

MF **NEXT** EDITION



MASSEY FERGUSON

ISSUE #3 // SPRING/SUMMER 2021



DISCOVER THE
NEW MF 5700 M SERIES



AN INTERVIEW WITH **RUGBY STARS**
DAN LYDIATE & WYN JONES



DEALER PROFILE:
WBD FARM MACHINERY



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MASSEY FERGUSON
EXPERIENCE



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AN INTRODUCTION FROM OUR EDITOR

This year seems to be going way too fast already, blink and you'll miss it! Despite that and the slow easing of restrictions, I think we can all agree that springtime fills us all with some hope for the year to come, and even more significantly, we have come to appreciate our surroundings, to take in the smells, sights and sounds of the year being re-born. A dramatic change in the scenery and the temperature means busier months ahead; ploughing, drilling, seeding, lambing and calving is all at full throttle, next stop grass season and harvest.

This renaissance is really quite relatable to us here at Massey Ferguson. Our range is changing and evolving, creating machinery which has exceeded our expectations and those of our customers. Our straightforward technology offering is the most advanced it's ever been and we're proving that our FUSE package is vital for your business.

Despite business as usual, like everyone who works in agriculture, we've been busy. As well as new products, there's been exciting changes to our dealer network and to our in-house team, all focused on giving you the best customer experience.

We do hope you enjoy this issue of NEXT Edition.

— **Lindsay Haddon, Editor**

Lindsay Haddon, Advertising & Sales Promotion Manager



GET IN TOUCH:

✉ uk.sales@agcocorp.com

f facebook.com/masseyfergusonuk

DEALERSHIP PROFILE: WBD FARM MACHINERY

WBD Farm Machinery, based at premises just off the M1 motorway in the north of Co Dublin, first came into being in 1984 after the three founding partners, who were employed together at another machinery distributor, decided that it was time to go it alone and establish their own dealership.

The trio came up with the 'WBD' company title, as they were the first letters of their surnames, but the firm's original principals have since retired and the business is now run by the second generation, with a son from each of the three families sharing the management roles.

Alan Butterley and Alan Dunne look after the sales side, with Declan Weston overseeing the finance and accounting functions. There are currently 15 staff members and the business is in the process of recruiting a further four.

A corporate landmark in was achieved in 2008, when the WBD was appointed Massey Ferguson distributor for this important arable farming region, offering the full line of machines and equipment.

"The majority of our machinery sales are in the higher horsepower end of the various ranges," Alan explains. "The most popular tractor model for us last year was the MF 7726 DVT, and we are also probably the biggest dealership in the country for the big square balers coming from the Hesston factory in Kansas.

"Covid has slowed down delivery times, which has been challenging, as some customers have been putting deals on hold until next year. Apart from that, we have been able to stay open for business the whole time."



"However, the biggest event of 2020 for us was the opening of our new premises at Blakes Cross, Lusk, on a site that we acquired in 2015 and where construction of the 16,000 sq ft building got under way in 2018."

The new facility accommodates a showroom, parts department, office accommodation, a state-of-the-art workshop and a wash-down bay to the rear. There is also sufficient space for further expansion in the future – when, rather than if, it's required!

But, possibly most important is the fact that the new facility is owned by WBD, as opposed to rented, which the previous site was. "Our customer base can be assured that we're here for the long term and that they come first," Alan confirms.



“ However, the biggest event of 2020 for us was the opening of our new premises at Blakes Cross, Lusk ”



DEALER FOCUS

A NEW ERA FOR CHANDLERS FOLLOWING LISTER WILDER DEAL

Towards the end of last year, east of England dealership Chandlers (Farm Equipment) Ltd announced its acquisition of Lister Wilder's AGCO business in the south-central region of England, making Chandlers the largest single AGCO distributor in the UK.

The move was a response to AGCO's requirement that franchisees do not market its products in similar categories alongside those of other manufacturers. New lines have been drawn and both parties to the deal are continuing in their quest to provide customers with a premium product range and the best possible service.

Since 4th January this year, Chandlers has been operating from five of Lister Wilder former branches – Southam (Warwickshire), Wallingford (Oxfordshire), Devizes, (Wiltshire), Cirencester (Gloucestershire) and Bristol, leaving Lister Wilder to run its business from Ashford (Kent), Guildford and Reading.

Chandlers managing director Gavin Pell explains how the deal came about: "From a commercial point of view we had been very busy, sales-wise, and were looking for ways in which we could enhance our performance even further. It was here that we identified the possibility of working with neighbouring dealerships.

"We had observed a trend throughout our territory among larger farmers and farming companies of taking on more land when it came available and widening the geographical spread of their operations," Gavin explains.

"It became obvious to us that to tie up with a neighbouring dealership would make sound commercial sense, and give us the scale of operation to be able to meet the needs

of this growing sector. Good people are hard to come by, so a formal amalgamation appeared to be the best way forward, combining the skills of our two teams."

Chandlers had, for some time, taken the view that if ever Lister Wilder's burgeoning groundscape side of the business ever became an issue with AGCO, they would be interested in talking. Listers were happy to discuss the possibilities, and over the course of 2020 transitional plans were created and put in place.

"The new arrangement also suits Lister Wilder extremely well," Gavin reports. "They had generated a phenomenal rate of growth over the past decade in both ag and construction, and are now streamlining along a similar path to ourselves focused on our respective industries."

He's acutely aware that the agricultural sector has fared better than most other industries over the course of the past year and is grateful for its reliability and consistency. "People can do without a holiday for a while, or a new car, but not food. We are very fortunate," he says.


"Our people, throughout the company, have been magnificent, and the Covid-safe rules have been closely adhered to. It's a difficult time, but it's been busy – and a great opportunity for business and for Massey Ferguson, with 25-plus sales personnel and product specialists now dedicated totally to MF, led by Chandlers MF Dealer Principle Alan Haines.

"This is a very exciting time for MF, with the 5S and 8S tractors launching, providing a clear direction for both staff and customers. It's an exciting time for all of us, in fact.

AGCO is a very dynamic company, Gavin states, and is acutely aware of the need to move with the times, while retaining the strength of the nearly 80 years of partnership with the Massey brand.



Alan Haines, Chandlers MF Dealer Principle



“ It follows that loaning a tractor in a situation like this can represent a demo opportunity at the same time ”

NEWS

ALWAYS RUNNING, ALWAYS THERE. LOAN SCHEME SMOOTHS THE WAY FOR CUSTOMER WORKLOADS.

In farming, timing of operations is often crucial to the end result and a tractor problem can throw the best laid plans and hopes into turmoil. So, Massey Ferguson has worked with its dealer partners to establish a quick, temporary replacement facility for customers – under the slogan ‘Always Running.’

One dealership, in Sussex, has been offering the facility to customers for a number of months and reports that it’s been well received by customers. Adhering to the philosophy of only the best will do, the Yeowart Agricultural operation at East Grinstead, West Sussex, supplies the latest models, with the specifications needed for the tasks that may have been interrupted.

Dealer principal Lewis Yeowart has welcomed the Always Running facility. “It’s a very useful option for us to be able to offer the customer the loan of a tractor in the event of a breakdown,” he states. “It’s less stressful for the customer, and it’s less stressful for us. It allows them to continue working while we attend to the problem.”

Lewis has found that the scheme can also provide knock-on benefits to the sales side of the business. “One customer did end up buying the loan tractor, as he preferred the specification to his existing machine,” he recalls.



“It follows that loaning a tractor in a situation like this can represent a demo opportunity at the same time,” he continues. “It’s still early days for us, as we have probably had just a few cases where the customer has needed a loan machine.

“The way the market’s going, it’s coming to be a facility the customer expects now when investing in a new machine. We’ve been quoting customers lately and used the programme to show that if they have a problem, they have access to a loan machine and I’m pretty sure we have won deals as a result of that.”

Yeowarts has also found the loan scheme useful when trying to diagnose a problem that doesn’t happen very often. “In one case, the customer had a loan machine while we had his tractor back in the yard, and we kept using it until the fault revealed itself,” Lewis reports.

DAN LYDIATE

AN UPDATE ON LIFE OUTSIDE THE MF AMBASSADOR ROLE

The Wales rugby team may have missed out on a Grand Slam in injury time against France, but Dan Lydiate's international season came to an end a few weeks earlier, during the Ireland game. We caught up with Dan to find out how he's been getting on.

"I had a serious cruciate ligament injury which put paid to my comeback to the Welsh team, leaving me to recuperate at the family farm near Llandrindod Wells. As a farmer – and Massey Ferguson's brand ambassador in Wales – I can assure everyone I won't be short of things to occupy my time".

