



# THE TRACTOR TIMES

## GOOD WEATHER FOR DUCKS

Hello again to all our customers in our little slice of paradise (Southland and Otago), though you would be forgiven for thinking that we are already halfway through winter the way the weather has been!

It does sound as though Southland especially has been pretty "lucky" with the amount of rain we have had when compared with other parts of the country.

This Ag industry we are all so passionate about is facing some uphill battles at the moment, like the rest of the New Zealand economy. I would like to take this opportunity to express our gratitude for all of the people out there keeping the NZ agricultural industry going in these trying times. We here at Southland Farm Machinery do appreciate how tough things currently are, so please do reach out if there is anything we can assist you with, even if it is just a yarn.

If a good yarn is something you enjoy (and you get a chance) get along to see Matt Chisholm speak, or check out his books - more on this on page 5.

To try and lighten the load on your Ag and lifestyle machinery whether it needs repaired or replaced (and hopefully lower some of your cost of operations), we currently have some very sharp deals running. We have discounts on our in-stock tractors and machinery, as well as a fixed price ride-on mower service running all winter.

You will also see in this edition of The Tractor Times, we have just released our fixed price servicing options for John Deere 6 Series tractors, and with the addition of John Deere's precision ag technology, we can even call you when your tractor's due to be serviced. (See page 4, or have a chat with your local Service Manager for more on this).

As always, the support our customers and suppliers show our company does not go unnoticed, and it is very much appreciated, and as a local company we try and give back

where we can, such as sponsoring local sport groups, or our young farmers off to competitions.

Which is why we like seeing your photo's so much - yip it's time for you to send them in for our annual calendar competition.

Please enjoy this edition of The Tractor Times.

*Stacey Hitchens*

Stacey Hitchens  
General Manager

**SHOW US YOUR  
JOHN DEERE**

...YOUR KIDS...YOUR ANIMALS...  
YOUR FARM...YOU GET THE IDEA...

**PHOTO  
COMPETITION**







EVERY ENTRY\* goes in the draw to  
**WIN a \$500 PREZZY CARD**  
and the 12 photo's that feature in the  
calendar will receive a **\$100 voucher**

SUBMIT YOUR PHOTO'S @  
[www.sfml.co.nz/photo-competition/](http://www.sfml.co.nz/photo-competition/)  
or email: [marketing@sfml.co.nz](mailto:marketing@sfml.co.nz)

ENTRIES MUST BE RECEIVED BY SUNDAY 1st SEPTEMBER 2024



\*One entry per person for the main prize draw, but you can enter as many photo's as you like.

**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



**FOR A VERY LIMITED TIME**

**ALL  
JOHN DEERE  
6M & 6R  
SERIES TRACTORS  
DISCOUNTED\***



From 100 hp to 250 hp there's a John Deere 6 Series tractor for your rush jobs, big jobs, little jobs, hard jobs, dirty jobs... ANY JOBS.

**Talk To Your *local* John Deere Dealer TODAY!**

\*Conditions apply. Must be delivered before 31 July 2024. Images used are for illustration purposes only.

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

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



## REINTRODUCING ANDREW

You'd be forgiven for thinking this is a familiar face, because Andrew Barron (also known as Harry), started working for Southland Farm Machinery 24 years ago, and is now taking all of that experience and knowledge into a sales role with the Invercargill team.



Andrew started as an apprentice service technician, servicing and supporting John Deere tractors across Southland.

4 years ago, Andrew decided it was time to down tools and joined the Precision Ag team (now known as Integrated Solutions). As a consultant he set up and supported Greenstar and Autotrac, JD Ops Center, machine tracking etc.

More recently Andrew has been sharing his knowledge at large ag, and hay and forage demos.

"I'm keen to get back to most of the farms I serviced on and do some deals", Andrew said.

So, if you're in the market, give him a call!

## A DAY OF DISCOVERING AGRI TECH

Our Integrated Solutions & Sales teams headed to the Southern Field Days (Waimumu) site in early May, to attend the Southern AgriTech and Innovation Day

This inaugural event was organised and hosted by Thriving Southland, who are a community-led group 'with a vision to create a prosperous Southland'.

This free event was dedicated to showcasing the latest advancements in farming technology and innovation, tailored specifically for the Southern farming community.

The approximately 300 attendees got to hear from keynote speakers, join in on hands-on workshops, and connect with industry experts to gain valuable insights to enhance their farming practices.

"Technology is continuing to evolve, and this was a great initiative from Thriving Southland, particularly in the current economic environment where we are all looking at ways to operate more efficiently" said Mike Cleland, Integrated Solutions Manager.

Throughout the day, attendees got to explore a wide range of topics, from sustainable farming practices to emerging technologies.

