



Eastern Idaho

# Juniper Hills Irrigation

2025



## Juniper Hills Irrigation

Devin, Shane and Cody  
(Owners)

St. Anthony, ID

Started: 2023

[juniperhillsirrigation.com](http://juniperhillsirrigation.com)



*“We have been working side by side with David Noack over the past two and a half years to help us get our new business off the ground and moving. David has provided us with outstanding insight and services mentoring us along the way. He has been very helpful and supportive of us, and we could not have done it without him and the Idaho SBDC! Thank you!”*

What began as an observation turned into an incredible pathway of opportunity and business success for three Beckstrom brothers in Eastern Idaho. Since its launch in 2023, Juniper Hills Irrigation has accomplished what many entrepreneurs could only dream of. They were awarded with a difficult to acquire Reinke Irrigation Systems dealership, and amazingly after only two short years, they are significantly outperforming expectations.

This didn't happen by accident... Devin, an electrician by trade, noticed while servicing electrical needs on agricultural irrigation systems that there were few companies serving the Upper Snake River Valley in Idaho and many smaller farmers couldn't get essential maintenance and timely support to keep their irrigation systems operating smoothly.

Cody took the lead and began doing some research into starting an irrigation dealership. He discovered that Reinke (one of the world's largest pivot manufacturers) had a limited market presence in the upper valley. He contacted Reinke and was surprised to learn how eager they were at the idea of opening another dealership in the region. At this time, Cody reached out to the SBDC for help and guidance. After months of going through Reinke's vetting process, Juniper Hills Irrigation passed the test; and was awarded the opportunity to open a new dealership.

The three brothers (Devin, Shane, & Cody) are a great example of how to operate a business successfully. They are focused, intentional, organized, disciplined, and resourceful. They do their research and pay attention to the little things that matter most in their mission to “empower Idaho farm success”. What an inspiring team!