We've been using the latest MF 5713 S tractor for the past year on the farm – enough time to have formed a meaningful impression of its performance, and its value to the business.

And I can tell you it's been going very well, carrying out feeding duties for most of the winter, delivering silage to the sheep, and for my Welsh Black cows. It's had occasional use mucking out the cattle sheds, been used for moving fencing supplies around the farm and had a couple of day's muck-spreading.

"It's a busy time on the farm now, with lambing and calving, and we'll soon be using it for ploughing and re-seeding one of the fields, and maybe carting stone. It's such a versatile tractor. We've also been planning to establish a poultry unit this year, at which point we'll see a new MF 5 S tractor on the farm.

Follow us and Dan over the coming months as we launch From Pitch to fork: A season in the life of our MF ambassador.



“We've also been planning to establish a poultry unit this year, at which point we'll see a new MF 5 S tractor on the farm.”





PRODUCT HIGHLIGHTS

INTRODUCING THE NEW MF 5700 M SERIES

The introduction of the new MF 5700 M Series in 2019 was a pleasing addition to the Massey Ferguson sub 150 hp range, which includes five models from 95hp to 135hp. All are powered by the latest AGCO Power four-cylinder engines, which meet the strictest Stage V emissions regulations thanks to the award-winning All-in-One system.

The new MF 5700 M Series builds on the success of Massey Ferguson's MF 5700 and MF 6700 ranges. Modern design and the most advanced engineering combines to create the ultimate, more compact loader tractor. The MF 5700 M range offers robust, straightforward and easy-to-use operation, dependability and low cost of ownership

Five models replaced the MF 5700 and MF 6700. While still retaining their reputation as a modern, rugged and hardworking tractor the replacements all now deliver an additional 5hp, apart for the MF 5709 M.

All models come with additional specification including a choice of the superbly engineered 12 x 12 gearbox or renowned Dyna-4 transmission. Specification is further enhanced by options, such as brake to neutral, Visio roof and cab suspension.

With their robust, straightforward design and wide power range these new tractors are versatile workhorses. As well as making the perfect loader tractor combination, they have the power and features to also excel in the field with automated functions easing the workload on operators and increasing performance.

ADVANCED FOUR-CYLINDER ENGINES

All the new MF 5700 M Series are equipped with 4.4-litre, four-cylinder AGCO Power engines. These comply with the strict Stage V emissions regulations using Massey Ferguson's award-winning 'All-in-One' system, which now includes a 'soot catalyst'.

Requiring only a simple occasional 'regeneration', the soot catalyst does not require a separate diesel injection system or extra fuel. The driver is in total control of the process, choosing when to operate the system using a switch in the cab.

This advanced system also does not compromise engine operation, maintains the superb fuel economy and remains completely maintenance free, requiring no regular servicing.

Thanks to its mounting position beneath the cab, the All-In-One system helps to maintain the tractor's perfect visibility.

TOP TRANSMISSIONS OFFER OPTIMUM CONTROL

Massey Ferguson offers the highly regarded Dyna-4 transmission as standard on the MF 5709 M model and it is offered as an option on the MF 5710 M and MF 5711 M.

Brake to neutral and AutoDrive are also output enhancing options available for Dyna-4 tractors. Brake to neutral automatically disengages drive when the brakes are applied, while Autodrive offers automatic shifting in two modes (Power/Eco mode).

Model	MF 5709 M	MF 5710 M	MF 5711 M	MF 5712 M	MF 5713 M
Max. power	95hp	105hp	115hp	125hp	135hp
Engine	Four-cylinder, 4.4-litre AGCO Power				
Transmission	Dyna-4	Dyna-4 or 12x12		12x12	

Dyna-4 provides 16 forward and 16 reverse speeds, with four, change on the move powershift speeds in four ranges, which delivers class-leading, simple and convenient control. A left-hand Power Control Lever or T-lever on the right-hand console make operation simple and easy.

Brake to neutral is now also an option on the synchronised 12 x 12 mechanical gearbox. Developed specifically by Massey Ferguson for this tractor series, this modern, robust gearbox offers car-like smooth shifting with hydraulic assistance.

ASSURED COMFORT

All MF 5700 M tractors are equipped with a sector-leading, high quality cab, offering excellent visibility through wide glass doors and curved quarter windows. The optional Visio roof further improves vision for loader operations.

An ergonomically designed layout ensures ease of use with straightforward operation from features seldom found in this tractor sector. With its modern design, the MF 5700 M provides high levels of control and automation with electro-hydraulic activation of the diff-locks and four-wheel drive.

On Dyna-4 models, further comfort comes from the cab suspension option, which greatly increases operator well-being during long working days. The mechanical system uses two silent block bushes to support the cab at the front and spring-assisted shock absorbers on the rear corners.

FUNCTION WITH STYLE

New headlights set in the bonnet and a new grill provide a facelift for the MF 5700 M Series, bringing them closer to the attractive family style of higher specification Massey Ferguson tractors.

Massey Ferguson takes the opportunity of this new Stage 5 move to introduce a new numbering structure, introducing the “M” suffix. The “M” stands for “Medium Specifications” models while the “S” signifies “High Specification” models known as MF 5700 S, MF 6700 S, MF 7700 S, MF 8 S and MF 8700 S.

DRIVING IMPRESSION FROM MASSEY FERGUSON

We gave the MF 5711 M Dyna-4 to a farmer local to Naas, Co. Kildare to trial on the family-run livestock farm and really put it through its paces earlier this month. The business needed a tractor that has easy access to the cab, is comfortable and easy to maintain.

Currently the farm runs, amongst others, an MF 5713 S. The MF 5711 M is a smaller tractor than what would normally be used on the farm but “pocket-rocket” style machinery is seeing a resurgence and the old adage “less is more” can definitely be applied to this tractor series.

The MF 5700 M series boasts an AGCO Power Stage V “all-in-one” system, 4-cylinder engine from 95 - 135hp. Everything has been designed to fit compactly under the bonnet so there’s no loss of visibility. The M series comes with a choice of 12x12 with brake-to-neutral or Dyna-4 transmissions.

Performance-wise, it was impressive. Pulling 17 bales on a trailer on a 26-mile round trip with complete ease. The tractor set a smooth pace at 28mph and had no problems lugging the heavy load.

The operator told us that he does that journey on a regular basis and road conditions are normally good, the test always comes when negotiating a steep hill. “I can travel that hill in my MF 5713 S in 4D at 28kph, obviously a bigger, more powerful tractor but the MF 5711 M managed it in 4B at 1500 rpm doing 15mph. This really is an impressive little machine”.

Take a virtual tour of the MF 5700 M series by visiting the MF website at www.masseyferguson.co.uk



“ Performance-wise, it was impressive. Pulling 17 bales on a trailer on a 26-mile round trip with complete ease. ”

NEVER UNDERESTIMATE THE **POWER OF THE MF BRAND.**

WE CHAT WITH PRODUCT SUPPORT MANAGER, JOHN GREGSON ON HIS RETIREMENT FROM MF AND THE UK SALES TEAM.

MFNE: It's great to be able talk to you – you've had a really interesting career. Where did it all begin?

JG: I was born in Doncaster in the People's Republic of South Yorkshire! I went to the local Grammar School and was introduced to agriculture through a school friend from a farming family. I landed my first part-time job with a local farm stacking bales in the holidays. Then at weekends and holidays, I ended up doing all kinds of work on the farm and, thanks to them, got my tractor licence at the age of 16.

MFNE: Sounds like a good start. What happened next?

JG: Hem... much to my parents' disappointment, I didn't really like school. I left as soon as I could to join an agricultural engineering company as an apprentice. This is where I first picked up the spanners! Happily, I really flourished once I was out of the school environment. I learnt welding, fabrication, spraying paint and how to use machine tools – a fantastic grounding in engineering skills. After finishing the apprenticeship, in 1978 I moved to a large agricultural dealership at Bawtry where I became Workshop Foreman. I was big into motor bikes at the time and later went on to join Carnell Motor Company - a motor-cycle dealer.

MFNE: How did you get your big break with Massey Ferguson?

JG: By chance, a friend showed me an MF job advert in Farmers Weekly calling for technicians to work in the Middle East. I'd always wanted to work abroad and I was cock-a-hoop when I clinched the job. That was in 1980 and, in all, I spent 10 years in the Middle East and North Africa as a Massey Ferguson Contract Instructor (CI). It involved everything from preparing machinery to training dealers, fixing machines and teaching farmers to operate tractors.

“ I picked up enough Arabic to get by. It's fantastic to be able to travel and work in other countries and immerse yourself in completely different cultures. ”

MFNE: How was your experience as a CI?

