



THE TRACTOR TIMES

PLENTY GOING ON AT SFML!

It would appear that the good weather has finally come to an end, and we are in for a good old Southern Winter, not that it slows us down, we are here to help - rain, hail, (pandemic) or snow with all your genuine sales, service, and parts requirements.

If you hadn't already heard, our 2 Southland Farm Machinery branches (Invercargill and Gore) are now agents for the awesome Krone product range, and are excited to be working with John Tulloch and the team at Tulloch Farm Machines [hear from John on page 3]. We have plenty of Krone parts in stock and are working with Tullochs to upskill our Service Technicians on the Krone suite of products. If it's time to update your mower or rake, or your reliable Krone mower just needs some TLC, give one of the Southland branches a call today.

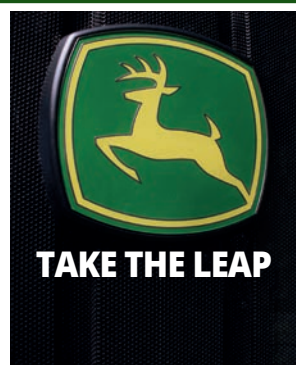
As well as training for Krone, we have finally managed to get some Service Technicians to Aussie for John Deere training. We have 8 technicians heading to Crestmead in Brisbane for 7R and 8R tractor training throughout May and June. We have also recognised some of the amazing work our parts and service teams do, by nominating 6 of our staff across our group for the annual John Deere Technician Awards [more information on the nominees and the awards can be found on page 7].

Along with our staff training and development, like all other Ag dealerships, we are always on the hunt for Service Technicians and guys or girls that want to start a career with a great locally owned and operated dealership. So if that's you, or you know of someone, please reach out to your local SFML branch today.

Lastly, like a lot of companies around the world, we have felt the effects of Covid, and the Omicron outbreak has put some pressure on our workforce, we thank you, our customers, for your patience through the course of this pandemic and we look forward now to the loosening of restrictions and NZ opening back up to the world.

Please enjoy this edition of The Tractor Times.

Stacey Hitchens, General Manager



If you want to gain hands on experience to grow your skills working on some of the most advanced machines in the world, in a supportive team environment where you are valued, *we'd love to hear from you!*

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



OUT OF THE KITCHEN AND INTO A TRACTOR

Welcome aboard our newest member of the Cromwell sales team, Russell Heron. Russell grew up on a 3rd generation Dairy & Beef farm in the Bay of Plenty and was part of a large family surrounded by family farms.

"We were always out together on them either working or playing, there was never a quiet dull day". said Russell

"I left the farm at 17 to pursue my ambition of becoming a great Chef. After completing my apprenticeship at the Sheraton Hotel, I went to travel the globe and grow my skills. I am very fortunate to have seen most of the world and work in London, France, Japan and Taiwan". he said.

When he returned home, he headed to the Central Lakes area (for the first time) and knew straight away this was the place for him. Russell started at Millbrook as Executive Chef, going on to become the Food & Beverage Manager for the next 13 years.

Last year Russell returned home to the family farm in the Bay of Plenty to work and spend time with his family, during this time his passion for the land, the agricultural lifestyle and its people was rekindled.

"I really enjoy working and connecting with people and anything machinery related. I was looking for a new adventure in my life, so when the opportunity to work at Otago Farm Machinery presented itself, I jumped at the chance as it offered me everything I was looking for, plus the ability for me to develop and grow in a new industry."

"Now calling Central Lakes my forever home, I can't think of a better place to raise 2 young daughters and for them to be able to experience everything I did growing up, plus more!" says Russell.



Russell Heron getting acquainted with a John Deere 7R 290.

JOHN DEERE GATOR TE

A man in a blue jacket is driving a green John Deere Gator TE utility vehicle on a golf course. The vehicle has yellow seats and large black tires with yellow rims. In the background, there are trees and a clear sky.

GO ELECTRIC

- Zero fuel consumption
- Full recharge time of 12 hours
- 48 Volt electric drive system with built in battery charger
- Comes standard with roll over protection
- Super easy entry and exit

IN STOCK NOW - come and see us today to go green!

S **SOUTHLAND**
FARM MACHINERY

O **OTAGO**
FARM MACHINERY

KRONE, A NATURAL FIT FOR OUR SOUTHLAND BRANCHES

From John Tulloch, Managing Director of Tulloch Farm Machines:

"Our relationship with SFML started in 2018 with the Monosem precision planters and the increased area of fodder beet at the time. We found it very easy to deal with the staff at SFML, and any minor product issues were always dealt with professionally.

At the end of last year, our then dealer Farmchief decided to go in a new direction, and recommended SFML as a good option as our new dealer in Southland.

