

MF **NEXT** EDITION

ISSUE #4

IN THIS ISSUE...

- 175 YEARS OF MASSEY FERGUSON AND 1 MILLION TRACTORS!
- MEET THE SHOW-STOPPING PLATINUM JUBILEE LIMITED EDITION MF 8S
- NEW SPECIALIST 3 SERIES TRACTORS

PLUS

- CUSTOMER FOCUS SPECIAL AND MORE!



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MASSEY FERGUSON



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MASSEY FERGUSON

BORN TO **FARM**

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An introduction from **our editor**

Welcome to our latest issue of Next Edition. We can't quite believe that the year has gone so quickly, it's been so busy for everyone, you scarcely noticed where the time goes. There's been so much going on at Massey Ferguson. You'll have noticed we have re-branded and have a new and refreshed logo and strapline, this huge change came at just the right time as we enter a new era of straightforward and dependable products and services, the logo may have changed but it's still iconic, just with a contemporary twist. You can read more on pages 6 & 7.

We have so much to celebrate this year, we kicked off the year with our 175th Anniversary celebrations incorporated with limited edition MF 8S tractor to celebrate Queen Elizabeth II Platinum jubilee. It's been all over the country and will make a final stop at The Lord Mayor's Parade in London in November. Read all about anniversary celebrations on page 10.

Finally this year we launched a new Roadshow "Born to Farm with Massey Ferguson". Working closely with our Dealer Network, we are bringing the MF Experience to your doorstep, we are offering people the chance to get to know us and our products better, it's all part of our Farmer First Focus.

We hope you enjoy reading this issue of Next Edition.

Lindsay Haddon, Editor



NEWS: A Celebration of 175 Years of Massey Ferguson



Meanwhile, in the UK, Harry Ferguson was leading the world in the development of the modern tractor. The principles he perfected in his revolutionary Ferguson System radically changed tractor design. It integrated tractor and implement into a single unit via a three-point linkage controlled by an hydraulic mechanism.

The tractor was incredibly light and small, yet it easily outperformed much bigger units. It provided the breakthrough on which all tractors came to be based.

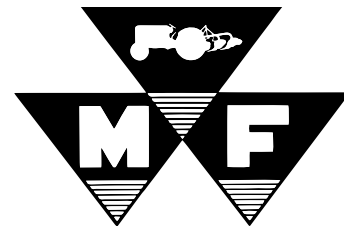
The decision by Massey Harris and Harry Ferguson Ltd - two giants of agricultural mechanisation - to merge their businesses in 1953 led to the creation of Massey-Harris Ferguson. The shorter name, Massey Ferguson, was adopted in 1958 and the Triple Triangle brand was born.

LOOKING AHEAD FROM THE VERY BEGINNING.

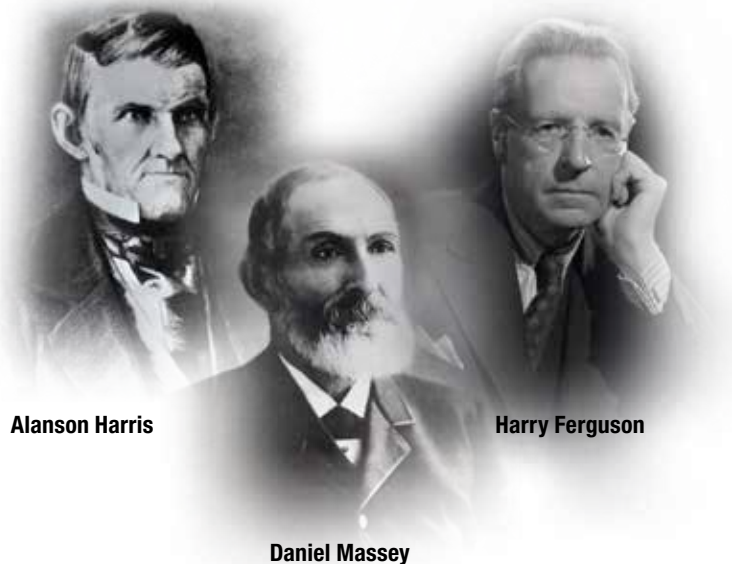
2022 is a year of celebration for Massey Ferguson as it clocks up an impressive 175 years at the forefront of farm machinery.

The company was created from the harvesting expertise of Massey-Harris and the tractor know-how of Harry Ferguson. Each had their sights set firmly on developing mechanised agriculture through the introduction of innovative technology. Both had a strong focus on exporting all over the world which laid the foundations for Massey Ferguson's global presence and deep understanding of international markets today.

It all began in 1847 when Daniel Massey set up a workshop to produce simple farm implements in Newcastle Ontario, Canada. A decade later – also in Ontario - Alanson Harris established a foundry to make and repair farm machinery. The business thrived. Both pre-eminent in harvesting machinery with their famous reapers, threshers and binders, they joined forces in 1891 and quickly became one of the world's top names in agriculture.



1957



Alanson Harris

Harry Ferguson

Daniel Massey

Limited Edition tractors launched

An exciting range of Limited Edition S Series tractors are being introduced as part of Massey Ferguson's 175th anniversary celebrations. Now that's a brilliant birthday present!

With strictly limited production, these very special tractors are expected to sell out quickly.

The Limited Edition tractors feature a smart and elegant design which reflects Massey Ferguson's outstanding 175 years of heritage. As well as this unique, stylish design, the extra special models also come with a host of personalised cab details and an individual gift pack for every customer.

All the top models in the straightforward and dependable S Series are available in Europe & the Middle East as Limited Edition versions. These include:

- MF 5S.145 Dyna-6 Exclusive
- MF 6S.180 Dyna-VT Exclusive
- MF 7S.180 Dyna-6 Exclusive
- MF 7S.210 Dyna-VT Exclusive
- MF 8S.265 Dyna-7 Exclusive
- MF 8S.305 Dyna-VT Exclusive

These tractors will be customised at the Beauvais factory in France and come equipped with MF's Exclusive specification. With the tractors' bright red bonnets and fenders Massey Ferguson's DNA is clear to see across the special livery, while grey stripes put the iconic 'Little Grey Fergie' tractor at the heart of the special, distinctive design.

A stylish, dedicated 3D metallic chrome decal enhances the premium appearance along with the special 175 Limited Edition logo. Speak to your local MF Dealer for more info.

Discover more historical info on-line

A new web page has been launched detailing some of the rich heritage spanning MF's 175 years.



'Milestones of MF History' are being unveiled week by week to provide a fascinating insight into the machines and outstanding developments since Daniel Massey opened the Massey Manufacturing Company in 1847.

