



# THE TRACTOR TIMES

## AUTUMN ALREADY?!

What a great summer we have had with plenty of fine days (and a few rainy ones) to keep our farmers and contractors busy, and I haven't heard any bad weather reports from any of our favourite holiday spots. And now we are officially in Autumn - where did the last 3 months go? It's fair to say that everyone here at SFML is refreshed and ready for another busy year.

It's great to see that some of our farming sectors are getting rewards for all the slog and hard work they all put in and this in turn is keeping the agricultural tractor and machinery market very strong.

With the ever-growing population of John Deere tractors around the world and the shortage of skilled operators, there continues to be a huge focus in the agricultural sector on technology and precision farming. Southland Farm Machinery together with John Deere are continuing to build capability and experience in our staff, so we can assist our customers with the ever-changing landscape of farming. More details on our connected support strategy on page 5 of this Tractor Times.

Unfortunately, due to its cancellation, we were not able to catch up with a lot of our you at this year's Southern Field Days, the first time it has been cancelled in 40 years. Then another major event for us was cancelled - the Wanaka Show, the first time it's been cancelled since World War II. Don't be discouraged however, our branch doors continue to stay open, and we are currently still offering a "Field Days special interest rate on all tractors" (you may have spotted this already).

The supply chain continues to be an issue across the world and our little country is feeling the effects. We are seeing delays in some tractors and machinery and parts supply is also throwing up its own challenges. Rest assured, we still have plenty of stock of the reliable 6M series tractors, and we are constantly trying to jam more parts in our parts departments, so we don't have to rely so heavily on the supply chain. As always, if you are wanting a specific forward order machine and or have any questions about parts supply, don't hesitate to contact your local SFML branch.

That's enough from me, enjoy this edition of our Tractor Times.

Stacey Hitchens  
General Manager

**MISSING  
FIELD DAYS?**  
**THIS DEAL SHOULD  
SORT THAT...**

**1.69%\*  
PA**  
**finance on ALL  
new tractors**



\*Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only. Offer is based on 30% deposit, GST back and 36 month term. Fees and charges of \$425 apply. Expires on 31/3/2022. Other terms and rates are available.

**INVERCARGILL**  
93 North Road  
P 03 215 9132

**GORE**  
12 Charlton Lane  
P 03 208 8203

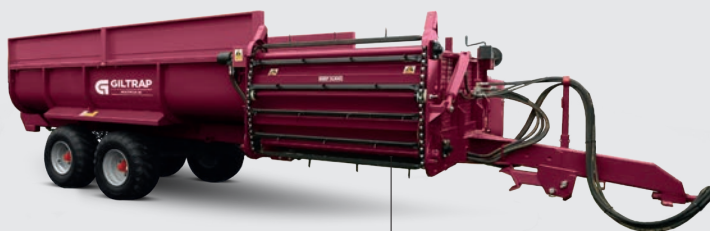
**MOSGIEL**  
13 McGlashan Street  
P 03 489 0472

**CROMWELL**  
12 Elspeth Street  
P 03 445 1046



# THE BIGGEST FEED RANGE AROUND. BUILT TO LAST.

## MULTIPLUS FEEDER



- A tough versatile feeder for virtually any feed type
- Large capacities up to 12 bales or 18 cubic metres

## FORAGE WAGON



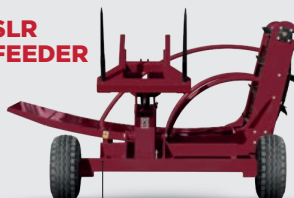
- Specialised design for all types of chopped silage
- Precise feed control and optional remote weighing

## TRAILED BALE FEEDER



- Carries and feeds 2 round bales
- The strongest feed chains on the market

## SLR FEEDER



- Multi-purpose 2 bale feeder for round and square bales
- Fully controlled hydraulic bale loading system

## LINKAGE BALE FEEDER



- Headstock connects at either end for fast loading
- Feeds all types of round bales to either side

## JUMBO TUB FEEDER



- Huge capacity for feeding large quantities of bales
- Tub style body to handle chopped bales

## BALE BUGGY



- Feed out behind a ute or small tractor
- Self-loading and ground powered with no hydraulics

**STOCK AVAILABLE - ORDER NOW + ASK US ABOUT FINANCE OPTIONS\***

\*Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only.

**S** **SOUTHLAND  
FARM MACHINERY**

**O** **OTAGO  
FARM MACHINERY**



## A COUPLE OF CHANGES TO OUR MANAGEMENT TEAM

Since before Stacey started in the role as General Manager late last year, one thing he could see value in was going back to our previous structure of having Branch Managers.

