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Hustler Equipment celebrates 60th anniversary with the release of a short documentary film

The recipe for success requires one essential ingredient: a good story. Hustler Equipment's story began in 1961, Hawke's Bay, New Zealand in the shed of a family-owned orchard where visionary inventor Russell Currie was too busy "making stuff that makes the job easier" to get worried about spraying or pruning fruit trees.

While such a tendency toward distraction might have worried a parent or a spouse, in Russell's case it ended up being the key to a successful multi-generational New Zealand machinery dynasty. From the introduction of the widest boom sprayer in the southern hemisphere in the 1960s, to the launch of their revolutionary Chainless bale feeders in the 1990s, to dozens of other industry-firsts all along the way, the Curries have been improving the everyday lives of farmers and ranchers around the world for six decades.

As the third generation of Curries takes over the company, CEO Brent Currie explains in the documentary that developing a new product "always stems from a customer need or a customer problem. If we're not solving a problem, if we're innovating for the sake of innovation, we're not really adding much value."

In a little less than twenty minutes, this short-form documentary shows how the Curries have driven Hustler Equipment from a backyard distraction to a company with international reach today with hopes and dreams of global market ubiquity in the near future. Given their obvious and authentic dual fixations on constantly finding new ways to improve farmers' lives, while also looking after and caring for their employees, dealers and customers, it's hard to picture a future in which Hustler will not achieve all the Curries' long-term ambitions.

Premiering at 9am on Thursday 11 November NZT (Wednesday on Hustler's YouTube channel and at hustlerequipment.com/60years), "It's a story about the power of an idea, and how such a simple love of innovation can be so effective over such a long period of time," says Hustler's Creative Director, Chad Kukahiko. "We're excited to share this with the world."

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