



Written by [R. Cort Kirkwood](#) on July 12, 2024

Starbuck Targets John Deere's Woke, "Transgender," Homosexual Policies

Having stopped Tractor Supply's promotion of homosexual, "transgender," and diversity, equity, and inclusion programs and propaganda, conservative commentator Robby Starbuck has taken aim at John Deere, the venerable — and woke — farm equipment manufacturer.

In multiple tweets this week, Starbuck showed that John Deere is all in with brainwashing kids to believe they are "trans." And it's telling women employees they can't complain if they catch a "trans woman" in their restroom.



AP Images

And already, he has reported, John Deere is feeling the rage of American farmers.

It's time to expose John Deere. [@JohnDeere](#) has been one of the most beloved brands by conservative farmers but recently on CEO John May's watch, they've gone woke.

Here's some of what we found:

- Funding a pride event for kids as young as 3
- "Genderbread man" training
- ... pic.twitter.com/nWnSUCW08K

— Robby Starbuck (@robbystarbuck) [July 9, 2024](#)

Beloved Green Brand Turns Pink

Most of the company's conservative customers are likely in the dark about its leftist policies.

And so "it's time to expose John Deere," [Starbuck's first tweet began](#). His probe of the company turned up myriad examples of its surrender to the Lavender Lobby.

Among other activities, it funded a "a pride event for kids as young as 3" and organized "Genderbread man" training.

It asked "employees to list their preferred pronouns on all communications," and promoted a program by anti-white leftist and DEI scammer Ibrahim Kendi. The homosexual Human Rights Campaign gave it 95 out of 100 points for promoting homosexual and "transgender" policies and propaganda.

"What's unknown is whether CEO John May is knowingly forcing these policies or if it's gotten out of control and he's out of the loop on how bad it is," Starbuck wrote:

His response to this story will be very revealing as to his culpability in the implementation of woke policies.



Written by [R. Cort Kirkwood](#) on July 12, 2024

This report is only the beginning. We have so many pieces of news to report that it's going to take weeks, maybe even months to report it thoroughly.

I plan to report what we've found piece by piece so customers and potential customers are informed on the brand's policies. If they're proud of adopting woke policies then John Deere and their CEO should be overjoyed by my reporting on their policies, positions, donations and culture.

Starbuck posted those revelations at 10 a.m. on July 9. By 8 p.m., the alarm bells at John Deere had begun ringing.

A source in Cedar Rapids tells me John Deere is aware of the backlash and asking for reports on the number of complaints they get. A source says customer service was given this script specifically about complaints from my video.

It sounds to me like they want to see how big the... pic.twitter.com/luum0Lo7Az

— Robby Starbuck (@robbystarbuck) [July 9, 2024](#)

Starbuck said that "A source in Cedar Rapids tells me John Deere is aware of the backlash and asking for reports on the number of complaints they get."

Customer service representatives received a script to handle complaints.

Next day, Starbuck revealed that the company held a "Pride" event to propagandize employees and their "trans" children.

On June 11, the company hosted a virtual forum titled "Supporting You and Your Child's Mental Health: A Conversation With ABLEd & Proud Parents."

Multiple sources tell me that John Deere did an event for Pride Month focused on John Deere employees whose kids identify as trans. I'm told [@JohnDeere](#) provided special resources to them.

Do John Deere customers know that the company supports transitioning children?

pic.twitter.com/PhHIHWPSAa

— Robby Starbuck (@robbystarbuck) [July 10, 2024](#)

The announcement promised an "in-depth panel discussion on mental health issues surrounding transgender youth and their families, followed by resources available to navigate life's challenges."



Subject: FW: News You Can Use - June 6 Celebrating Pride Month at John Deere

Pride Month: Supporting You and Your Child's Mental Health: A Conversation with ABLEd & Proud Parents

11 Jun 2024

3:00 PM to 4:00 PM

Virtual

Join us for an in-depth panel discussion on mental health issues surrounding transgender youth and their families, followed by resources available to help navigate life's challenges.

Siding With Potential Rapists

[Starbuck reported today](#) that, worse still, the company is setting up its women employees to be raped in the restrooms.

A source inside the company sent Starbuck a training video that explains to employees “what to do if they overhear employees saying that they’re uncomfortable with trans identifying men in women’s restrooms.”

What you’re about to see may be the single craziest training video that I’ve ever seen.

A [@JohnDeere](#) source sent me this video where employees are trained on what to do if they overhear employees saying that they’re uncomfortable with trans identifying men in women’s restrooms.... pic.twitter.com/GBMOKgTKkT

— Robby Starbuck (@robbystarbuck) [July 12, 2024](#)

Answer: Report the complainers to company managers because they have violated the man-lady’s privacy.

The video features a pretend-employee with the multicultural moniker “Rashmi.”

“Cathi just started working in my office,” Rashmi begins:

She’s settling in well. But this morning, I heard a couple of my colleagues gossiping about her. They were saying that Cathi used to be a man and they are now reluctant to use the same bathroom. I don’t know if I should say something.

Reading from company documents, Starbuck revealed how the company told “Rashmi” to respond:

Whether or not these rumors are true, Rashmi should report this right away to the appropriate department or a manager. Revealing someone’s gender identity without their consent, and before they are ready to reveal it, is called “outing someone,” which is a



Written by [R. Cort Kirkwood](#) on July 12, 2024

violation of someone's privacy. It's also important to remember that if Cathi is trans, saying she "used to be a man" is not accurate. Trans women are women, and they've never not been a woman.

"Does John Deere even know who they sell tractors to?" Starbuck asked.

The lunacy needs to stop, Starbuck continued in his X post:

Companies all need to stop pushing these topics at work. Stop telling women that they can't be upset by men in their bathrooms. Stop creating groups that divide people by race or identity. Stop racial hiring quotas. Stop woke trainings. Stop pushing agendas for political causes. Stop introducing divisive subjects. Ban wokeness in the workplace. Stop woke donations. Make work about work again. Just do good work, make great products and provide great customer service. That's all people want.

Tractor Supply Victory

Starbuck is right. American farmers aren't interested in subsidizing the homosexual mob. They just want good tractors and other equipment.

Will John Deere respond? That remains to be seen. But if company officials are smart, they won't wait too long to stop the madness.

As [The New American reported](#) in late June, Starbuck stopped the lunacy at Tractor Supply, another company that caters mostly to farmers and rural Americans, with a similar X campaign.

Starbuck began writing about Tractor Supply's surrender to the radical Left in early June. By June 27, its stock had tanked some \$2.5 billion. The company abandoned its woke agenda.

It was the third major company to alter course once the public found it catered to sex perverts.

Bud Light hired "trans woman" Dylan Mulvaney to promote its product. But what was once the leading beer brand in America [lost \\$395 million](#) in sales.

[Doritos Spain](#) hired a "trans woman" pedophile as a spokesman. After outrage on social media spread like wildfire, it [let the deviant go](#).



Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



[Subscribe](#)

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.