To find out more, log on to:

<https://www.masseyferguson.com/en/discover-mf/mf-175-year-anniversary.html>

Join in the celebrations

Later this year Massey Ferguson will be inviting MF owners to submit pictures of their tractors and machines with a chance to win some unique prizes.

The climax of the celebrations will be at the SIMA Show in Paris in November, where Massey Ferguson is looking forward to welcoming VIP groups and other visitors to events and presentations in a dedicated area on the stand.



NEWS: Massey Ferguson – A New Logo is Born – the Iconic Triple Triangle Gets a New Look

2022 is seeing the roll-out of a fresh new look for Massey Ferguson’s famous Triple Triangle logo and the company’s new ‘Born to Farm’ brand identity.

provider of straightforward and dependable experiences that provide the best value for farmers and make their business more profitable and sustainable.

This globally-consistent, farmer-first approach enables customers to experience the transformation of the brand in a unique way all over the world.”

As MF celebrates the 175th Anniversary of Daniel Massey’s first farm equipment workshop in 2022, it was the perfect time to refresh the logo while introducing a new meaningful tagline.

The triple triangle shape is a strong icon that has embodied Massey Ferguson since 1958. The new logo is a mix between this strong heritage and fresh brand values. The three triangles overlap to represent the mutually beneficial relationship and trust between farmers, dealers and the brand.

“Working as one Massey Ferguson Global Team, we aim to make farming operations easier, more profitable and more sustainable across the globe,” says Alfredo Jobke, Director Marketing Global Massey Ferguson. “We want to use this new logo to invite farmers, more than ever, to become part of the Born to Farm Massey Ferguson family.”

The thinking behind the design

The new logo is a modern, sleek and flat design while the image is given life through the interaction of three triangles interlocking one into the other. Drawing it with one single, solid, and straightforward gesture creates the appearance of movement.

The flat design is very reflective of the current digital world,



MASSEY FERGUSON

BORN TO FARM

Timed to coincide MF’s 175th anniversary celebrations, the refreshed logo and tagline are appearing across the board including digital channels, signage and marketing material.

“Massey Ferguson has been offering farmers around the world straightforward and dependable machines since its inception 175 years ago,” said Eric Hansotia, Chairman, President and Chief Executive Officer of AGCO Corporation, Massey Ferguson’s parent company. “Few brands can claim such a lasting impact in the agricultural industry. Massey Ferguson was truly ‘born to Farm’.”

Luis Felli, Senior Vice President, General Manager for Massey Ferguson, adds, “Massey Ferguson is now pivoting from being a pure farm machinery manufacturer into a

MASSEY MFG. CO.
TORONTO ONT.
1847

1847



1890



1891



1952



1953



1957



allowing the logo to be manipulated and brought to life for websites, applications on smartphones and smartwatches, or even the screens inside the machines.

*Did you know that in the original 1958 logo, the three triangles were emblematic of the three founding names - Massey, Harris and Ferguson? The white points at the bottom of the triangles are said to have represented the shiny tips of a plough where it engages with the soil.



1971



1981



1986



2002



2021

NEWS: 1 Million Tractors and Counting!



June saw celebrations to mark production of the one millionth tractor at Massey Ferguson's Beauvais manufacturing plant in France. It all adds up to a mind-blowing amount of on-farm power!

Speaking at an event to mark this significant milestone, Thierry Lhotte, Vice-President & Managing Director Massey Ferguson EAME & President of AGCO in France underlined: "Our Beauvais Massey Ferguson Global Home has grown continuously over the past 62 years, working with and for

farmers. On behalf of all our employees I want to thank our customers for their everlasting trust."

Delighted owner of the millionth model - an MF 8S.305 Dyna-VT - is Thierry Aubrée, arable farmer and contractor, from La Chapelle des Fougeretz in Brittany,

Celebrating 62 years of production at Beauvais

Massey Ferguson has been manufacturing tractors in Beauvais since November 1960, starting with the MF 825 tractor.

From these early years, the Beauvais plant developed continuously, producing iconic tractors driven by innovation, such as the MF 3000 series in 1986 - the first tractor with on-board electronics.

In 2008, the MF 8600 introduced the efficient power concept, reducing environmental impact courtesy of the first use of SCR (Selective Catalytic Reduction) technology on an agricultural machine.

More recently, in 2020, came the MF 8S, with its award-





winning Protect-U concept featuring a 24cm gap between the cab and the engine installation to reduce transmission of heat, noise and vibrations to the cab. Among the machine's multiple awards are the Tractor of the Year 2021, Red Dot: Product Design 2021 and Farm Machine 2022.

In 2016, the Beauvais plant was presented with France's prestigious Factory of the Year 2016 award. Today, the facility produces a wide range of models covering 75 to 405hp including the MF 4700 M, MF 5700 M, MF 5S, MF

6S, MF 7S, MF 8S and MF 8700 S. Up to 100 tractors can be produced and shipped every day with 80% exported to more than 70 countries.

Boussad Bouaouli, Vice-President Manufacturing Beauvais emphasized the commitment of employees to the Beauvais facility's development. "Since 1960, there have always been people who kept the site moving, always with the right farmer-first focus to address challenges of the times and, above all, with a clear view to the future," he says.



NEWS: A Special Salute from Massey Ferguson to Her Majesty the Queen

Massey Ferguson's one-of-a-kind Platinum Jubilee tractor is wowing visitors as it continues its royal celebrations at events around the country.

A dazzling sight in a palette of regal purple and platinum, the MF 8S tractor is Massey Ferguson's tribute to the Queen as the first British Monarch to celebrate a Platinum Jubilee after 70 years of service.

"We are honoured to make our own special salute to the Queen," says Lindsay Haddon, Massey Ferguson Advertising and Sales Promotion Manager, UK and Eire. "It's especially exciting as 2022 also marks the 175th anniversary of Massey Ferguson and the tractor also pays homage to this milestone."

Highlighting this double celebration, the striking Platinum Jubilee MF 8S features examples of MF logos which have appeared over the course of the company's 175 year history.

These logos reflect the evolution of the brand identity from the mid-19th century through to the present day, including the very latest version released in November 2021.

As the miles of red, white and blue bunting fluttered in the breeze (and showers!) at the Jubilee Bank Holiday, the unique MF 8S made its debut outing at the Staffordshire County Show on 1- 2 June. The tractor was the star exhibit on the stand of KO Machines, local Massey Ferguson dealer for Staffordshire, Shropshire and the West Midlands. KO Machines teamed up with Massey Ferguson to supply the tractor and help co-ordinate its appearances at events.

"The tractor looks stunning in its superb livery," adds John Owen, Dealer Principal of KO Machines. "The Staffs County Show crowd loved it!"

Next stop was the Royal Highland Show in late June before moving on to the Newport Agricultural Show and The Royal Welsh Show in July. Everywhere, the MF 8S turned heads with its eye-catching colours.