JG: I picked up enough Arabic to get by. It's fantastic to be able to travel and work in other countries and immerse yourself in completely different cultures. As a CI, you were Mr Massey Ferguson. The presence of MF CI's made all the difference in these countries. They were a brilliant resource and really helped cement the reputation of the brand as a fully-supportive, reliable partner.

MFNE: Any adventures along the way?

JG: There was one very scary moment which I'll never forget. I was travelling up country with my boss when, after a roadside incident, another driver pulled a gun on us! We were literally staring down the barrel and he was ready to pull the trigger. Fortunately, another vehicle arrived in the nick of time and the driver calmed down the situation, suggesting we get going as soon as possible. Which we did.....

MFNE: Sounds like all a very long way from Doncaster! What was your next move?

JG: In 1990, I had the opportunity to come back to the UK to the MF tractor plant at Banner Lane in Coventry. I worked in the Technical Service Department for two years writing technical service bulletins and liaising with the factory and the engineering department. It was a fascinating job. Best of all, I got to know the factory really well. This was a fantastic aid for my future role as an Area Sales Manager as it meant I could bring potential customers to the site and do my own personal factory visits with them. These first-hand experiences of tractor manufacture nearly always ended in a sale and, in my view, are one of the best ways of promoting the machines.

MFNE: Then it was back out East for you again but a little closer to home this time?

JG: Yes, I became Regional Service Manager for the East of England before returning to the office in 1995 in a sales support role. I was back on the road again in 1996 when I was appointed Area Sales Manager for the Eastern Counties. This was my first foray into front-line sales and a natural move from the technical side. At this time, I was

also lucky enough to get sponsorship from the company to do a part-time degree course and I was very proud to graduate in 1999 with a BA Hons in Business Administration. It was a good match to be doing these studies at the same time as I became more involved in the business and marketing side of the company. Then came another role as Business Manager Fleet and Direct Sales which included rental of machinery to colleges and liaison with big organisations like Severn Trent Water and the National Trust. This brings us right up to date and the job I'm doing now as Product Support Manager UK and Ireland, which covers sales product training for dealers, technical back-up and getting involved in shows, demonstrations, dealer days and lots more besides.

MFNE: Can you sum up your view of working with Massey Ferguson?

JG: We have really great people working in the MF family with such a wide range of experiences and interests. It's the people who make the difference. It's a very good working environment and the culture is unique. Massey Ferguson is a widely-recognised global brand. No matter where I've been in the world, I've always been fully aware of the power of the brand. It should never be underestimated. The product speaks for itself. It is always current and has something for everyone.

MFNE: What are you looking forward to in retirement?

JG: It's time to shut the computer lid on the world of tractors and start another chapter in my life without the pull of work. For me there's always something new and something to learn – every day's a school day. There will be more time for hobbies. I've been dabbling with the bass guitar for some years and I build and fly radio-controlled model aeroplanes. I also own a Caterham Super 7 sports car, and, as a former player, enjoy watching rugby. I'm looking forward to it.

MFNE: Is there anything you think you'll miss?

JG: I'll miss the camaraderie of the people I work with and the great spirit of the MF team. The people may change but the spirit carries on.



John Gregson, Product Support Manager, UK & Ireland



Darren Bantick and Kyle Green of TNS Group pictured with Simon Pink and Stuart Burch of James Foskett Farms Ltd

PRODUCT HIGHLIGHTS

JAMES FOSKETT FARMS & MF CONNECT

A fleet of 10 new Massey Ferguson tractors equipped with MF Connect is expected to improve fleet monitoring and reduce downtime for James Foskett Farms Ltd, in East Suffolk.

The family business, based near Woodbridge, specialises in organic and conventional root vegetable production. Crops include carrots, potatoes, sweet potatoes, butternut squash and onions grown in an extended rotation with cereals, green beans, sugar beet, maize and vining peas. The total farmed area is approximately 1,500ha which is a mix of owned and rented on FBTs and annual cropping agreements. Most land is within 15–20 miles of the base, but land rented for seed potato production can be further afield.

MASSEY FERGUSON SOLUTION

“The wide variety of crops which includes approximately 220ha grown organically means we depend on a large fleet of 22 modern tractors,” explained Operations Manager Stuart Burch. “We operate three brands, but 10 are Massey Fergusons supplied by our local main dealer Thurlow Nunn Standen Ltd (TNS).”

Massey Ferguson tractors have dominated the fleet since the farm changed from another brand in 2016. “We looked at what was available from several local dealers, and the package offered by Thurlow Nunn Standen was cost-effective and we liked the Massey Ferguson tractors. We bought a 7726 and a 7718, and hired five 7718 Dyna-6 models for the 2016 season and the arrangement worked well.”

The current fleet consists of four 7719 Dyna-VT tractors - selected for precision tasks such as de-stoning, ridging and planting, plus five 7718 Dyna-6 machines and a 7715 Dyna-6, all from Thurlow Nunn Standen on a 2-year, 2,400-hour contract-hire agreement. There are also four Valtras

and a Fendt – also supplied by Thurlow Nunn Standen, and seven older tractors of another brand.

“We recently renewed the two-year hire agreement without considering other options,” explained Stuart. “Massey Ferguson and TNS are very easy to deal with and the hire arrangement gives us similar flexibility to purchasing the tractors outright. Most require optional upgrades and those used for specialist applications have front linkage and PTO as well as uprated hydraulics and extra spools. We can select exactly what we need.”

MF CONNECT

The new tractors are the first with MF Connect telematics, allowing authorised users to monitor their operation remotely. TNS activates the system for every new tractor supplied, with the customer’s authorisation. “Until recently some customers were suspicious of the technology,” explained TNS Group Service Manager Darren Bantick. “That was partly because we didn’t realise all the benefits ourselves, but now we regard it like any other workshop tool used to identify faults and optimise maintenance scheduling - reducing downtime and improving our service. To me MF Connect is like a crystal ball allowing me to see exactly what’s happening inside the tractor, and to go back in time to see when faults first occurred and what the tractor was doing when they happened. This all contributes to an accurate diagnosis.

“There are many additional advantages for the customer too, including being able to check a tractor’s operating status and location as well as task progress, fuel consumption, hours worked and for fault codes from anywhere, and without needing to telephone the operator or visit the machine.”

TELEMATICS BECOMING ESSENTIAL

The new Massey Fergusons aren't the first tractors with telematics on the farm, but Stuart believes that their arrival marks the start of an era where it will be considered essential. "One of our older tractors has telematics, but because it was only one machine within such a large fleet there wasn't much point using it day to day. We trialled an after-market fleet tracking system for a year, but benefits were limited as it didn't monitor service requirements or assist fault diagnosis. Our four Valtras which were new last year all have a similar system to the new Massey Fergusons, and it's been useful being able to check their working hours and locations from our smartphones. Luckily, the Valtras also show up on the MF Connect app, so we will be able to use Massey Ferguson system for the whole fleet. Our older tractors won't show up, but as they work far fewer hours that won't be an issue, and when we do eventually replace them, then telematics will form part of the specification."

The farm's Workshop Manager, Simon Pink believes that MF Connect will make his job easier. "Currently we phone or text each driver or visit the tractors to record the hours worked each week," he explained. "This is to check servicing requirements and monitor total working hours, but having the information available on my phone will be more convenient and save time. The Massey Ferguson hire contract includes 1,200 working hours per year for two years, but some of our tractors work up to 1,500 hours. Being able to easily compare hours across the fleet will alert us if one tractor's use is excessive so we can swap it with one which has done less to avoid additional costs."

REDUCED DOWNTIME

Remote diagnostics will also reduce downtime when technical issues occur, as the TNS service team can view fault codes as well as the recent work history, allowing fast, accurate problem diagnosis from their depot. The operator can be advised whether it is safe to continue working, but when more serious issues require a technician's attendance then he can bring the required tools and correct replacement parts with him first time, and locate the tractor quickly using the system. "Many of our seasonal workers are from abroad and their English language can be limited, so for technicians trying to identify problems it's much easier to look at a screen and fault codes than to attempt a diagnosis by phone. That's also where viewing the tractor's location on the screen is an advantage, rather than relying on spoken directions," stressed Simon.

Stuart says that MF Connect will also assist fleet monitoring and work planning. "We can see at a glance the locations of all the tractors as well as the working bouts across the field giving an indication as to how jobs are progressing. Error codes and warnings are also visible on my phone, so even if operators ignore serious issues such as a blocked air filter or the engine overheating, I will know that attention is needed."

“To me MF Connect is like a crystal ball allowing me to see exactly what's happening inside the tractor, and to go back in time to see when faults first occurred and what the tractor was doing when they happened. This all contributes to an accurate diagnosis.”