The team from SFML took along a good selection of John Deere machinery and showcased the technology built-in, as well as additional technology add-ons available - all of which are designed for agricultural efficiency and ease of accessing the right data for accurate reporting.

# PRECISION AG STOCK CLEARANCE

LIMITED NUMBERS OF  
SOME IN-STOCK  
PRODUCTS DISCOUNTED!

TALK TO YOUR LOCAL  
SALES TEAM TODAY



Showcasing our John Deere machinery and the tech built-in as well as the options available.

"This was a great opportunity to show the 'live' information you can have on hand - not just about your machine and its performance, but data on the task you're performing - whether it be seeding, planting, spreading or mowing," said Mike.

"With the changes (particularly around the environmental regulations), the appetite for this information is definitely increasing in the agricultural industry, and it's great that John Deere had the insight to start investing and developing this technology when they did" he said.

If you're interested in learning more, talk to your Sales Consultant, or get in touch with Mike.



# JOHN DEERE 6000 SERIES FIXED PRICE SERVICING



When you book your next service with us these will be the labour and mileage costs, they are however subject to change unless you lock them in with a 3 year agreement.\*\*

|                                  |                             |              |
|----------------------------------|-----------------------------|--------------|
| <b>NEW TRACTOR 100HR SERVICE</b> | FREE LABOUR & MILEAGE       | <b>\$0</b>   |
| <b>375HR SERVICE</b>             | FIXED LABOUR & MILEAGE ONLY | <b>\$299</b> |
| <b>750HR SERVICE</b>             | FIXED LABOUR & MILEAGE ONLY | <b>\$399</b> |
| <b>1125HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$299</b> |
| <b>1500HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$549</b> |
| <b>1875HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$299</b> |
| <b>2250HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$399</b> |
| <b>2625HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$299</b> |
| <b>3000HR SERVICE</b>            | FIXED LABOUR & MILEAGE ONLY | <b>\$599</b> |

Estimate your machine hours, and customise your 3 year package based on these fixed price service prices

**By committing to 3 years we will lock these prices in for you and you will know the exact labour & mileage costs for each service before it even happens!**

You also have the option to pay after each service, or pay in full the package total upfront - you can even include this package with your finance<sup>†</sup> when purchasing a new or used tractor.

## MAXIMISE THIS OPPORTUNITY

Sign up to a 3-year Fixed Price Servicing Plan and if you aren't already a Connected or Partnered customer, we will cover half of the cost of a JDLink™ M Modem (valued at \$805 plus GST), and half of the installation cost (price to be confirmed). Then we can use the suite of JD Digital Tools to fully support you.

**TALK OPTIONS WITH YOUR LOCAL SERVICE MANAGER TODAY!**

<sup>†</sup> Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only.

\*\* Prices shown are subject to change.





# UP THE CREEK

(Chatto Creek that is)

with  
**Matt Chisholm**

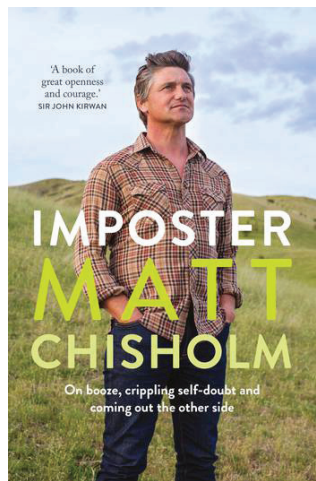


*Matt is a TV Personality turned farmer who shares his personal struggles and journey with his own mental health (in an entertaining way) in the hopes of helping others - to support Matt in the work he does in the rural community we have given him the use of a John Deere 6110m to use on his block in Central Otago - here Matt shares his experiences (good, bad and embarrassing!) as he 'ups' his farming game with the help of his JD tractor.*

Matt is currently on the road hosting the Rural Support Trusts nationwide 'Time Out Tour', which if you follow him on social media is probably giving him a little bit of a break from the battering he's been getting on the rugby field in some rather wintery Central Otago conditions.

If you can get along to join Matt and his panelists at one of these events, you'll be in for an important and entertaining yarn that'll help you look after your greatest assets - you and the people around you.

Another great option is to pick up Matts' books - yip he's got 2 out there now!



## IMPOSTER

by Matt Chisholm

A raw memoir from television host Matt Chisholm on battling booze and depression and finding a way through.

**'A book of great openness and courage' - Sir John Kirwan**

Country boy and television host Matt Chisholm seemed to have it all. With a plum job on TV and a great family, his future looked bright.

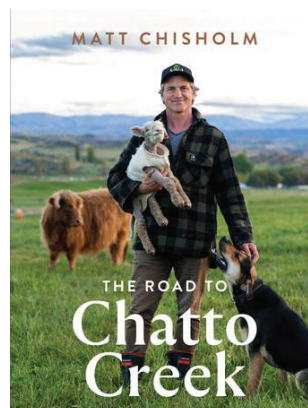
But behind the happy facade, Matt was barely coping, driving himself into the ground with work and withdrawing from everyone but his family. One day something snapped. After admitting in a social media post that he was struggling with depression, Matt was shocked at the outpouring of public support. It would be the catalyst for him to face up to his unhappiness and change his life.