Please note: this story was published before the sad death of HM Queen Elizabeth II.

Dates to come include the Severn Valley Railway Centre (3-4 September) and the Staffs & Birmingham Agricultural Society Lichfield District Ploughing Match (11 September).

The tour culminates at the Lord Mayor's Show in London in November when the tractor will take part in the famous parade alongside the Worshipful Company of Farmers and the National Farmers' Union as a powerful symbol of British agriculture.

Once its duties are complete, the MF 8S will be available for sale from KO Machines at the end of the year. "We've already had enquiries about the tractor and it will be interesting to see where it ends up after its year of celebrity!" says John Owen.



Check out the scale model!



If you would like your own Massey Ferguson souvenir of the Platinum Jubilee, a detailed Limited Edition scale-model of the MF 8S in its special livery is available through MF dealers from October.

The making of a tractor wrap

"We wanted to do something really special to celebrate the Platinum Jubilee and came up with the idea of showcasing the colours of the jubilee emblem in a tractor wrap," says MF's Lindsay Haddon. "As 2022 is also our 175th anniversary, we decided to combine the two milestone events in the design. Rather than paint, a wrap is a great way to transform a vehicle and involves the application of a durable vinyl coating printed with the chosen design."

The original artwork was created by Debs Smith of Perfect Media in Manchester together with Graphic Designer, Neil Priddey of Prid Design. "The tractor needed to have maximum impact while, at the same time, working within the parameters of the official purple and platinum colourways," Debs explains.

"We gave the union flag image on the bonnet a jubilee twist by using these same colours. To represent the 175th anniversary, eleven MF logos from across the years were positioned on the rear fenders. And for the final wow factor, we went for a full metallic finish on the wrap to produce a sleek, super-shiny look."

Once the design was agreed, specialist firm, Wrapperstew in Stafford set to work on producing and applying the wrap. "Seeing the design concept come to life as we install the wrap on the tractor is a really enjoyable part of my job," says Stewart Cochran who runs Wrapperstew. "Using a large-format printer, it took around three hours to print the full design onto the metallic wrap," he remarks. "After that, the material is laminated to protect it from scratches and UV light degradation."

Heat guns are used to warm the vinyl to enable it to be contoured to the shape of the tractor. Then Stewart gets to work with squeegees to flatten everything down. Cleverly, the vinyl adhesive contains tiny channels to allow any air bubbles to be released and ensure an even, flat finish. Great care is taken at all times to ensure no damage to the tractor's paintwork or plastic components. "A wrap can last up to 10 years once it has been applied," Stewart explains. "Equally, we can easily remove it and return the tractor to its classic MF red."



NEWS: Massey Ferguson Launches Specialist 3 Series Tractors

In the shadow of Chateau Beauchene in southern France, Massey Ferguson whipped off the covers to reveal its latest redesigned tractor range adding a plethora of candidates for those in the market for a specialist tractor.



Massey Ferguson has launched a new six-strong range of 3 Series Speciality tractors offering fruit growers and wine producers bespoke machines to improve efficiencies and increase the variety of operations one machine can perform.

The new range, which has replaced the 3700 models, has the same striking design as the recently redesigned larger tractor ranges in MF's portfolio and will offer users the same low cost of ownership, reliability, and reduced fuel consumption perks as the bigger siblings.

However, the 3 series machines feature no 'S' on the model numbering system. The letters on the bonnet indicate which speciality platform the tractor is part of. MF say all models feature a high standard specification for tractors of this size and can be equipped further with optional extras.

3 series models

The new six-model range of Speciality Series tractors are arranged in ascending width dimensions. For vineyard producers, the two bottom models in the range will be of most interest and start with the MF 3VI (vineyard) offering users a 1m working width to navigate narrow rows of vines and the VI model comes with a cab as standard.

Changes from the previous series include the relocation of the fuel tank, which is now mounted underneath the cab to reduce the height of the bonnet and aid visibility, while offering a tighter turning circle than before. A rear lift of 3.1t is standard, and the spool block has been moved to the left-hand side of the tractor to help when coupling up equipment.

Those after a slightly wider tractor for working on sloping vineyards can opt for the 3SP (Specialised) for added stability and the luxury of a wider cab. Widths start at 1.25m for this model and change depending on tyre size.

Two further models aimed at the fruit growing sector include the 3FR (Fruit) and 3WF (Wide Fruit). There are five models with the 3FR starting at 1.45m wide and the 3WF beginning at 1.7m wide. Both tractors can be brought as a platform or cab versions.

A platform only model – MF 3GE (Ground Effect) – has a low-profile stance and a wider front axle for stability on hillsides, while it is also capable of operation in reduced height areas, such as polytunnels and under fruit trees.

Lastly, the biggest model of the range is the 3AL (Alpine), which starts at 1.7m wide and has a low profile or flat-floored cab. The height of the tractor has been reduced further by locating the air conditioning unit next to the engine rather than in the cab roof.

The 3AL will also find favour with dairy farmers looking for a higher spec alternative to MF's 4700 Global tractors. The option of a factory fitted loader, headland management, and speed steer will all be welcome additions for operators looking for a versatile and nimble machine.

Horsepower choice

All four vineyard and fruit tractors (VI, SP, FR and WF) are available in a choice of five max powers – 75, 85, 95, 105 and a new 120 model. The GE and AL have four power options with the 120 model not available in these formats.

Massey has chosen to retain the old 3700 engine and cab platform on each of the 75hp models, which it says will offer users at this end of the market familiarity when it comes to changing their machines. This means the 3.4-litre four-

cylinder engine powers these units.

Tractors with 85hp upwards will run the latest generation 3.6-litre four-cylinder engine that offers between 85hp and 120hp depending on the customer's requirements. All models meet Stage V emissions by a combination of selective catalytic reduction (SCR) and diesel oxidation catalyst (DOC).

Transmission options

The wide range of transmission choices start with the 75hp tractors and the option of a 12x12 mechanical reverser, which when coupled with a mechanic splitter allows 24 gears in each direction.

However, 85hp and above machines get a 15x15 mechanic reverser as standard which with a mechanical splitter can double the number of cogs available.

A new 30x15 Eco transmission has five gears in three ranges and is operated using a joystick on the right-hand console, rather than a traditional gear stick as with the other transmissions. The joystick offers a premium feel to the cab and lets the operator control transmission shuttle, speed shift and spool valves from the single lever.

The new gearbox has a maximum speed of 40kph at 1,700rpm to help reduce fuel consumption. MF's well-proven brake to neutral function, that brings the tractor to halt without the need to use the clutch, is available on the new 30x15 transmission. This is particularly useful on loader work or where lots of short shunting is required to increase operational efficiencies.