Darren Bantick - TNS Group Service Manager



"There is also a safety benefit, particularly for operators working alone, as we can see on the app if a tractor has stopped working, or check its location if it hasn't returned to the yard when expected. When we first trialled the tracking system some of the operators were suspicious of our motives, but they quickly saw its advantages and realised they had nothing to fear."

WORKING MORE CLOSELY

As increased use of telematics reduces the frequency of phone calls and technician visits, some might fear that close working relationships between the customer and dealer could suffer. However, after experiencing the benefits of AGCO's telematics on just a few of the farm's tractors for almost a year, both Simon and Steve agree this is unlikely. "I think the opposite is true," stressed Simon. "MF Connect will benefit us and the dealer, and we will find ourselves working even more closely."

ON FARM SAFETY GUIDANCE – PRACTICE MAKES PERFECT

Meeting face-to-face in groups seems like a throw-back to the good times, but it does no harm to reflect on what we learned on courses and in work-based practice. There are still ways to improve our skills and expertise in the field of farm safety, for example.

Andy Collier is a sales support specialist with MF who has devised and rolled out a range of such courses for students and others. He believes we have a good opportunity to hone our skills and heighten awareness of safety issues in and around the farming environment.

Before the pandemic became the overriding issue in many peoples' lives, Andy's colleague Michael Butland, Field Technical Manager for MF Service, was running face-to-face courses at colleges and YFC open evenings, generating highly positive responses and feedback, and underlining the importance of on-farm safety across the board.

Attention to detail, Andy believes, can bring far-reaching benefits to all those working in the farming environment, with seemingly marginal issues having potentially major consequences if not addressed. An appropriate starting point is the basic machine environment.

"Keeping the cab and cab floor free of dirt, tools and debris, so as not to impede the operation of controls or visibility, is a good way to start," he says, "and ensuring that lights and windows are undamaged so as to see out clearly and to be seen."

Then, users should ensure that handbrakes or chocks are used when dropping off trailers or other trailed equipment. Correct and even tyre pressures are also required for optimum operational safety.

"Regular visual checks on tyres are strongly advised – particularly with the higher road speeds at which tractors



Regular tyre checks are advised

are increasingly being used. These checks should also embrace trailer hooks and pins, while ensuring latches and clips are in good condition prior to use," Andy advises.

The safe-stop is also an extremely important procedure and, he maintains, often overlooked.

"I'm still always shocked by the number of people I see not using the handbrake. We have an audible alarm if the handbrake is not applied when the operator leaves the seat. All Massey Ferguson tractors require operators to acknowledge that they want the PTO to continue running on the tractor after they leave the seat, with a countdown timer and button push. This allows feeders and slurry machines to be used, while ensuring that the operator is aware of the dangers."

Finally, it's imperative that the three-point linkage sway stops, drop rods and toplinks are kept in good operational condition, he adds

"We're always acutely aware when we're at working events and shows that eyes are on us, so we go out of our way to ensure that we are following the correct procedures – even down to remembering to descend the tractor steps backwards!

"Hopefully by doing this, we, as a manufacturer are emphasising the importance of following best practice to the young people there who are in the early stages of learning to operate farm machinery in the correct and safest way.

“I’m still always shocked by the number of people I see not using the handbrake. We have an audible alarm if the handbrake is not applied when the operator leaves the seat.”





“We actually used to deal with Wyn’s grandfather back in the early 1990s, when we were Same dealers”

Wyn Jones & Hywel Evans of Brodyr Evans Bros

NEWS

WALES INTERNATIONAL WYN JONES ON WORKING HARD BOTH ON AND OFF THE RUGBY PITCH

When he’s not training or playing rugby for his Scarlets club side – or the Wales national team – Wyn Jones can invariably be found hard at work on the family farm.

Situated at Clynmawr, near Llandovery, the 400-acre beef and sheep enterprise received a considerable boost in 2020 when the farm took delivery of its first Massey Ferguson tractor. The MF 6713 S quickly became the hub of the business, carting manure and hauling bales among many other tasks.

“We’ve found to be very comfortable, easy and smooth to operate,” Wyn reports. “We’re more than happy with it.” The Jones’s are also very pleased with the service they’ve received from the supplying local MF dealership, Brodyr Evans, where their main point of contact has been with Hywel Evans.

“They’re all very good there – sales, service and parts – and they’ve done everything we’ve asked for. I can’t recommend them enough,” Wyn states.

The branch he deals with is at Crosshands, in Carmarthenshire, which is one of four depots covering west and mid-Wales, and is where Hywel is based.

“It was a privilege to sell Wyn a new Massey Ferguson tractor,” he states. His reputation as a world-class rugby player is well known all over, but he is also a very keen, hard-working farmer, so it was great to be able to match his requirements to this ideal tractor.

“We actually used to deal with Wyn’s grandfather back in the early 1990s, when we were Same dealers, so it was nice to be able to go back to the farm two generations later and sell Wyn a new Massey Ferguson, which I hope he will be very happy with for many years to come.”

The big appeal of the MF 6713 S for Wyn is the machine’s ability to punch above its weight. Users often maintain that these models may have four cylinders, but their draught and lifting capabilities equal those of a comparable six-cylinder machine.



MEET THE MASSEY FERGUSON TEAM!


Ever wondered who's behind the Massey Ferguson UK and Eire Sales Team?

We're passionate about agriculture and farm machinery and we love our brand!

So why not take a moment to find out who's behind all the different roles that help us to run our business day-to-day.

Name	Andy Collier
Job title	Sales Support Specialist
How long have you been with MF/AGCO?	12 Years
What do you love about your job?	Travelling around the UK, seeing different places, meeting different people, seeing different ways of farming- generally being nosey!
Hobbies/interests outside of work?	There is some hobby farming, on a friends beef and arable farm- but this does involve a lot of tea drinking!
First tractor you ever drove?	I don't remember! Probably a Fordson Major, sat on my Dad's lap!
Favourite piece of MF kit?	Torn between the new 5S or the 8S.....
What's one thing that surprised you about working for MF?	I was surprised how little the values and concept of the product has changed. For instance, we still make a long wheelbase tractor, with a very tight steering lock, using the engine sump as a structural component- this is the same as a Ferguson!
Where's the best place you've ever travelled to?	I was lucky enough to visit Finland with work early last year, to the AGCO Power factory. What an interesting country.
What's the worst job you've ever had, and what did you learn from it?	Working in a cold store on a turkey farm. I learned what clothes that I needed to wear, working in front of the chiller units- without dying of hypothermia!
When you were a kid, what did you want to be when you grew up?	Always a farmer. Maybe one day!
What's one thing you are learning now, and why is it important?	Technology, and new ways of communicating remotely, but effectively, with dealer staff and end users. I have never been on so many video calls.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Brown sauce- see below!
Red sauce or brown?	Brown





Name	Collin Gleeson
Job title	Area Sales Manager Ireland (north and south)
How long have you been with MF/AGCO?	17 years
What do you love about your job?	Meeting customers on farm.
Hobbies/interests outside of work?	Part time suckler farmer 40 cow herd, running some luing cows crossed with a charolais bull, producing "char-luings"
First tractor you ever drove?	ZETOR 6911
Favourite piece of MF kit?	MF 6718 S
What's one thing that surprised you about working for MF?	Strong comradery within MF team across all departments
Where's the best place you've ever travelled to?	Finland
What's the worst job you've ever had, and what did you learn from it?	Labourer for a "brickie". Learned the difference in weight between a concrete block and a pen.
When you were a kid, what did you want to be when you grew up?	Farmer
What's one thing you are learning now, and why is it important?	Importance of health, family and a good employer, when you consider where we all have been over the last 12 months.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Your health is your wealth.
Red sauce or brown?	Red



Name	Chris Smyth
Job title	Area Sales Manager, Combine retails, UK North
How long have you been with MF/AGCO?	2 months
What do you love about your job?	Team and support from the team (although not got to know everyone well yet)
Hobbies/interests outside of work?	Shooting, Working dogs x 3 (1 Lab, 1 springer, 1 cocker), cleaning up & fixing fences after the future wife's & mother in laws horses x 6 (2 x warmblood, 2 x Irish draught, 1 Cob, 1 Highland), few sheep 12 (6 Beltex cross Texel ewes 5 Hebridean ewes, 1 Romney tup)
First tractor you ever drove?	International B414
Favourite piece of MF kit?	MF IDEAL
What's one thing that surprised you about working for MF?	Team spirit and helpfulness of everyone on board.
Where's the best place you've ever travelled to?	Sweden at the moment, but I haven't travelled enough
What's the worst job you've ever had, and what did you learn from it?	Never had a bad job just a bad boss, when you realise you're not suited to an employer move on as life is too short.
When you were a kid, what did you want to be when you grew up?	Rich and famous but found out I wasn't good enough at football or singing
What's one thing you are learning now, and why is it important?	How to grow grass faster than horses & sheep can eat it, so they survive.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Beer and if given to options steak to go with it.
Red sauce or brown?	Depends on the food, chips red sauce, bacon sandwich brown sauce