Tim (our South Island Sales Manager) and I visited Invercargill in January this year, and spoke to Murray Wilson about becoming a full dealer for all of our products.

The deal was to cover Southland (Invercargill and Gore branches). Murray was very welcoming to us and supportive of the concept, and we agreed to start our dealer agreement on 1st April 2022.

Of particular interest to Southland are our Krone grass harvesting products, which are built in Spelle, Germany.

Southland has for many years been our best region for the sale of Krone mowers.

We carried out an introductory product training session with the SFML sales team on 12th May in Invercargill. This will be followed up by some service and systems training in June.

The display of mowers on the front at Invercargill is the first obvious sign of our new collaboration.

We look forward to supporting the team and customers in Southland."



Krone mower proudly being displayed on a John Deere 6125M at Gore.



Krone training with the Invercargill & Gore sales teams.

JOHN DEERE PRECISION AG CHALLENGE PRIZE WINNERS!

This month-long challenge helps John Deere dealer employees grow, test, and share their knowledge of the Operations Center web and mobile and precision ag products. In four quizzes, participants will put themselves in the shoes of four different farmers to complete questions surrounding field prep and planting/seeding work. All Australia, New Zealand, US & Canada dealership employees can participate, no matter their knowledge levels or roles - and 2 of our guys were winners!

"I think it's fantastic to see our staff

reaching these levels in John Deere Precision Ag Challenges - the ag industry is fast progressing using innovation, technology and Precision Ag systems to build solutions to feed the world, and it's not just about massive wheatfields in Australia or corn and soya beans in the US, we have farmers, contractors and high value crop growers wanting more and more profitable production here in Southland and Otago who work around the clock to meet seasonal demands and weather stresses, some operating in very challenging terrain." said Mike Cleland, Integrated Solutions Manager.

"The John Deere Precision Ag Challenge has been around for a couple of seasons, last year we had participants finish with high places also who received cash prizes." he said.

Logan Robertson was the outright winner taking home a John Deere Themed Weber BBQ and Mark Harvey was 3rd and received a gift voucher - awesome effort guys!



General Manager Stacey Hitchens awarding Logan Robertson with his new JD Weber BBQ.



Mark Harvey receiving his Voucher from Gore Branch Manager, Reece Brown.



LEGENDARY JOHN DEERE 6M SERIES EXPECT MORE

Finding your 6M is easy. Whether you are a livestock farmer, arable farmer, mixed farmer or run a contracting business – one of these tractors was made for you.

OWN YOURS TODAY

1.49%*_{PA} finance on all 6M SERIES 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. Start date 1 March 2022 and expires on 30 June 2022. Other terms and rates are available.

S **SOUTHLAND**
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FAMILY FARMING



Jaycob & Shontae Brown of Brownie Dairies take delivery of their first ever new tractor - and so did their son Slade!

ALL THUMBS UP!



Amelia and William definitely approve of Mum and Dad's (Jane & Michael) new John Deere ZTrak™ Mower.

CHICKENS WITH TASTE



Here's one to add to the many uses for your John Deere tractor - Theo White's new 6120M also doubles as a chicken coop!

WHERE DO WE SIGN?



Alfie and Archie look ready to take over the family farm from Dad Alex - or maybe take over from Michael O'Neill (Stretch)?!

OUR NEWEST FULLY QUALIFIED SERVICE TECHNICIANS

We take a lot of pride in bringing onboard aspiring technicians, and working with them to gain practical experience while they work through their Apprenticeship with MITO.

Our two newest graduates are Taylor Gilder, and Ronan Ferns.

Taylor started as the 'after school boy' in our Gore branch and worked in the parts department before moving to the workshop and completing his apprenticeship in our Invercargill branch. Great work Taylor!

Ronan joined our Invercargill team as a teenager, and it's great to see his commitment being rewarded - great job Ronan!



Taylor Gilder being congratulated by General Manager Stacey Hitchens.



Ronan Ferns being congratulated by General Manager Stacey Hitchens.

JOHN DEERE RANGE OF **COMPACT TRACTORS**

**1-4 SERIES
21 - 65 HP**



**6-Year
Powertrain
Warranty†**

**OWN
YOURS
TODAY @ 0.99%*_{PA} finance**

* † TERMS AND CONDITIONS APPLY

*Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only. Offer is based on 20% deposit, GST back and 36 month term. Equal monthly instalments. Fees and charges of \$425 apply. Start date 1 May 2022 and expires on 8 July 2022. Other terms and rates are available.

S **SOUTHLAND
FARM MACHINERY**

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OUR NOMINEES FOR THE 2022 JOHN DEERE TECHNICIAN AWARDS

This is the second year John Deere are running Technician Awards and this year have expanded the categories to include: Parts Apprentice of the Year; Service Apprentice of the Year; Parts Technician of the Year; C&F Service Technician of the Year; A&T Service Technician of the Year. The awards are designed to raise the profile of John Deere Technicians, recognise achievements, assist with technician training & continuous development, and raise awareness of career opportunities.