Rear lift capacities have been increased to 3.1t on cab versions over 85hp, while platform and 75hp versions are 2.5t with a 3t optional increase.

Specification options

Current Massey Ferguson users will be familiar with the Essential and Efficient specification levels that have been used on MF models for several years.

Essential models offer affordable ergonomics with a mechanical transmission, maximum hydraulic capacity of 93l/min from the dual pumps and mechanical linkage control. Upgrades include electronic linkage control (ELC) along with PowerShuttle and SpeedShift transmission settings to make shifting through the gears easier.

Higher spec Efficient models get a hydraulic output of 120l/min via a triple-pump, ELC and the PowerShuttle and SpeedShift transmission options.

The hydraulic setup on MF's 3 series tractors features either two or three pumps to operate the different services on board depending on the spec. Essential models get a choice of two or three mechanical spools. MF say the options for hydraulic outputs are wide ranging and will be able to cater for operators looking to run dedicated machines, regardless of the hydraulic requirement.

Further options include a category four filtration system for spraying work which pressurises the cab and diverts air through a secondary filter in the cab roof. This can be switched on and off when needed to preserve the 170-hour filter life.

New entry-level 1700 tractors

Two new platform 1700 E models have been added to Massey Ferguson's compact tractor range to offer buyers a no-frills mechanical transmission option aimed at the scraper tractor market or amenity users.

MF say the new 1740 E and 1755 E duo provide an alternative cab-less option to the hydrostatic transmission on the 40hp and 55hp compact models.

The tractors are made at Iseki's factory in Indonesia and the reciprocal arrangement means some of MF's bigger models produced at Beauvais will roll off the production line in Iseki blue.

The smaller 1740 E get a 1.8-litre three-cylinder engine generating 40hp and 112Nm of torque. Stage V emissions targets are met by EGR, DOC and SCR on both the new models. Power for the 1755E comes from a 4-pot 2.4-litre engine producing 54hp and 175Nm of torque.

Transmission options are kept simple with just one mechanical gearbox available in each machine. An 8x8 with two ranges and four gears is fitted to the smaller 1740 E, while the larger model gets a 12x12 possessing three ranges with four gears in each. Both transmissions get synchronised forward and reverse. The gearboxes offer low fuel consumption, the ability to transmit power efficiently and reliability due to their simplicity.

Hydraulics are handled by a 28.2l/min pump for linkage and a single spool on the smaller tractors, whereas a bigger 32.2l/min unit runs the linkage and the option of two spool valves. 1,000kg at the hook ends is possible on the 1740 E, while it is 1,200kg on the 1755 E, with draft control as an option.

NEWS: AGCO Apprenticeships Given New Lease Of Life

The past couple of years have seen many companies stand back and take a close look at some of the key elements of their business, to establish whether they could be enhanced further by changes to the ways they are achieved.

Massey Ferguson is no exception.



One of the most basic – and important – functions within a large, progressive organisation is staff training, and this is an area in which Massey Ferguson has been particularly active.

Recent times have seen an increasing number of farm machinery manufacturers bringing their individual apprenticeship schemes in-house. Massey Ferguson's parent company AGCO, on the other hand, has been expanding its partnerships with leading agricultural colleges, with the addition of new relationships with SRUC Barony, in Scotland, and Riseholme College, Lincolnshire.

The thinking behind these moves is simple: they offer budding agricultural engineering apprentices the opportunity to begin a formal career path with AGCO. This provides new entrants to the industry in those areas with the opportunity to gain City & Guilds diplomas at a venue closer to home.

It's widely acknowledged now that global demand for food is likely to increase by something in the region of 60 per cent by the year 2050. It follows, therefore, that the demand

for talented and highly-skilled agricultural engineers will keep rising accordingly to maintain the forward momentum of innovation and so achieve the projected levels of food production that will be required.

"Supporting four, as opposed to the current two, dedicated centres of learning makes perfect sense to AGCO," states Charlie Rollason, the company's Training & Development consultant.

"With these two new partners coming on board – supplementing WCG Moreton Morrell, Warwickshire, and Coleg Cambria Llysfasi, in Wales, and with a major investment by both AGCO and our learning partners – we aim to offer the same high standard of manufacturer-supported learning in convenient locations throughout the UK, rather than at one centralised hub," he states.

In the world of tractors old and new, Charlie states, there will come a time when a machine needs to be fixed by a specialist agricultural engineer. "Even in the earliest days of tractors, this role has been the preserve of a special breed of mechanical engineer, these days referred to as a technician. And they need to be mobile, as in most cases they will initially be called out to the scene of the breakdown."

These individuals, Charlie believes, need to be self-motivated, as they will frequently be dealing with a situation on their own. This means their skill set needs to embrace those of engineers, electricians, plumbers and more. "Their working day will never be the same twice and their role is – and always will be – the most respected of those that go to





make up a farm machinery dealership,” he states.

Typically, an apprentice will attend 12 weeks a year of college-based learning. For Level-2 apprentices, it will be a two-year course, while for individuals at Level 3 it is likely to be a 3 or 4-year course. The employer pays the apprentice throughout the duration of the course – even while they are at college – as the business will reap the benefit of the learning experience in the longer term.

So, for all the youngsters out there who might be ‘tractor-obsessed,’ this is an excellent opportunity to start building a long and fruitful career.

And it’s not just school leavers who are seeking to kick-start their careers. AGCO has also been much encouraged by an increase in the number of people from other walks of life who are now embracing the challenges of becoming an agricultural engineer, by re-training for this sought-after occupation.

One response is that the company has started working closely with Forces Farming, an initiative created to help former services personnel make the transition into the agricultural sector.

Interested in an apprenticeship with AGCO?

For further information scan the QR code to take you to the AGCO Academy website or register your interest at ukeire.training@agcocorp.com and take your first step into an exciting career in the agricultural engineering sector with us.



NEWS: Farm Accident Survivor Will Sayers Becomes Safety Ambassador



WILLIAM SAYERS freely admits he was very lucky to have survived a horrific farm accident back in 1990, that saw him lose an arm in a tussle with a pto shaft.

It was quite a devastating blow to the young 12 year old boy from Donemana in Northern Ireland, and his family, but he is using his personal experience to raise awareness and help prevent other farm accidents.

For the past 27 years, William, now 44, has worked in sales for the Massey Ferguson dealership, D and M Farm Services Ltd in Eglinton, County Londonderry.

It's a job he adores as it gets him out and about onto farms discussing the farmer's tractor requirements as well as other machinery.

That might be the day job but William also enjoys talking about his accident to others and has become an ambassador to promote farm safety.