MEET THE MASSEY FERGUSON TEAM



Name	David Broad
Job title	Area Sales Manager – South Midlands
How long have you been with MF/AGCO?	It will be 16 years in September. I genuinely can't believe it's been that long as I still feel like the new boy at times
What do you love about your job?	I really enjoy the relationships I have built up over the years with not only my dealers, but also many of the customers
Hobbies/interests outside of work?	Usual family stuff with my 2 kids and the dog, plus I've recently rediscovered mountain biking, which was a regular Sunday morning event with several mates of mine until Lockdown put an end to that. My Mother and Brother farm in partnership in Kent, which I help out with when I'm down there. Obviously they are mostly MF!
First tractor you ever drove?	International Harvester 475. It was red at least...
Favourite piece of MF kit?	Got to be MF's best kept secret, the MF8740S
What's one thing that surprised you about working for MF?	That even the average man on the street would know what MF make.
Where's the best place you've ever travelled to?	South Africa. I've been twice now
What's the worst job you've ever had, and what did you learn from it?	Bolting flails, by hand, onto the rotors for potato haulm toppers during my placement year whilst I was at agricultural college. I think I must have built up about 25 of the things
When you were a kid, what did you want to be when you grew up?	I know most of us will say it, but it was to be involved in farming somehow. My mother says my first word was tractor...
What's one thing you are learning now, and why is it important?	I'm learning to deal with some new members of dealer staff as my area for MF has recently changed and there are quite a few new faces. Building good relationships with dealer sales staff is especially important I find.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Got to be beer!
Red sauce or brown?	Red, and not just because I work for MF. I can't be doing with brown sauce at all.



Name	Hamish Brown
Job title	Sales Support Specialist Scotland and N England
How long have you been with MF/AGCO?	13 Years
What do you love about your job?	The variety and the travelling. Experiencing the variety of Farming practises first hand.
Hobbies/interests outside of work?	Motorcycling, Wildlife, Hill Walking, most Sports (armchair mostly now!!)
First tractor you ever drove?	David Brown 950
Favourite piece of MF kit?	MF IDEAL Combine
What's one thing that surprised you about working for MF?	The size of the worldwide organisation
Where's the best place you've ever travelled to?	Venice, Italy
What's the worst job you've ever had, and what did you learn from it?	Industrial Fork Lift Service Supervisor. I learned not to leave the Agricultural Machinery Industry.
When you were a kid, what did you want to be when you grew up?	Farmer\Footballer
What's one thing you are learning now, and why is it important?	Deep learning of MF product to serve dealers and customer to the level they expect.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Patience.
Red sauce or brown?	Red

Name	Derek Neil
Job title	Area Sales Manager, Scotland
How long have you been with MF/AGCO?	3 Years
What do you love about your job?	Travelling to great parts of the country and meeting new people.
Hobbies/interests outside of work?	Home / Schooling 3 children, Watching Scotland beat England at rugby and Working in my shed.
First tractor you ever drove?	Massey 575
Favourite piece of MF kit?	MF 6716 & 4160V Round Baler
What's one thing that surprised you about working for MF?	The Global size of the organisation.
Where's the best place you've ever travelled to?	South Africa on a MF dealer trip. It was a once in a lifetime experience.
What's the worst job you've ever had, and what did you learn from it?	I have been lucky that I have only had 3 jobs. I have enjoyed them all. I started my career at Hamilton Brothers where I had 20 good years. I then joined Lely before being taken over by MF in 2018.
When you were a kid, what did you want to be when you grew up?	I wanted to be an agricultural engineer & if that hadn't of worked out I was going to play for Rangers.
What's one thing you are learning now, and why is it important?	Microsoft Teams - A new way of working for all at this difficult time.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Draught Guinness - Not been available for a long time.
Red sauce or brown?	Red



Name	Harold Goulden
Job title	Sales Support Specialist Ireland (North and South)
How long have you been with MF/AGCO?	6 years full time + 3 Summer seasons.
What do you love about your job?	Meeting and working with new people, Meeting customers on farm and seeing different farming operations.
Hobbies/interests outside of work?	Come from a family farm, running suckler cows and sheep.
First tractor you ever drove?	Zetor 7011
Favourite piece of MF kit?	MF 7719 & Protec Baler
What's one thing that surprised you about working for MF?	The scale and size of the company. The pride & passion employees have for the brand.
Where's the best place you've ever travelled to?	Hungary
What's the worst job you've ever had, and what did you learn from it?	No bad job, every day is a school day.
When you were a kid, what did you want to be when you grew up?	Farmer
What's one thing you are learning now, and why is it important?	Don't take things for granted it can all change in the morning. ie. Covid shutting down the world.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Health
Red sauce or brown?	Red



MEET THE MASSEY FERGUSON TEAM



Name	Howard Warnes
Job title	Area Sales Manager – Combine Retails, UK South
How long have you been with MF/AGCO?	9 Years
What do you love about your job?	Being able to meet and build a relationship with a wide range of people in the industry. This includes both dealer staff and customers.
Hobbies/interests outside of work?	When not at work I spend most of my free time building an equine facility to home our own horses as well as a few guests.
First tractor you ever drove?	MF 690 on my Grandad's Farm
Favourite piece of MF kit?	Got to be the MF IDEAL Combine
What's one thing that surprised you about working for MF?	How much pride and passion there is behind the scenes not only in the UK but also in all the various MF Factories and markets.
Where's the best place you've ever travelled to?	With work I've travelled to various places across Europe and even over to the states so it's hard to choose a favourite. On the rare occasion I do go on holiday the best place I've been was Antigua.
What's the worst job you've ever had, and what did you learn from it?	Some of the jobs I had to do as an apprentice in the workshop weren't very pleasant but I've learnt a lot from my time starting my career at the local MF dealer which has actually led me to my job I have today.
When you were a kid, what did you want to be when you grew up?	Growing up I wasn't sure what I wanted to do but I knew it would have something to do with Farming. I joined the local Young Farmers Club which I would recommend to any young person with any interest in Farming and the countryside.
What's one thing you are learning now, and why is it important?	I'm learning that in an ever changing world it is important to adapt not only for demands at work but also for the health and wellbeing of family and friends.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Good weather! Life is always better when the weather plays ball.
Red sauce or brown?	Red, Only if the Mayo was empty.



Name	Lindsay Haddon
Job title	Advertising & Sales Promotion Manager, Massey Ferguson, UK & Eire
How long have you been with MF/AGCO?	21 years
What do you love about your job?	Everything! I'm a very lucky girl. I work with a fantastic team, in a sector we can all be proud of.
Hobbies/interests outside of work?	I'm very creative so I like doing some design work in my spare time. I also like collecting furniture.
First tractor you ever drove?	Hmmm...MF 4200 series I think
Favourite piece of MF kit?	I love our MF 8740 S.
What's one thing that surprised you about working for MF?	My Uncle worked for MF on the assembly line, he used to get me tractor decals, brochures and stickers. I never thought I'd end up being part of the MF family.
Where's the best place you've ever travelled to?	Iceland and Hungary. Both beautiful countries.
When you were a kid, what did you want to be when you grew up?	A nurse, a vet, a nun, Wonder woman, an archaeologist (the most random mix)
What's one thing you are learning now, and why is it important?	Not to take things for granted. I'm missing so many things at the moment that I would normally not even give any thought to.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Peanut butter. And red wine. But not together!
Red sauce or brown?	Red. Always!



