

2026 Business of the Year

C&N Tractors

Along with being an agricultural community business since 1974, C & N Tractors is very involved in the community including; the Pajaro Valley Chamber of Commerce Business Expo, Santa Cruz County Fair, San Benito County Fair, Santa Cruz County Fairgrounds Foundation, Monterey County Farm Day, Farm Bureau, equestrian shows such as the Tri-County Riders and Central Coast Show Series, Salinas and Capitola Touch-A-Truck, and the Down to Earth Women Lunch and much more!

Their involvement in providing exceptional care to their many customers who keep the agricultural and construction industries moving and producing is extensive. The team at C&N Tractors is also dedicated to being highly involved in the community. Julie Oliver has served for years on various Boards as well as encouraging her team to serve on Boards of Directors as well as volunteer at countless events throughout the tri-county area.

Key Accomplishments

1. Long-standing agricultural presence since 1974.
 - a. Established in 1974, showing decades of stability and experience in the farm equipment industry.
 - b. Became trusted partner for generations of farmers in the Watsonville and Central Coast region.
2. Major regional dealership status.
 - a. Recognized as one of the largest Kubota dealerships in the U.S..
 - b. Holds strong market presence across Central California and beyond.
3. Exclusive and strategic product partnerships
 - a. Authorized dealer for major brands:
 - i. Kubota (tractors and heavy equipment)
 - ii. STIHL (power tools)
 - iii. Gearmore (implements)
 - iv. Landpride (implements)
 - v. Brouwer (sod harvesters)

- b. Serves as a Brouwer dealer for California and Arizona, expanding regional influence.
- 4. Comprehensive “one-stop-shop”
 - a. Offers full-service solutions:
 - i. Equipment sales (new and used)
 - ii. Parts and inventory
 - iii. Repairs and maintenance
 - iv. Small engine service
 - v. Rentals
 - b. Maintains well-stocked parts departments to reduce downtime for farmers.
- 5. Advanced service and customization capabilities
 - a. Provides rapid-response repairs and services, minimizing equipment downtime.
 - b. Operates and manufactures Bug-Vacuums
- 6. Strong community involvement and support
 - a. Assisted local farmers during crises (e.g., flood recovery repairs at no cost in some cases)
 - b. Active participant in local events like the Pajaro Valley Business Expo
- 7. Customer-focused service reputation
 - a. Known for:
 - i. Personalized service
 - ii. Long-term customer relationships
 - iii. Going beyond standard sales to support farm operations
 - b. Emphasis on post-sale support and relationship-building, a key differentiator
- 8. Operational resilience and reliability
 - a. Continued operations during difficult conditions (e.g., regional flooding), demonstrating business continuity and reliability.
- 9. Forward-looking strategy and innovation
 - a. Investing in:
 - i. Precision agriculture technologies
 - ii. Employee training
 - iii. Digital tools (online parts ordering, service scheduling)
 - b. Actively adapting to changing agricultural technology and market demands.