Farming is one of the most dangerous occupations in the world and that is evident from the startling statistics from the UK's Health and Safety Executive.

Sadly, there were 46 people killed in farm related accidents in the UK during 2020 and 2021. During that same timeframe there were a further 12,000 people injured in accidents related to farming, forestry and fishing. William lost his arm on Easter Monday 1990 after the coat

he was wearing got caught up in the pto shaft of a slurry tanker while he and a 16 year old friend were filling it with slurry.

William said: "It just happened in an instant. The next thing I knew I was lying on the ground and could see my right arm lying across the yard. I knew I had lost it but it still felt that I still had a right arm.

"The biggest issue I had was that I had disobeyed my father who had told me not to go near the pto shaft. The fear I saw in both his and my mother's eyes as I ran up to the house has left me with an immense sense of guilt ever since."

The pto shaft on the tanker was fully guarded except for a few inches at the top. William was wearing a coat his mother had asked him to put on during the last load of slurry as it was getting colder in the evening.

As William went to adjust the regulator on the tanker pump to help it fill quicker, the shaft caught his coat, which wasn't zipped, and dragged him in.

"I thought I was dying," said William. "All I was wearing after the shaft caught me was my underwear. My dad rushed me to hospital as my sister Jane picked up my arm and washed it. The hospital actually sent an ambulance out to the farm for my arm and later tried to sew it back on but without success."

William's family farm was a dairy farm and his father had set it up with a new milking parlour for him to take over one



day. Sadly, that day never came as it was impossible to milk cows with one arm.

Today the farm is home to a few suckler cows and William still goes there to check on his father, George, who is now 85. His mother Kathleen sadly passed away a few years ago.

William has been married to his wife Elaine for the past 16 years and together they have three daughters Lydia, 15, Grace, 12, and Bethany, 10.

"I'm very happy working as a sales representative for D and M Farm Services," William said. "I am very thankful that the owners, Jim Dinsmore and William Moore, took me on all those years ago.

"It's amazing how tractor and machinery technology has evolved over the years. I keep well up to date with all the new products released by Massey Ferguson, more so via online training courses these days. My job is quite varied and I never know what each day will bring," he said.

Prior to his accident William was right-handed and has had to learn how to write all over again, this time with the left hand. Driving is not a problem for William who has never let his disability stand in his way.

He said: "I've never been affected mentally by the accident, which is remarkable. My father, who lost one of his legs in a farm accident when he was only two years old, was very supportive over the years and helped me a lot. I also lost my

uncle William, who I was named after, in a tractor accident when he was only 25 years old.

"I've had to learn to do a lot of normal tasks like writing, tying my laces and buttoning my shirt with the left hand, but I've mastered them all.

"My message to farmers is very strong today. It is your own responsibility to ensure you work safe and in a safe environment. There are plenty of warnings from various agri groups and bodies urging farmers to heed the safety advice.

"People think accidents like mine never happen to them, but they can and do. I did not heed my own father's instructions and I paid a heavy price for that. If my story can help prevent someone having an accident, losing their arm, being seriously injured or even losing their life, then it is worthwhile for me telling it," he said.

In his role as a farm safety ambassador William volunteers his time to talk to farmers groups, young farmers, church groups and anyone who asks to hear his story.

He also gets calls from people who have already had an accident and lost limbs and need someone to talk to.

"I've had a number of people call me who have lost a limb during an accident and need someone to talk to for moral support and advice. I will talk to anyone, anytime, if they want and am very happy to do so," said William.



CUSTOMER FOCUS: Alistair Bramley

A new Massey Ferguson 8S.225 Dyna-7 tractor with an Efficient specification is exceeding expectations on a North Yorkshire family farm.



Trading as A Bramley, Alistair Bramley, and his son Charlie farm at Thornton, near York. Arable crops on the mixed farming enterprise are mostly cereals, as well as potatoes on land rented to a local producer. Pigs are fattened on a bed-and-breakfast contract, and a successful agricultural contracting operation is managed by Charlie, sharing machinery owned by the farm. Alistair's agricultural career started as a dealer engineer in the late 1970s, and he still offers agricultural engineering services and machinery servicing from his workshop on the farm.

Exceptional service

Peacock & Binnington represents Massey Ferguson in the area, and Alistair said the service from the Selby depot team is exceptional. "The Director and Branch Sales Manager, Marcus Bourne is our first point of contact. When we discuss buying anything then we always feel he works with us to find the best solution. He understands us and our business, and whether we are buying a new tractor or just some farm sundries – he always comes back to us with an answer, and even drops parts in that we have ordered if he's passing."

Unsurprisingly, the main tractor fleet is Massey Ferguson. A 5711 with an FL4121 front loader does the yard work including mucking out and bale handling, and a low-hour 6616 was recently supplied by the dealer to replace a 6480 and will perform a variety of tasks including spraying and fertiliser applications. The main tractor is a brand new 8S.225 which arrived in early March, and it replaced a 7720 which was owned for five years.

8S had immediate appeal

"As soon as we saw the new 8S-series advertised we liked the look of the design, and when we saw one on the road a few months later we both commented on the striking styling and large cab," explained Charlie. "Our MF 7720 was due to be updated, so we spoke with Marcus Bourne and requested a demonstration."

Generous specification

The 8S-series tractor was trialled for two days during which its performance and comfort impressed both users. The demonstration tractor had the higher Exclusive specification which includes electronic hydraulic spools as well as advanced precision farming applications as standard.

"We both really liked the 8S but agreed that the Exclusive specification included more functions than we needed. We prefer simple, mechanical hydraulic controls with knobs, buttons and levers and find them easier and quicker to operate than digital sliders on a screen. The Efficient specification still comes with a high level of equipment, including everything we consider essential and more besides," Charlie continued. "GPS guidance and autosteer is something we've been thinking about for some time, and the 8S Efficient tractors come MF Guide-ready. If we decide to invest in guidance in future, then we only need a GPS receiver and it will be ready to use."

More power, and more efficient

The 8S.225 Dyna-7 Efficient was delivered in early March this year. In its first two months on the farm, it worked with a 5f reversible vari-width plough, a 4m power harrow drill combination and a 10t Richard Western Delilah rear-discharge manure spreader.



“We requested a price for an 8S.205, with a similar power output to our previous 7720, but Marcus pointed out that the trend towards larger machinery and wider working widths is continuing, so upgrading to the 8S.225 with an extra 20hp would be a better option. There wasn’t a big price difference, so we took his advice and remain pleased with our decision. The extra power and torque are noticeable, but we have been surprised by the fuel consumption which is significantly lower.”