Name	Joe Ford
Job title	Manager, Sales, Massey Ferguson, UK & Ireland
How long have you been with MF/AGCO?	19 years
What do you love about your job?	Variety of people and assisting dealers win deals, while still playing with tractors
Hobbies/interests outside of work?	Shooting and working English Springer Spaniels, I have 3, one a new puppy I have recently bred.
First tractor you ever drove?	MF 550 it was my Grandads and is still on my sisters farm
Favourite piece of MF kit?	MF6290 – Brilliant tractor and I worked in the training school and knew them inside out
What's one thing that surprised you about working for MF?	The opportunities, I have travelled the world fixing and teaching MF tractors over the years.
Where's the best place you've ever travelled to?	So many but probably Sudan, Malawi or Iran as the most interesting.
What's the worst job you've ever had, and what did you learn from it?	I was washing dishes in Moroccan restaurant in St Kilda Melbourne in 2001 before I got a job working for AGCO Melbourne in the assembly warehouse, I have always appreciated all aspects of the catering trade from then on in, and tipped!
When you were a kid, what did you want to be when you grew up?	Cattle Rancher, I'm almost there, just don't have a ranch or any cows!
What's one thing you are learning now, and why is it important?	What can be achieved through good communication at a distance, during lockdown we have all adopted to change and I am really proud of how our team has achieved so many things.
You can have an unlimited supply of one thing for the rest of your life, what is it?	2019, I would love to have life back as it was in 2019! Good wasn't it?
Red sauce or brown?	Brown



Name	James Squire
Job title	Area Sales Manager - North
How long have you been with MF/AGCO?	27 Years + 3 yrs on Placement / 1 yr Contract Demo Combine Driver for 3 Seasons,
What do you love about your job?	Meeting New Customers & living & working in the Countryside.
Hobbies/interests outside of work?	Caterham 7 Sports Car Team Whittingham - 2 x Modified Mk 58 Aero Griffons running AvGas & Methanol – Competing in UK & Eurocup Championship / AutoSport
First tractor you ever drove?	Fordson Super Dexta
Favourite piece of MF kit?	MF 8740S DVT
What's one thing that surprised you about working for MF?	The Passion for the Brand & how important it is to Farmers & Customers.
Where's the best place you've ever travelled to?	Venice in Italy for a Combine Launch with a combine on a Barge in the River.
What's the worst job you've ever had, and what did you learn from it?	Washing down a Combine at the end of a season after an oil Leak. Start at the Top & use plenty of Traffic cleaner, & wear a full set of waterproofs however hot.
When you were a kid, what did you want to be when you grew up?	A Farmer / Work with Machinery, My Grandfather was Mr Vin Bamford (Uttoxeter)
What's one thing you are learning now, and why is it important?	I am re-learning the MF Hay & Forage & MF Baler ranges & I need to go & find out how to operate them in the Field as I am now again responsible for these.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Money ££££££££ - Then I can do Anything & Everything - Buy a Farm.
Red sauce or brown?	Red

MEET THE MASSEY FERGUSON TEAM



Name	Joe Roche
Job title	Area Sales Manager MF Harvesting Ireland
How long have you been with MF/AGCO?	Since January 2018
What do you love about your job?	Travelling to new places, meeting people and contributing to sustainable farming practices
Hobbies/interests outside of work?	GAA Fan. Part time suckler cow farmer/ finisher. All animals are brought through to slaughter on a 40HA platform in the lovely west of Ireland.
First tractor you ever drove?	MF240 Tractor
Favourite piece of MF kit?	MF 3130 Fixed chamber baler
What's one thing that surprised you about working for MF?	The dedication and commitment of the whole team towards the customer at all times and also the size of the organisation
Where's the best place you've ever travelled to?	Iowa in the US on a work trip
What's the worst job you've ever had, and what did you learn from it?	I have been lucky enough in my previous roles as I have enjoyed the challenges they have brought. If I was to pick one it would be working for an investment bank as a fund manager. It was very monotonous
When you were a kid, what did you want to be when you grew up?	A Dairy Farmer
What's one thing you are learning now, and why is it important?	The increasing role of IT in the workplace. The use of programmes such as Webex and Microsoft teams has been essential the last year. Also in regards to smart farming IT will play a major part in the future
You can have an unlimited supply of one thing for the rest of your life, what is it?	Jameson Whiskey and a glass to drink it from
Red sauce or brown?	Red



Name	Kevin Cook
Job title	Area Sales Manager South West & Fleet Manager
How long have you been with MF/AGCO?	Started January 2013 – 8 years +
What do you love about your job?	The people, MF team, dealer staff and customers. Love the characters and challenges they all bring.
Hobbies/interests outside of work?	Rugby Union – Spectating these days! Getting old! National Hunt Racing, occasional golf. Beef farming on a very small scale with my parents. Supplying local butcher.
First tractor you ever drove?	Fordson Major – would never start, shares in Easy Start! put me off the colour Blue for life!
Favourite piece of MF kit?	MF8S. Awesome machine. Looking forward to driving it in real anger!
What's one thing that surprised you about working for MF?	The people, at the heart of any company the characters and individuals we work with ensure your longevity and passion for our job.
Where's the best place you've ever travelled to?	The South West of England... is there anywhere else!
What's the worst job you've ever had, and what did you learn from it?	I worked for a replacement parts company for a few months. No sense of pride or lack of team motivation.... It's all about the people.
When you were a kid, what did you want to be when you grew up?	Professional Rugby player... had to miss a Bath colts trial back in my teens. Farming came first!
What's one thing you are learning now, and why is it important?	Learning how to reason with my one year old son! My negotiation skills are being tested to the max!
You can have an unlimited supply of one thing for the rest of your life, what is it?	Luck... we all need a little, even if we create our chances, the odd shape ball can bounce in unpredictable ways!
Red sauce or brown?	Red ... the only colour!



Name	Mike Foyle
Job title	Area Sales Manager – South East
How long have you been with MF/AGCO?	2 weeks
What do you love about your job?	Working with the dealer staff and getting out on farm and meeting the customers, hopefully coming away with a deal for another piece of MF kit!! That's the real buzz, shaking hands on deals
Hobbies/interests outside of work?	Rugby, played it now too old and broken to play so watching it! I've got a season ticket at Gloucester RFC which is tough watching at the moment!!!
First tractor you ever drove?	David Brown Selectamatic, a white one
Favourite piece of MF kit?	It's early days but I like the look of the MF 8S range
What's one thing that surprised you about working for MF?	Too early to say really but if I had to pick something it would be how the product has moved on both from design, looks wise, and the technology advancements.
Where's the best place you've ever travelled to?	America – Chicago, I have a friend who lives there and I just loved the place especially the cheesecake and deep dish pizzas!!
What's the worst job you've ever had, and what did you learn from it?	In a previous job I had to go through the process of making people redundant which is never easy. It taught me to treat people with honesty, compassion and respect, the way I would want to be treated if I was ever in that situation
When you were a kid, what did you want to be when you grew up?	A professional footballer, soon realised that wasn't going to happen as rugby was more my game so to play for Gloucester RFC and be a farm contractor, I loved driving tractors.
What's one thing you are learning now, and why is it important?	Managing how people behave and what I can do to influence their behaviour in a positive way. In other words how to do I get salesman sell more!!
You can have an unlimited supply of one thing for the rest of your life, what is it?	Money is the easy one but failing that nice cold lager..... It's getting very expensive down the pub or was until recently!!
Red sauce or brown?	Red everyday!



Name	Richard Cox
Job title	Area Sales Manager – Midlands North
How long have you been with MF/AGCO?	Coming up to 6 years
What do you love about your job?	I love being out meeting customers and delivering the latest technology to them
Hobbies/interests outside of work?	Rugby, shooting, football, Formula 1 and spending time helping on a mixed farm (60 hectares)
First tractor you ever drove?	Massey Ferguson 185
Favourite piece of MF kit?	MF 8S.265 Dyna E-Power
What's one thing that surprised you about working for MF?	How much a company can listen to their customers to deliver the solution that they need
Where's the best place you've ever travelled to?	I have been lucky to travel the world with Massey Ferguson but my favourite country has been Mexico
What's the worst job you've ever had, and what did you learn from it?	Working on a stud farm cleaning out stables
When you were a kid, what did you want to be when you grew up?	Farmer
What's one thing you are learning now, and why is it important?	I'm currently studying a part-time diploma in Sales & Account Management so every day is a school day.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Beer
Red sauce or brown?	Red sauce

MEET THE MASSEY FERGUSON TEAM



Name	Tim Walters
Job title	Sales Support & Product Marketing Manager
How long have you been with MF/AGCO?	7 years
What do you love about your job?	Every day provides a new and different challenge. Working with the best products in the industry!
Hobbies/interests outside of work?	RNLI Volunteer crew for local lifeboat and launch vehicle operator. House renovation and rearing a 7 month old baby.
First tractor you ever drove?	Ford 3000
Favourite piece of MF kit?	No favourite, it's all awesome.
What's one thing that surprised you about working for MF?	How much passion everyone has towards the brand.
Where's the best place you've ever travelled to?	South Africa, it's an amazing place!
What's the worst job you've ever had, and what did you learn from it?	Actually, not had a bad job, all have taught me lots about what where I have to go to today. Enjoyed them all but for different reasons.
When you were a kid, what did you want to be when you grew up?	A grown up.
What's one thing you are learning now, and why is it important?	Half way through a full scope electrician's course. It's impossible to find reliable electricians around here and I've got a house to build. Work wise – people management. It's important to make sure your team develop and any career progression for them could be heavily supported by me.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Health
Red sauce or brown?	Red