A few years ago, we went to having 2 Operations Managers - one for Southland and one for Otago - and while this had its benefits it did involve a lot of travel time and meant some branches didn't see a manager as often as others. And since then, we have also added Stihl Shop Queenstown and Cromwell to our group.

Now as GM, Stacey has proceeded with the recruitment process, and we are pleased to be able to let you know that Richard Anderson, Reece Brown & Leonie Hotton have accepted the roles of Branch Managers, and Stacey as GM is based in Invercargill and so that will encompass the Invercargill Branch Manager role also.

Richard who was the Otago Operations Manager will use his experience to now run the Mosgiel Branch, and Leonie (Cromwell) and Reece (Gore) who have both held the role of Service Manager in their respective branches will now add Branch Manager to their titles.

So that you can get to know them better we have featured them in this edition's Staff Profiles below...

## GET TO KNOW US BETTER - MEET NEW BRANCH MANAGERS REECE & LEONIE



**NAME:** Reece Brown

**BRANCH:** Gore

**CURRENT ROLE:** Service/Branch Manager

**LENGTH OF SERVICE:** 4 years

**OTHER ROLES HELD DURING THIS TIME:**

A bit of everything

**LAST MOVIE/SERIES WATCHED:**

Ozark on Netflix

**FAVOURITE SPORTS? PLAY OR WATCH?**

All/any sport

**FAVOURITE FOOD?**

Blue cod, roast lamb, bacon & eggs ...

**TEA, COFFEE OR HOT CHOCOLATE?** Tea

**FAVOURITE SEASON?** Summer

**FAVOURITE JD (ANY REASON WHY?)**

GM's the complete range



**NAME:** Leonie Hotton

**BRANCH:** Cromwell

**CURRENT ROLE:** Branch & Service Manager

**LENGTH OF SERVICE:** 5 years & counting...

**OTHER ROLES HELD DURING THIS TIME:**

Administration & Parts

**LAST MOVIE/SERIES WATCHED:**

Spiderman (I have a 6 year old son) the Sinner & Ozark

**FAVOURITE SPORTS? PLAY OR WATCH?**

MMA, UFC on Sundays is a regular in our house

**FAVOURITE FOOD?**

Love Thai food & french vanilla icecream

**TEA, COFFEE OR HOT CHOCOLATE?** 100% Coffee

**FAVOURITE SEASON?** Summer of course

**FAVOURITE JD (ANY REASON WHY?)**

I don't have a favourite, but the Electric Gator is very on point with today's market

# PREMIUM JOHN DEERE TRACTORS IN STOCK READY TO GO TO WORK!

## JOHN DEERE 6215R



- » Powerquad Plus 40k Transmission
- » TLS
- » Michelin Tyres
- » Front hitch and PTO
- » Full 2 year 2,000 hour warranty, with extended engine and Powertrain Warranty for an additional 1 year or 1,000 hours

## JOHN DEERE 6175R with John Deere 663R NSL Loader



- » Autoquad Plus 50K Transmission
- » TLS
- » Michelin Tyres
- » Pick up hitch
- » LED light package
- » Full 2 year 2,000 hour warranty with extended engine and Powertrain Warranty for an additional 1 year or 1,000 hours

## JOHN DEERE 5125R with John Deere 543R MSL Loader



- » 32F/16R Command 8 Transmission
- » Cab suspension
- » Command Arm
- » Electronic loader joystick
- » 3 Electric SCV's
- » Front Axle Suspension
- » Front Hitch
- » Autotrac Ready
- » Approx. 50 hours

**0%\* PA FINANCE AVAILABLE  
EXCLUSIVELY ON THESE 3 MACHINES**

\*Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only. Offer is based on 30% deposit, GST back and 36 month term. Fees and charges of \$425 apply. This rate is exclusive to the advertised machines, and is only available while stock lasts.

**SOUTHLAND  
FARM MACHINERY**

**OTAGO  
FARM MACHINERY**



## EASY CALIBRATION MAKES FAMILY'S LATEST DUNCAN BEST YET

Southland contractor Bevan Caldwell is impressed with how easy it is to use his family's new Duncan AS3000 air seeder.

The Caldwells' Duncan AS3000 has a Topcon electric drive system, which provides easier, faster calibration and ensures more accurate seeding rates.

"The seeder drive is giving my staff a lot more reassurance in the machine they use now versus the old seeder systems used in our past drills. For us as a business, we have had more positive feedback from our staff who use drill."

Caldwell Contracting is based at Edendale and was founded by Bevan's parents 25 years ago.

The Caldwell family serves mainly dairy and dairy support farmers in South Otago and Eastern Southland. They offer a full range of services, including cultivation, winter crops, re-grassing, baleage, silage, wood chipping and effluent spreading.

