

Greg Peterson



Greg Peterson, founder and spokesperson of Machinery Pete, has been covering farm equipment auctions for various industry magazines for more than 30 years. Founded in 1989, Peterson has come a long way since the show's beginnings in his home office in Rochester, Minnesota where he passionately researched, tracked and reported on auction prices. In 2014 Farm Journal and Machinery Pete partnered to provide a more efficient marketplace for buying

and selling used agriculture equipment.

In July of 2015, MachineryPete.com launched its marketplace with leading edge marketing solutions for dealers, informed and built with the online equipment shopper in mind and creates meaningful connections between buyers and sellers.

He became involved in this industry from a very young age as his father was a third-generation John Deere dealer in Benson, Minnesota. Peterson graduated Gustavus Adolphus College in Saint Peter, Minnesota with a Bachelor of Arts in Accounting in 1988. One year, Machinery Pete came into play.

Peterson now lives in Rochester, Minnesota with his wife, Jacque, and two daughters. His dedication to providing valuable information about agricultural equipment has earned him a trusted source of knowledge in the farming equipment industry and widespread recognition.