Seamless transmission

The previous tractor’s Dyna-6 transmission performed well, but Alistair said that the new Dyna-7 system with 28 forward and reverse speeds in four ranges and seven seamless gears is much smoother. “The extra gear means ratios are closer spaced, and changes are smoother and more progressive in both manual and automatic operating modes. The Multipad Control joystick is excellent – gently pushing it forward or back changes gears one at a time, and pushing it further changes two at a time for faster acceleration which is a real advantage on the road,” he said. “The clutch action of our previous tractor was good, but the 8S.225 clutch is lighter and more progressive. It’s almost impossible to make it jerk at any speed or in any gear.”

Comfortable and quiet

Charlie commented that the superb all-around vision, and quiet, comfortable cab mean that even after long days in the seat, he rarely feels tired. “The view from the seat is fantastic, and the tapered, angled bonnet reduces reflection and sun glare which can be an issue when working into the evening on other tractors. A clear view of the two front wheels makes it easy to identify wet spots, so I can decide where to run the front wheels to avoid making a mess. The controls are very well designed, and the new digital dashboard on the front corner post is clear and easy to set up and use.”

Huge torque

The 6-cylinder, 7.4-litre engine with up to 245hp and 1,080Nm of torque quickly impressed the Bramleys. “Friends on local farms use tractors of other brands, and I know that nothing matches the 8S.225 for its efficiency and performance,” stressed Charlie. “The engine develops so much torque that we did all the drilling with the PTO in 1,000 Eco operating mode even though soils in the area are mainly heavy clay. It pulls well too. We can get up to 18t of manure in the spreader when we load and apply it in the same field, and the new tractor pulls it easily without fuss. “Since it arrived, we have seen a significant reduction in



fuel use – sometimes saving up to 50 litres per day,” he added. “That’s important when prices are so high.”

MF Guide-ready

For part of the spring drilling season, a GPS receiver was borrowed from the dealer so that MF Guide could be trialled. Alistair said that trusting the system to look after the steering seemed strange at first, but as crops emerged a few weeks later, the benefits became obvious as it was hard to locate joints between bouts due to the precise row spacing. “The 8S.225 Efficient gives us an ideal opportunity to invest in a guidance system of our own when we feel ready, and as well as optimising our field work accuracy it will reduce operator fatigue during the busy drilling period,” he added.

Other features included on the 8S.225 Efficient include Speedsteer variable rate steering, and Charlie said this helped when ploughing as it reduced operator effort and improved timeliness during headland turns. Automatic headland management is also available when GPS guidance is installed, and Charlie believes that this could offer additional advantages, although Alistair prefers manual control.

The right tractor

“We would definitely go for the same tractor again,” Charlie confirmed. “The ride comfort is exceptional, and when spreading manure at 25kph, I’m sure I could hold a cup full of liquid and not spill a drop. We are occasionally approached by dealers promoting their competitor brands, but I can’t see any reason to change.”

Alistair agrees. “Massey Ferguson has a long history of designing tractors for every sector and situation, and the 8S.225 Dyna-7 Efficient is the best yet and will suit us well.”

CUSTOMER FOCUS: Holden Plant Rentals



Massey Ferguson tractors prove popular choice for Holden Plant Rentals and The Curragh.

An Irish plant and machinery rental company has just taken delivery of another fleet of new Massey Ferguson tractors and already placed them with a regular customer.

Based in County Kilkenny at Mullinavat, Holden Plant Rentals (HPR) has grown into the largest fleet management and vehicle rental company in Ireland.

HPR specialises in supplying government bodies, local authorities and other customers with all their fleet supply and management requirements.

The company dates back to 1955 when it was founded by Patrick Holden, originally repairing and selling cars. Later, in 1968 the business was appointed as an agency for Zetor tractors in the Kilkenny and Waterford areas which turned the focus more to the agricultural sector.

By 1989 the business expanded into municipal equipment rental mostly to the local councils. This area rapidly expanded as demand grew for a business that could both supply and maintain specialist complex equipment.

Today, HPR is run by Paul Holden and his son, also called Paul, who are managing a fleet of over 4,000 vehicles helped by their team of 70 staff.

One of their main customers is The Curragh Racecourse based in County Kildare which uses a number of tractors to keep the premises and track in tip top condition.

On top of that, The Curragh has its training facilities extending to 80 miles of gallops spread out over 1,500 acres of land where the tractors also come in very useful. HPR supplies The Curragh with all its tractor requirements and as part of that contract has just supplied eight new 105hp MF 5711M tractors and one larger 140hp MF 6715S model.

There are a number of reasons why Paul Holden uses the Massey Ferguson tractors in his business with their high residual value being a major purchasing factor.

Paul said: "We select Massey Ferguson tractors for their quality, superior aftersales support, brand image, product range and most importantly, their residual value.

"We have been supplying tractors to The Curragh on a rental basis since 2017 and have just delivered a new fleet of tractors to them."



County Council, Connolly Hospital Dublin, St James's Hospital Dublin and many other state agencies," he said.

Paul sources all his Massey Ferguson tractors from the local dealership Suir Garages in Waterford run by brothers Edward and Shane Lynch.

Located just two miles from Waterford City on the Dunmore East Road, Suir Garages is a long established family run business which has been selling new and second-hand farm machinery since its inception in 1978.

Suir Garages provides sales and service of a wide range of farm machinery throughout Waterford County and the south east region.

Edward said he has known Paul most of his lifetime and has built up a good relationship with HPR over many years. Edward said: "I've been dealing with Paul at HPR for the past 20 years and we have built up a good relationship in that time. The latest order from Paul included nine new Massey Ferguson tractors that are being used at The Curragh Racecourse.

"We are absolutely delighted to be associated with HPR supplying them with all the Massey Ferguson tractors they need," he said.

Dara McDonald, the assistant manager at The Curragh, said: "We are very happy with the Massey Ferguson range of tractors supplied by Paul at HPR.

"These tractors prove to be very reliable indeed and user friendly, which is exactly what we need. There are up to 20 staff that use them here for a variety of jobs so we need them to be easily operated.

"The service and backup that we receive from Paul at HPR and Massey Ferguson is second to none," he added.

Paul protects his investment by also purchasing a Massey Ferguson service plan for the tractors which is managed by the dealer. He runs a policy of changing the tractors to newer machines every three to four years, or when they accumulate a maximum 4,000 hours, whichever comes first.

Paul said: "These new Massey Ferguson tractors will perform a range of tasks at The Curragh including racecourse grass management and gallops maintenance. "Massey Ferguson supplies a factory trainer to train the operators at The Curragh how to use the new models and also provide refresher courses as and when required."

HPR supply vehicles to a wide range of customers and have become the number one go to company in Ireland.

Paul added: "As well as The Curragh, we hire Massey Ferguson tractors to the other Horse Racing Ireland locations throughout Ireland including Leopardstown, Punchestown, Fairyhouse, Gowran Park, Cork, Tipperary and many smaller locations.