Caldwell Contracting employs up to 50 staff, and most of them are now employed full-time, year-round.

They have been using Duncan drills for several years to meet the demand for direct drilling. The AS3000 air seeder is the third Duncan drill that Caldwell Contracting has owned and it was added to the fleet last year.

While they considered other options, they decided to stick with what they know.

"I did look at other drills prior to purchasing the Duncan, but with the weight differences and other features, and the past backup support from Duncan, we decided to stick with them. Their machines fit our requirements well.

"For our size of tractor, the AS3000 has a good weight ratio and we don't seem to go through a lot of parts."

Bevan runs the AS3000 with a John Deere 6155M or a John Deere 6195, which means it takes 155-195 horsepower.

The combination of the Topcon electric drive seed system, which is linked to the John Deere GreenStar display and ISOBUS system, and coverage mapping, the drivers can track their progress and avoid seeding mistakes.

"To calibrate our previous drills, we had to wind the seeder over by hand using a crank handle," Bevan says.

"Now you enter in your desired sowing rate per hectare, hit the calibration button and once the sample has been dispensed you weigh it and enter it in the computer. It knows what it is doing from that point on.

"We are saving so much time, it takes away the guesswork, and the accuracy is so much better."

The AS3000 has a 3m sowing width and is on 125-mm row spacings, and Bevan says it is delivering good results.

"Previously we were using 140-mm to 150-mm row spacings and the feedback from the farmers is they really like the narrower spacing," Bevan says.

**"We are saving so much time, it takes away the guesswork, and the accuracy is so much better."**

"I feel the Baker boot concept works well in Southland conditions. It creates a fine tilth, it gets fast seed germination, and the combination of the boots and disc openers is good. It reduces maintenance requirements."

Bevan opted for Duncan's tine harrow system on the rear of the drill, rather than the heavy chain ring harrows he had used in the past.

"This has been another great improvement to drilling, saving pinched fingers. The tines actually surprised me how well they work and how long they last."

Another feature on the AS3000 is a hydraulic heat exchanger. Bevan thought there could be some advantages in having dry, warm air entering the air seeder system. The warm air blowing the seed and fertiliser out helps remove condensation and moisture from the hoses.

While there had been few issues in past with seeder hoses blocking, the Caldwell Contracting team has noticed the heat exchanger has helped eliminate this, "which has to be an advantage", he says. And the oil from the fan motor coming back to the tractor is also kept cooler thanks to the heat exchanger.

The Caldwell family's machinery gets well looked after by Southland Farm Machinery, and they can get support from Duncan when needed.



The Duncan AS3000 is just as effective in worked ground as it is in direct drilling applications.

# SETTING THE STANDARD IN SERVICE

Industry leading tools to maximise your uptime

**With John Deere Connected Support™, distance is no longer a barrier to keep you up and running**

With a suite of industry leading tools exclusive to John Deere, we are there for you when you need us most.



## Service ADVISOR™ Remote

Your technician can remotely analyse your machine's Diagnostic Trouble Codes in real time to isolate potential issues. We will send the right technician with the right parts and tools on board to get the job done in the shortest time possible.



## Expert Alerts

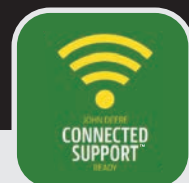
We can predict certain potential failures before they occur using advanced algorithms. This allows us to respond quicker to reduce downtime and maximise productivity.



## Remote Display Access

Reduce the need for a callout. Your technician can connect virtually in cab to assist you with troubleshooting, optimisation and setup.

**CONTACT US TODAY TO FIND OUT MORE.**



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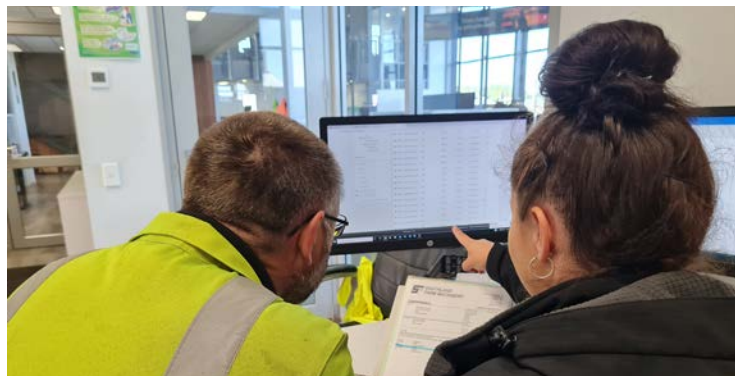
# SFML WELCOME EXPERT ALERTS AS THE NEXT STAGE IN CONNECTED SUPPORT

"Expert Alerts assist to identify and diagnose a machine in some situations before a machine is symptomatic, allowing the operator to continue with operation temporarily until a convenient time - minimising cost of repair and potential impact on machine components. This is a proactive system, where your dealer is notified of potential concerns and will work with you to ensure your machine is operational for the maximum period of time with minimal impact on your operation or bottom line." JOHN DEERE

Since 2015 when the term 'Precision Ag' became important to our business strategy, the technology and value of implementing it has grown significantly.