Name	William Judge
Job title	Senior Manager Sales, Massey Ferguson, UK, Ireland & Middle East
How long have you been with MF/AGCO?	13 years
What do you love about your job?	The Massey Ferguson team and their focus on customer support
Hobbies/interests outside of work?	Country pursuits, Rugby.
First tractor you ever drove?	MF 178
Favourite piece of MF kit?	MF8S
What's one thing that surprised you about working for MF?	The pride in the brand and commitment of our staff and the commitment of the MF dealers
Where's the best place you've ever travelled to?	I have been fortunate to have seen lots of unique places, but Peru stands out.
What's the worst job you've ever had, and what did you learn from it?	I've never really had a bad job.
When you were a kid, what did you want to be when you grew up?	A dairy & livestock farmer
What's one thing you are learning now, and why is it important?	Communication skills. To get the most from people and to assist in delivering what is important to our colleagues and customers, you need to listen and communicate effectively.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Red Wine
Red sauce or brown?	Red



Name	Bryonne Skelton
Job title	Area Sales Manager – West & Wales
How long have you been with MF/AGCO?	Just over a month! Time flies!
What do you love about your job?	Having only been here for a short time, I have to say the MF team. Everyone has been welcoming and supportive whether it be in sharing knowledge or just a call for a chat.
Hobbies/interests outside of work?	I'm a keen baker and enjoy creating celebration cakes (birthday, wedding). More recently, I've got really into upcycling furniture from auctions or market place.
First tractor you ever drove?	A David Brown 990 that my dad had restored (and rightly so being from Huddersfield).
Favourite piece of MF kit?	So far, MF 7719 S – but I have yet to get familiar with some kit.
What's one thing that surprised you about working for MF?	How small the agricultural industry actually is and who knows who from where-surprised at how many people I'd met already.
Where's the best place you've ever travelled to?	Probably New Orleans, Louisiana. I loved the culture, the food and the vibe of the city!
What's the worst job you've ever had, and what did you learn from it?	It has got to be defrosting then 're-scrambling' scrambled eggs at a supermarket café where I worked at 16. I learnt fresh scrambled egg is best!
When you were a kid, what did you want to be when you grew up?	I wanted to be a vet but then realised I don't have a very strong stomach; apparently it's not just cuddling animals all day.
What's one thing you are learning now, and why is it important?	I'm currently learning DIY skills/hacks from YouTube as we are renovating an old cottage. It's important as it keeps costs down and it's built confidence in my own ability to do jobs which don't really require a professional.
You can have an unlimited supply of one thing for the rest of your life, what is it?	Krispy Kreme Doughnuts!
Red sauce or brown?	Red everyday!



Name	Dave Chell
Job title	Sales Support Specialist – Midlands
How long have you been with MF/AGCO?	5 years, 6 months
What do you love about your job?	Variety of Products to work with.
Hobbies/interests outside of work?	I'm a Burnley Football supporter, Worcester Warriors Rugby fan and enjoy the odd game in my home town of Uttoxeter. Shooting would be my favourite hobby.
First tractor you ever drove?	Once I outgrew my pedal tractor, first real one was a Fiat 80-90
Favourite piece of MF kit?	MF IDEAL, MF 8S a very close second.
Where's the best place you've ever travelled to?	Outside of work, visiting family in America. With work, Combine training in Bulgaria.
What's one thing you are learning now, and why is it important?	I've just finished an Agronomy Course through the AGCO University, it's important to maintain an understanding of all aspects in farming to understand the customers requirements better.
Red sauce or brown?	Red but only on a bacon butty.



MF 7718S Dyna-6 tractors account for a large part of the 30-strong fleet of Massey Ferguson machines

HUNTAPAC PRODUCE ARE **KEEPING THE SHELVES STOCKED**

A fleet of Massey Ferguson tractors plays a key role helping one of the UK's largest root vegetable suppliers to keep supermarket shelves stocked all year.

Huntapac Produce Ltd started trading in 1942, supplying local fruit and vegetable markets in Lancashire and Yorkshire with produce grown on the Hunter family's smallholding. The business grew and is now run by the fourth generation of the same family, employing up to 550 staff and growing produce at locations throughout the UK. Only 40ha is owned, but carrots and parsnips are grown on up to 2,000ha of rented land which produces up to 100,000t of produce, and harvesting takes place six days per week throughout the year.

"The only way to produce the volume we require is by working with large numbers of landowners and renting the land, as our crops require a seven-year rotation," explained Will Hunter who runs the business with his brother Henry and father Warren. "We need a wide variety of soil types and climates to ensure we can supply fresh produce all year around, and we start drilling in Norfolk, then work our way north establishing crops in four to five key areas, finishing in the Black Isle region of the Scottish Highlands.

"Having crops growing in so many regions means extra work and haulage, especially as all the produce is returned to our Lancashire processing plant for cleaning, grading, packing and storage, but it also means we spread the risk of disease, pests and adverse weather, and it allows us to select the best land and grow top quality vegetables."

IDEAL COMBINATION

Massey Ferguson tractors have been used almost exclusively since the company started trading. "We are not blinded by Massey Ferguson, we have considered and will continue to consider other manufacturers and dealers, to ensure that we are getting the best and most suitable farm machinery solutions for our business". However, from the Grey Fergusons we used at the start to our latest 8S-series machines, we haven't found anything offering the same combination of value for money, reliability and back-up," explained Will. "We moved away briefly 15 years ago, but quickly returned, and even while using the other make we retained several Massey Fergusons on our fleet."

Lancashire-based dealer Clarke & Pulman supplies and maintains the tractors on a four-year contract-hire agreement. The current fleet of more than 30 includes a mix of 6715S Dyna-6, 7718S Dyna-6, 7719S Dyna-VT, 8730S Dyna-VT, and new 8S Dyna-E series tractors. Annual working hours average 1,000–1,300, increasing to about 1,600 for the 8730S Dyna-VTs used for harvesting, but some tractors record up to 2,000 hours.

Huntapac also operates a commercial haulage division and moves the tractors between work sites on its own lorries. The Clarke & Pulman workshop team carries out servicing and repairs at the Lancashire main base when possible, but also at any of Huntapac's farm locations throughout the UK. Sometimes local dealers also assist and the arrangement works well.

MINIMISE DOWNTIME

“Our bed-forming tractors have full GPS, and others in the fleet have front loaders or front linkages and PTOs, and other upgrades such as hydraulic top links,” added Will. “Two to three hours stopped from harvesting for a breakdown is too long, but our dealer schedules routine servicing to minimise interruptions to our work and we very seldom suffer problems which prevent operation. Whenever we have tried other brands there has been nothing to match Massey Ferguson’s reliability.”

TICKS THE BOXES

Huntapac Farms Director Ben Madarasi agrees. “For us, Massey Ferguson ticks all the boxes. Reliability is excellent, the standard specification is generous, they are comfortable and our operators like them, and many more are coming GPS-ready from the factory. We have been asking for telematics for a number of years, so we are delighted that the latest tractors have MF-Connect included as standard equipment too.

“It will make it easier to plan routine servicing and to diagnose faults, especially when tractors are working a long distance from the main base. We will also be able to ‘dig deeper’ when looking at productivity and fuel economy, although we have already noticed that some of our latest tractors achieve average fuel savings of 10 litres per hour compared to the less powerful models they replaced, while matching the previous work rates.”

Asked if Massey Ferguson offers the perfect solution for his business, Will agreed that it comes close. However, he also pointed out that as harvesting has to continue throughout the year whatever the weather, a factory-approved and supplied four-track or half-track option would complete the ideal package.

“ We are not blinded by Massey Ferguson. We have tried and tested other good tractors too, but none with the same combination of reliability, affordability and back-up ”

Will Hunter, Director and Partner, Huntapac



GREAT RELATIONSHIP

Ben said that Clarke & Pulman and Massey Ferguson make it easy to do business. “Although our contract-hire agreements are always for four years, we are usually approached after only two with an offer to update the fleet. This suits us and means we tend to run the latest variants, and we also benefit from model upgrades too. The latest order was supposed to include four MF 7726 S Dyna-VTs, but these weren’t available, so we received an upgrade to 8730 S Dyna-VTs instead for the same monthly cost. Being flexible benefits all of us and it’s a great working relationship.”



Huntapac National Roots Manager Tim Simmons (left) is pictured with Huntapac Farms Director Ben Madarasi

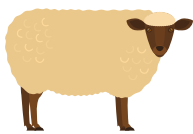
The BIG Farm Scavenger Hunt

Join in our farm scavenger hunt and enter our free prize draw to

WIN a Massey Ferguson bag of surprise goodies!