"Other than the horse racing sector, we supply Dublin Airport with their winter maintenance tractor fleet, which totals 44 tractors, and we also supply Shannon Airport and Kerry Airport with Massey Ferguson machines too.

"Other customers we supply Massey Ferguson products to are Teagasc training colleges and farms, ETB training colleges, the OPW, Dublin City Council, Fingal Council, South Dublin Council, Galway County Council, Meath



CUSTOMER FOCUS: DTM Gardens & Landscapes Ltd



The first Massey Ferguson tractor purchased by a Leicestershire-based contractor just 18 months ago has since been joined by a second tractor and a telehandler of the same brand, and featured in a popular BBC television show.

The 180hp 7718S Dyna-6 was chosen by the Davies family, based at Ashby Magna, near Lutterworth. Trading as DTM Gardens & Landscapes Ltd, the contracting business was started in 1989 by David Davies and his son Tony, providing groundworks, landscaping, and grounds maintenance services to private landowners and local authorities. Now the business is run by Tony and his wife Sarah, assisted by their daughter Ellie, and employs a team of 10 full-time operators.

Most of the work is in Leicestershire, Warwickshire, and Northamptonshire, although sometimes the machinery works further from the company's base. Eight 360-degree excavators from 1t-14t do most of the groundwork and fencing. The 7718 S moves machinery between sites on a low loader trailer, and transports aggregate in dump trailers off and on the road.

Mainly transport

"We use a haulage contractor to move our plant on longer journeys by lorry, but for most of our work the Massey

Ferguson with its 50kph transmission and pulling a 30ft plant trailer is ideal," explained Tony. "We had a high-speed tractor for a few years, but it struggled to maintain a reasonable speed ascending slopes. We part-exchanged it for a conventional tractor with a 40kph transmission which performed well, but the lower transport speed reduced our operating efficiency more than we had expected so, after only three months, we had to upgrade it.

"We wanted to try an equivalent 50kph model before committing but the dealer wouldn't lend us a new machine that was in stock, so we turned to our local Massey Ferguson main dealer instead. The Chandlers (Farm Equipment) Ltd team couldn't have been more helpful and lent us the 7718 S to trial. The demonstration proved successful, so we placed an order."

Ellie Davies is an active member of Lutterworth Young Farmers Club, and she studies at Loughborough University. When Covid 19 restrictions made it difficult for the family's contracting business to operate, she lent a hand. "Part of our work is park and cemetery maintenance, and when our usual teams weren't available, I helped my father with tasks such as mowing and other amenity work. I also became used to operating the Massey Ferguson tractor and enjoyed it."

When one of Ellie's friends from the Young Farmers Club saw an advert seeking teams to compete in a new BBC



TV show – ‘The Fast and the Farmer-ish’, Ellie was keen to apply. She and two friends formed ‘Diva Drivers’ - the only all-female team to enter and they were selected for the show. The family’s Massey Ferguson 7718 S was shipped to Ireland for filming and Ellie drove it during the competition.

“It’s got a comfortable cab, great vision all around and the transmission is flexible and easy to use,” she explained. “The Chandlers team checked it over thoroughly before it left for Ireland and the dealer Agricultural Sales Representative, Mark George was very helpful, and he gave me a training session focussing on some of the controls that I was less familiar with – just in case they were needed during the competition.

“Our team didn’t win, but taking part was a great experience and I believe my confidence has grown as a result.”

MF telehandler selected

A telehandler loads and unloads lorries in the yard, and lifts and transports materials at work sites. Three telehandlers of one brand were owned in succession which all performed well, but when a machine was due for replacement last winter and the dealer couldn’t supply anything suitable, Tony immediately turned to Chandlers again to see what Massey Ferguson could offer. The flagship TH.8043 with a maximum 7.5m lift height and 4.3t lift capacity was selected, and Tony said that there are significant advantages over the machine it replaced, including a better view from the cab. “With no rear corner pillar to obstruct the view it’s easier and safer when working in confined areas.”

Other features of the new telehandler which have impressed its users include the ability to select forward and reverse using either the main shuttle lever or joystick-mounted buttons, and the CVT transmission. The previous machine had a torque converter, and Tony said that although the CVT unit is slightly noisier at road speeds, it is smoother and much easier to operate.

Second MF tractor

The order placed with the dealer also included a Massey Ferguson 1735 M 35hp tractor which replaced another brand. The compact tractor operates linkage-mounted and PTO-driven implements – mainly for grassland establishment and repair. It was delivered with the new telehandler on March 1st and both machines carried new 22-plate registrations.

Successful brand change

All three Massey Ferguson products have proved reliable. “We run modern machinery so that we can work efficiently without being held up by breakdowns,” stressed Tony. “We got on well with our previous tractors and handler, and probably wouldn’t have considered changing dealers and brands if it hadn’t been for the supply issues. However, the decision to change to Massey Ferguson and Chandlers has been very successful.

“The 7718 S is liked by everyone who uses it, the TH 8043 is efficient and easy to use, and the 1735 M performs well too. We receive excellent back-up from Mark and the rest of the Chandlers team and are pleased with our new Massey Ferguson-based fleet.”



CUSTOMER FOCUS: Emyr Wigley, Old Stackyard British Blues, Raises in Excess of £100k for Charity

A Powys-based farmer who raises money for two charities by breeding cattle, is on target to achieve total donations exceeding £100k by the end of this year.



Old Stackyard British Blues was established by Emyr Wigley in memory of his late wife Dilys Evelyn in 2016. The couple left school aged 15 and started work with the ambition of saving enough money to buy their own farm. For 21 years Emyr worked on many different farms, and during the 1970s the couple also bought, restored, and sold many houses. They were married in 1972, and by 1981 they had enough money for the deposit on a farmhouse with 18ha at Deytheur, Llansantffraid. With an additional 8ha of rented land, they set up their own dairy herd comprising 70 cows grazing 24ha of grass.

The couple's dairy enterprise was successful, and with extra land and new buildings they increased their herd to 200 dairy cattle, plus a small herd of British Blues. In 2007 the couple retired from dairying and sold 26ha, but kept an 11ha field and built a house on site. Emyr and Evelyn had looked forward to their retirement and planned walking holidays and caravanning around the UK but sadly, within just three years, Evelyn was diagnosed with ovarian cancer, and after bravely fighting the disease for four years and despite receiving treatment, she passed away in autumn 2015.

Fitting tribute

"Evelyn was a very special person and I wanted to do something to help other people in her memory," explained Emyr. "We were both cattle people and had considered keeping a small herd of British Blues in our retirement, but the complications of TB testing and other factors meant we gave up on the idea. However, after her death, I believed that setting up a breeding herd to raise money to help fight ovarian cancer would be a fitting tribute. I had the land and a house on-site, so just needed suitable buildings and a yard."