This has been a large focus of development and investment from John Deere, and as such there has been an expectation on us as a Dealership to adopt and introduce this technology to you, our customers.

Now we are at the next stage where your connection with us can really show your business value. Not only can you be connected with your machines and get up to date information on location and fuel etc, but now your tractor will let us know of a potential issue, before it even knows there is one!



'Expert Alerts is one of the six tools enabled by John Deere Connected Support™. Expert Alerts is a predictive tool that delivers proactive notifications to dealers by identifying problems and monitoring performance telematics data from the machines. This tool provides state-of-the-art notification of known machine issues and provides the dealers with clear direction on how to resolve the issue. The goal of Expert Alerts is to prevent, minimize, or eliminate operator downtime.'

This system has been evolving for some time and is continually doing so with John Deere experts analyzing data from their specialist areas, looking for trends or indicators which is then developed to automatically detect the imminent issue.

With your consent, potential issues (and the solution) is delivered to us, your Connected Dealer.

There are two types of alerts - Critical and High.

Critical - demands immediate action and the highest attention. Criteria for a critical Expert alert includes imminent downtime.

High - Reports machine problems, but not imminent machine downtime. Should be dealt with within the next 1 to 2 weeks.

By alerting us, we are not only notified of a potential issue, but also the solution this means we can have the tools and parts on board before we even set eyes on your machine, meaning less diagnosis time, and downtime for your machine.

You may have already experienced the benefits of being a Connected Client by having one of our team contact you to let you know you have a service due and being able to schedule that to suit your workload - or have a Service Technician remotely access your tractor display to help diagnose an error. Or you may have heard of our Service Technicians using Service Advisor Remote, retrieving codes and reviewing possible issues with your machine before leaving the workshop so that their time is spent as effectively as possible when they are at the machine. Expert Alerts is the next step in the level of service we can bring to you as a John Deere Dealer.

If you'd like to discuss this give your local Service Manager a call, or if you are needing more specialised advice get in touch with our Integrated Solutions Manager, Mike Cleland - [mikec@sfml.co.nz](mailto:mikec@sfml.co.nz), or 027 432 4572.

## RATA ATTACHMENTS FOR KRAMER

We have been working with Rata to build attachments for our Kramer Telehandlers. Rata joined us at the Invercargill branch on a lovely sunny day to give them a trial and see how they looked in action.

Some options available include Pallet Forks, Bale Forks, Buckets and Adaptors.





# FOR SALE

Ask us about **FINANCE, FREIGHT & WARRANTY** options\*

## JOHN DEERE 6115D

**\$43,000** + GST



115 HP, 5180 Hours, 3rd Service, 2x Rear Remotes  
INVERCARGILL SU#64145

## JOHN DEERE 7230R

**\$96,000** + GST



230 HP, 6800 Hours, 25 Speed E23 Powershift Trans  
INVERCARGILL SU#64119

## JOHN DEERE 6150M

**\$78,000** + GST



150 HP, JD H360 NSL Loader, 4WD, 2x Rear Remotes  
INVERCARGILL SU# 63699

## JOHN DEERE 6520

**\$54,900** + GST



120 HP, 5435 Hours, Stoll loader with third service  
MOSGIEL SU#64229

## JOHN DEERE 6145R

**\$107,000** + GST



145 HP, 3755 Hours, John Deere 643R Loader, 40km  
GORE SU# 63928

## JOHN DEERE 7230R

**\$148,000** + GST



230 HP, 4337 Hours, c/w Rear duals 80%  
GORE SU#63338

## JOHN DEERE 6140M

**\$87,000** + GST



140 HP, 4185 Hours, JD H340 SL Loader, TLS Suspension  
INVERCARGILL SU# 63707

## JOHN DEERE 6210R

BEING  
PREPARED

**\$115,000** + GST



210 HP, 6994 Hours, Direct Drive 50km, Front link & PTO  
GORE SU# 64217

## JOHN DEERE 6140M

**\$71,000** + GST



140 HP, 6216 Hours, John Deere H360 NSL Loader  
INVERCARGILL SU# 64088

Visit **SFML.CO.NZ** for all of our used tractors & machinery

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