Nominees are shortlisted to Regional Finalists (Regions: AU - QLD/NT, ACT/NSW, VIC/TAS, SA/WA, NZ – North Island, South Island) who then head to John Deere in Brisbane for 3 days of onsite hands-on testing of technical, diagnostic & customer service skills, at the conclusion there is a Gala event at which the overall winners are announced.

Consideration for nominations included the ability to be a John Deere Technician Ambassador - Technical Skills & Diagnostic Skills - Teamwork & Co-operation – and must include a customer letter of support.

This is a great opportunity to recognise our technician's hard work and raise their profile to inspire others to join the industry, and we are pleased to have nominated 6 of our staff over a range of categories. We will be sure to keep you posted of any progress with their nominations!

Each nominee was required to write a short overview on the following 5 criteria: Technical and Diagnostic Skills; Technical and Diagnostic Case Study; Customer Service; Teamwork and Co-operation; John Deere Technician Ambassador – here's some details each of them included in their nominations:

MEGAN TREE: PARTS MANAGER | GORE

"I studied vet nursing and worked as a vet nurse for 3 years. In 2016 I decided it was time for a change, I enjoyed dealing with farmers however machinery wasn't something I had much knowledge on. I was interested in challenging myself and especially working for a well-known and favored brand, John Deere. I began as Service Administrator for Southland Farm Machinery Gore, and after two and a half years in this role, I accepted the role of Parts Manager - a decision I have not looked back on."

JAMIE WISHART: SERVICE TECHNICIAN | GORE

"My technical and diagnostic knowledge has been built up by 13 solid years of experience, development and training on the job. I have attended training courses both in branch, in Australia and online in more recent times. That being said, the best learning I believe is hands on experience in the real world. The greatest achievement in my role would be when I was selected to attend the John Deere Tradition of Excellence Trip to Alaska in 2014. It was the trip of a lifetime for me and my wife and it was an honour to be chosen to go from our company."

LOGAN ROBERTSON: APPRENTICE | INVERCARGILL

"When a customer has a fault with a machine especially in peak times it can be very frustrating, and it is important for us to provide exceptional support to keep their operation running. This can impact not just on their productivity that day, but their overall satisfaction with our dealership, and product – we want them to want to keep coming back to us, and not give them any reason to talk to the opposition."

MEGAN FOSTER: PARTS MANAGER | MOSGIEL

"To be a positive influence, you have to be positive in what you do, and I pride myself on bringing this to our Mosgiel branch. I come to work happy, and I leave work happy, and I believe this has a positive influence on my work mates. I contribute to strengthening teamwork by not hesitating to help out wherever I can and encouraging other team members to put in the work to be the best in their fields - not just within our branch, but within the wider group and other departments too."

GREG BISHOP: SERVICE TECHNICIAN | MOSGIEL

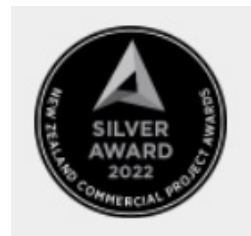
"My role is not only fixing tractors, as a technician I represent JD and the company, so it is important to have good product knowledge, reliability to earn trust, and to show pride in the company and product with the customer about their new tractor or their old workhorse. I like to provide high quality clean servicing and be a positive part of the customer's day, I feel this reflects John Deere values of integrity, quality, and commitment. I get great satisfaction from interactions with customers and providing positive outcomes."

JAYDEN ATTFIELD: SERVICE TECHNICIAN | CROMWELL

"Agriculture has always been close to my heart, spending my school holidays working on my uncle's farm and my weekends roaming the hills. This sector plays a vital role within our country, but I think that many people take farmers for granted. Our role supports what farmers do and what they stand for, it gives me great satisfaction to be part of the support team that helps keep the backbone of our country running."

CONGRATULATIONS HENDERSON CONSTRUCTION

Henderson Construction entered the Invercargill building (93 North Road) into the prestigious New Zealand Commercial Project Awards - Retail Project, and at the recent finals gala event received a Silver Award. This was a big project to undertake following the devastating 2016 fire, as they mentioned in their submission "rising from the ashes". This is great recognition for the work they have done alongside the other project partners who made this stunning building a reality.



LET'S TRADE!

There is a high demand for quality, low hour used tractors - so if you've been considering that upgrade, now might be the time to do it! (Any brand considered).

NEW TRACTORS IN STOCK

CONTACT YOUR LOCAL SALES TEAM TODAY



INVERCARGILL
93 North Road
P 03 215 9132

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12 Charlton Lane
P 03 208 8203



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