All you need to do to enter is:

1. Hunt through this Spring/Summer issue of MF Next Edition Magazine and find all the below items.
2. Print off this page and fill in the page number where each item appears.
3. Email your completed entry to lindsay.haddon@agcocorp.com on or before the competition closing date of 30th June 2021, along with your name, age, parent or guardian's name and contact telephone number.



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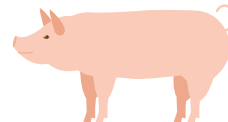
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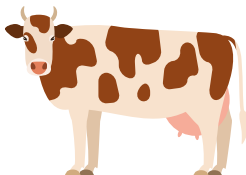
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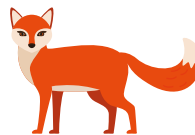
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PRACTICAL APPROACH BUILDS NEW FORMATS FOR THE LONG-TERM

The training of staff and apprentices over the course of the past year has not been easy or straightforward. The very nature of the job frequently requires the close proximity of trainers and trainees, so how has the task of training and instruction within Massey Ferguson been adapted to ways that can still progress careers?

Richard Charles is Manager for After-sales Customer Care and Training at MF in the UK and Ireland. Since around this time last year he has been developing ways to maintain a meaningful training input between manufacturer and dealerships across the region.

"The way we would usually operate has been heavily affected," he states. "We would normally get a steady flow of groups of technicians coming from around the country to Abbey Park for practical sessions on engines or transmissions, for example, which means getting hands dirty. We would usually host five courses a week, each for groups of eight."

"That ceased immediately in March last year, so we had to develop ways and means of continuing to provide the training remotely, in virtual classrooms and workshops."

One of the more practical obstacles was that the hotels around here, that would normally be used to accommodate trainees over the duration of their courses, were closed down. In addition, the dealerships – many of them situated in rural locations – were, quite rightly, not prepared to send their trainees to mix with others for other parts and then go back.

"So, it became clear from the beginning that our priority was without doubt the safety of staff," Richard affirms. "But agriculture has always been able to face and deal with challenges, adapt readily and find a way through. We're good at that."

Here at Massey Ferguson, these challenges have been heightened by the volume of new products being launched onto the market over the course 2020 – the MF 5S and 8S tractors, to name but two – on which training needed to begin straight away. "In these instances, it was of prime importance to provide virtual sessions and therefore some sort of information for these new products," he states.

There are some positives, though. More technicians received some form of training during the last quarter of 2020 than would normally be the case over a year. The figure was over 1,700, with 20-30 people participating in each session. "We took the view that it's better to give more people less information, than it would have been to give fewer people more," Richard comments.

"We built a virtual classroom in April/May last year and our audience soon became used to it," he goes on. "But when the time comes when we can revert to the normal way of doing things, the training will be more intensive, with hands-on experience for those who only had the virtual training."

"We can't replace the practical work with videos," he clarifies, "We will definitely need to get back into the classroom. I can't possibly send a trainer to a dealership, as it's against the law at the moment, so we've been forced to find alternative methods of getting the information across."

"Some of them," Richard adds, "will remain to become part of our 'normal' training schedule when it returns, as this can save on travel time and money for a dealership."

"In the UK, we've led the way with the virtual model and assisted other markets to follow suit"

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DISCUSSION POD

Everyone

PART ONE - INTRODUCTION TO THE MF 8S TRACTOR

INTRODUCTION TO THE MF 8S TRACTOR

DATATRONIC 5

Similar to the current **Datatronic 5** but with the following changes:

- Better Colour Quality
- 60% Higher Brightness
- Less Reflection
- Sabre Logo and Style
- Black Background

New functions built into the Datatronic 5: (Exclusive Version)

- Air Conditioning
- Work Lights

Virtual training image

Dale Simpson: hopefully working now



COVID-19 HAS HIGHLIGHTED A GREAT SENSE OF COMMUNITY IN FARMING

Covid-19 has impacted everyone - and farming support charities such as The Farming Community Network (FCN) are no exception. Being unable to meet with farmers at events and shows has made it more challenging to initiate conversations and to let the farming community know that support is available during difficult times.

FCN has still been operating our free confidential Helpline (**03000 111 999**) and e-Helpline (**help@fcn.org.uk**) during this time and has been providing support to farmers. Often farmers call FCN wanting to talk to someone who understands farming life and the pressures of working in farming. We work closely with other farming support charities to connect farmers to appropriate help, depending on their individual situation.

Even when physically apart, it is very encouraging to see the amount of support and enthusiasm generated by the farming community during this time. There have been many campaigns which have been widely embraced by the industry to try and keep people positive and to raise awareness of support available.

In January, the Five Nations Run 1000 campaign raised over £45,000 for farming charities. This project saw teams run at least 1,000 miles in January, whilst raising awareness of mental health in agriculture. Hundreds of farmers from the UK and beyond came together – albeit virtually – to run and raise funds and awareness for FCN and other charities. Similar fundraising efforts have been inspired by this great campaign.

Unable to host or attend physical events hasn't deterred FCN from finding creative ways to engage with audiences and fundraise. We were delighted to host two online Q&A events recently with farming favourites Julian Norton, star of Channel 5's 'The Yorkshire Vet', and Amanda Owen, The Yorkshire Shepherdess from Channel 5's 'Our Yorkshire Farm'. These events saw audiences of all ages, including young aspiring vets and farmers, ask Julian and Amanda questions in a relaxed environment which people could tune into from the comfort of their own homes.

The events were coordinated with the National Farmers' Union and sponsored by dairy cooperative Arla and Asda. Both events were a great example of what can be achieved using digital platforms and funds raised from ticket sales went to FCN to support our work.

“Hearing from a wide variety of individuals across the sector has provided valuable insights into the challenges farmers are facing at the moment, and highlights how we can come together as a community to weather the storm and adapt to change.”





Arla and Asda sponsoring the events follows an ongoing charity partnership we announced late last year, with both organisations backing our Time to Plan campaign. A lack of medium and long-term planning for the future of the farming business are frequently cited in cases presenting to FCN as causes for stress, anxiety and other issues. Time to Plan, hosted on our FarmWell website (farmwell.org.uk), is a project coordinated by FCN and designed to help farmers plan ahead for the future.

The project has seen FCN work with a range of organisations and thought leaders to create articles, guidance, 'top tips' and more around a variety of topics – from diversification and succession planning to getting to grips with the post-Brexit support regime. Through case studies and expert insights, this content is designed to support farmers in preparing for change from both personal and business perspectives. More information about Time to Plan is available here: farmwell.org.uk/time-to-plan

Through a range of other exciting initiatives FCN is helping to support farmers' personal and business resilience. An ongoing project between FCN, the Nuffield Farming Scholarships Trust and Focussed Farmers has seen FCN interviewing Nuffield Scholars about their research and how they stay positive on the farm. Hearing from a wide variety of individuals across the sector has provided valuable insights into the challenges farmers are facing at the moment, and highlights how we can come together as a community to weather the storm and adapt to change.

February saw FCN involved in Farming Help Awareness Week. Farming Help is an alliance, created by FCN, Addington Fund, Forage Aid, RABI and RSABI, to provide a platform to consider how the charities can work together to secure the best possible outcomes for farming people. During the Week, the charities worked together to highlight the unique ways we support the farming community and to let people know that help is available.

We launched a film which featured two farmers engaged in an open and honest conversation about their own experiences and challenges, and we hope this will encourage others to talk as well. The film is available via FCN's YouTube account – search for 'Farming and Better Mental Health'.

We hope to ensure that farmers always know where to turn when they're in need of support or are feeling uncertain about the future.

Find out more by visiting:
fcn.org.uk

Alex Phillimore – Marketing &
Communications Manager
The Farming Community Network

FCN
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MASSEY FERGUSON



YOU COULD BE A WINNER

Win prizes instantly with Vin to Win. Register to play using the link below.
You'll then be invited to play our instant win games where you can win quality Massey Ferguson overalls,
or Massey Ferguson scale model tractors instantly!

Every game you play also counts as a Golden Ticket into our Big Prize Draw.

Follow this link to WIN or scan the QR code:

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The promotion is open to owners of Massey Ferguson machines who are resident, and whose machines are located, in the United Kingdom, Ireland, Spain, Germany and France. AGCO will process entrants' personal data in accordance with its Privacy Policy. The closing date for the promotion is 23:59 on 31st August 2021. Entries received after this time will not be counted. No purchase necessary. There will be a total of 3 Massey Ferguson branded trolleys available to win.

Prizes for the instant win games consist of 120 Massey Ferguson overalls and 24 Massey Ferguson scale models.



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