) is an engineering service firm based in West Fargo, North Dakota. The company is headed by twin brothers Matt and Jesse Faul. Following their graduation from North Dakota State University with degrees in Mechanical Engineering, both brothers worked for local agricultural machinery companies. Beginning in late 2012, Matt founded Red E which Jesse joined in 2015. Red E provides Engineering and Aftermarket Parts and Services for John Deere, Case IH, and similar type air seeders, increasing performance and reducing maintenance with the updates.

After focusing on the US market in their initial years of business, Red E had its first export success in the Russian market in 2017. With that success, they turned their eyes to Ukraine. As Red E was evaluating export options, they consulted with the U.S. Commercial Service in Fargo and Ukraine for about 10 months, seeking market insights, recommendations and connections. At the 2018 Big Iron Farm Show, CS Ukraine Commercial Specialist Irina Trubnikova and CS North Dakota Director Heather Ranck visited Red E's Big Iron Farm Machinery Show stand, where Matt was actively repairing an air seeder. The insights gained from this discussion helped Irina make informed direct introductions to potential customers. This was followed by Red E's participation at the USA Pavilion at AGRO 2019 farm show held in Kyiv, Ukraine from June 4-7, 2019. At the AGRO USA Pavilion, Red E President Matthew Faul and Vice-President Jesse Faul were able to meet face-to-face with their target potential customers and generate leads. CS Ukraine also facilitated several direct introductions, including to a large agribusiness holding. The Fails followed through with the leads, and ultimately completed Red E's first sale in Ukraine in August 2019. They sold a combination of air seeder parts for two used John Deere no-till drills and advised on installation. "Our engineered products help farmers have less down time, reduce maintenance costs, and improve performance," said Matt. "The U.S. Commercial Service assistance was specifically helpful to this expansion into Ukraine by helping us get connected with key potential customers, facilitating us within the USA Pavilion at the Ukraine farm show, and providing guidance on travel within Ukraine."



Jesse Faul working on a John Deere no-till drill in Ukraine

For more information on Red E, [click here to read an AgWeek feature](#) on the company, or go to one of Red E's websites – [engineering services](#) or [performance ag parts](#). For more information on the U.S. Commercial Service, go to export.gov/northdakota.