As soon as Emyr started his project, he received support from suppliers of materials and equipment to build his purpose-designed cattle housing. Concrete was supplied at a discount and laid free of charge. A large excavator and dumper were loaned free of charge for a month. Yard and internal fittings were supplied at maximum discount, and a lot of help was received from friends and family.



Level 1 status

Emyr maintains the highest health standards for his cattle and keeps a closed herd, using AI instead of bulls brought in from elsewhere. Straw is purchased from arable farms in eastern England where there are fewer badgers - to reduce the risk of TB transmission. Investment in badger-proof fencing around the 3ha site to prevent the disease has proved successful so far, and Emyr's herd has remained TB-free and enjoys Level 1 health status.

From the original herd of three cows with calves and six maiden heifers, Emyr had bred 54 calves by March 2022, and at that time there were 11 cows and three heifers also due to calf this year. The herd also included eight young bulls and six yearling heifers. Some animals are sold privately, and others at the Carlisle and Shrewsbury pedigree sales. All proceeds are divided between the charities, while Emyr stands the costs incurred himself.

Ideal for role

A good friend and a neighbour look after the cattle when Emyr is away at the sales, and the rest of the time he does all the work himself. He recently took delivery of a new Massey Ferguson 5711 M tractor with a front loader. Its main tasks include mucking out, handling large square bales and powering a straw spreader, and it is also used to make silage and spread manure on the fields.

"It's our first Massey Ferguson, and it was chosen mainly

for the large, comfortable cab and because its size and weight are ideal for its role here. I didn't try the tractor before placing my order, but I've used Massey Ferguson tractors belonging to a neighbouring farmer and liked them and especially the Dyna-4 transmission.

"Having used another brand for 40 years with excellent service and back up from the dealer, the Massey Ferguson has a hard act to follow," said Emyr.

Additional fund-raising

As well as raising money through cattle sales, Emyr also opens Evelyn's beautiful, well-stocked gardens once or twice each year. Proceeds from all the activities are for the Ovarian Cancer Action charity - which invests in cancer research and promotes awareness of the symptoms of ovarian cancer, and the Royal Agricultural Benevolent Institution (RABI). "Evelyn and I were involved with agriculture for all our life together, and we have known many members of the farming community who needed support at various times. Supporting the RABI is my way of giving something back to an industry which has given us so much pleasure," he explained.

Just over £90,000 has been raised for the charities so far, and with additional cattle sales plus an open garden event planned for the 3rd of July, this figure is likely to increase to more than £100k by the end of 2022.



Massey Ferguson Area Sales Manager, Bryonne Skelton with farmer and fund-raiser, Emyr Wigley (centre), and RVW Pugh Ltd Area Sales Manager, Colin Harding.

NEWS: Vin to Win!



What does it take to refurbish an 18-year-old Massey Ferguson 5455 which has done more than 18,000 hours of hard labour and transform it back to factory condition? Well, more than 100 hours of diagnosis and in excess of 1100 genuine AGCO parts – all of which come with a full 12 month warranty - for a start...

Following AGCO Aftersales' announcement that UK farmers Nigel & Robert Bowyer were the lucky prize winners of the Massey Ferguson Ultimate Refurb in its 'VinToWin' competition, a loan vehicle was delivered, and their trusty tractor was transported to the dedicated refurb team at Massey Ferguson in Beauvais, France.

The team worked with expert partners at Michelin and Quicke to perform their magic, before a slightly overwhelmed and emotional Bowyer family were reunited with the transformed MF 5455 some months later.

With the entire refurb project, a nod towards a cleaner, greener environment and more sustainable future, the team sourced as many parts as possible through the AGCO Reman programme (such as the short block of the engine and various electronic components). As the name states,

these are re-manufactured parts which are delivered in 'as new condition' typically saves 30% of the cost of a brand-new part and are available from your local AGCO dealer.

Jen Reid, AGCO's Aftersales Marketing Manager, explains: "Vin to Win was a six-month initiative designed to build and strengthen relationships with Massey Ferguson owners. The positive feedback showed it was a welcome breath of fresh air for the farming community after a very difficult few years.

"The total refurb was a labour of love for the team at MF in France, the AGCO Parts team and our specialist partners.





The idea was to bring the tractor back to life, and in the process create the best working environment for Nigel and Robert. In line with this, everything in the cab was replaced: a new seat, complete air conditioning system refresh, new radio plus new mirrors, glass, and wiper system to transform visibility.

“The first prize of the ultimate refurb was supported by three winners of MF branded ‘Efficient’ trolley, an eight-drawer unit worth over €3,200 and stocked with high-quality tools designed to last, together with instant win prizes via a series of monthly online games in which over 125 entrants received branded Massey Ferguson overalls or a collectable, scaled model of a MF 7726 tractor.”

We talked to farmers, Rob Bowyer, and his father, Nigel, to find out about their family history, their relationship with Massey Ferguson which goes back to the 1930s, the specific MF 5455 in question – and how they feel now it’s been returned.

“My family, owned Bower’s Greengrocers in Usk, Wales,” explained Rob. “In 1937 an opportunity arose for my grandfather and his brother to buy a local farm in Llanbadoc, about 1.5 miles away. And the rest as they say, is history! We now farm more than 180 acres, dealing with sheep and beef cattle, together with the production of arable crops for

livestock feed and bedding. On a farm like this with such variety, reliable, efficient machinery is vital.”

“Massey Ferguson models have been part of fabric of the farm since we first owned the TE20!” continued Nigel. “We’ve owned several over the years, including: a 35, a 35X, a 135, a 565, a 390T and a 390. On the farm now, we have two 5455 models, both of which have the Speedshift gearbox, together with our old 135 model which is still in use after 9,500 hours.

“We’ve never had a brand-new machine, all of our tractors have been either second hand or ex demo models, so winning this prize really was a dream come true.”

18 years of hard labour - transformed

“We were overwhelmed when it came back – as good as new, maybe better! The whole experience totally exceeded our expectations and the amount of work which has gone into the refurb is astonishing. It’s been completely stripped down and rebuilt: the loader has new pins and housings; all flexible hoses have been replaced and it’s had a sparkling paint job. And all finished off with a posh new set of Michelin AgriBib2 tyres.

As a family, we are extremely grateful to AGCO, Massey Ferguson, Quicke and Michelin for this complete refurbishment. You’ve given an ageing tractor a new lease of life, something we would never have been able to do ourselves – and made two Welsh farmers very happy!

**Watch the MF
Vin to Win
Ultimate Refurb
here**





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