Growing up in Otago, Matt was the sensitive youngest child in a family of four boys, with a difficult home life in which high standards were paramount. After trying his first drink at fourteen, Matt found himself in a decades-long spiral of aimlessness and heavy drinking - despite the physical and mental toll the booze took on him.

It would take Matt until his thirties to find success as a journalist, always doubting himself and his abilities. After finally giving up drinking at 34, his career went from strength to strength, but the unrelenting pressure of having to perform and his own perfectionist tendencies came at a high cost and he was diagnosed with depression. Something had to give.

Matt and his wife made a choice to leave Auckland and his job, moving to Central Otago with their two young boys to build their own home and enjoy a simpler life.

Imposter reveals the hard-won wisdom Matt has learnt along the way. Poignant and inspiring, this is a helpful book for anyone who is battling their demons.



## THE ROAD TO CHATTO CREEK

by Matt Chisholm

Hilarious tales and hard-won wisdom about leaving the rat race for a new life in the country.

Matt Chisholm's number-one bestselling book, Imposter, saw Matt and his family leaving Auckland to buy some land in Chatto Creek, Otago, with big dreams to build their own house and farm cattle and sheep.

Fast forward a few years and it's been a huge shift for Matt, his wife Ellen and their three kids - lots of highs and a few lows, too. Matt writes candidly and with his unique humour about the joys of being part of a farming community, new friendships, the realities of farm life and his work as an Ambassador for Rural Support Trust, where he gives talks on mental health to farmers around New Zealand.

Beautifully photographed by Lottie Hedley, The Road to Chatto Creek is a must-read for anyone who enjoys a great yarn or has ever had a hankering for leaving the big smoke for rural life.

**Both of Matts' books are available at all good book stores now!**





# SAVE WITH A FIXED PRICE MOWER SERVICE THIS WINTER

| JOHN DEERE RIDE-ON MODEL                                               | FIXED PRICE                                        |
|------------------------------------------------------------------------|----------------------------------------------------|
| L/D/E/S/X 100 series & Z300 ZTrak™<br><i>If has easy change filter</i> | <b>\$239*</b> incl. GST<br><b>\$299*</b> incl. GST |
| Z500 - 700 ZTrak™ & X300/350 Series                                    | <b>\$279*</b> incl. GST                            |

## SERVICE INCLUDES:

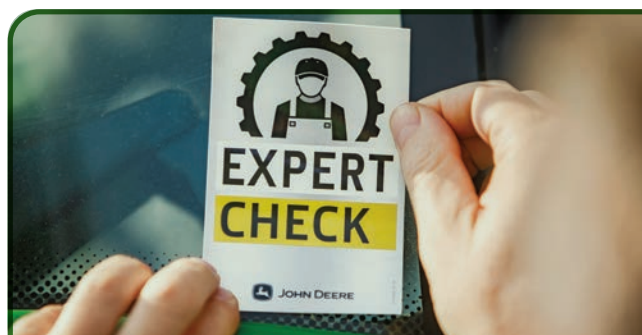
- Change engine oil and filter
- Check and clean air filter
- Change fuel filter
- Check and clean spark plugs
- Grease
- Check and sharpen blades
- Complete check over of mower
- Provide a recommended repair and parts list (if required)

**FREE** pick up and drop off if within 15km of a branch, or the following charges will apply:

15-25km = \$50 + GST

25-50km = \$100 + GST

50km + = \$100 + \$1.45km + GST



As your local John Deere Dealer we can offer you:

- JOHN DEERE GENUINE SERVICE & PARTS
- JOHN DEERE PARTS WARRANTY
- JOHN DEERE GENUINE OIL
- JOHN DEERE SPECIALIST TOOLS AND EQUIPMENT
- JOHN DEERE TRAINED TECHNICIANS

**+ 10% off** any additional parts needed for other requested repairs

**BOOK YOUR WINTER SERVICE WITH YOUR LOCAL DEALER TODAY!**

\*Prices are valid from 13th May 2024 to 31 August 2024 and includes labour, oil and filter, fuel filter and grease. No additional work will be done without authorisation. Additional mechanical repairs outside of warranty will be charged at normal rates.

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

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## DON'T BE A CHICKEN

The newest addition to the Zeagold fleet - a John Deere X758, delivered by Steven from our Mosgiel branch



## DEMO'S KEEP ON ROLLING

The John Deere 6155M looking a picture for its demo in Waikouaiti, this is just one of many machines we have available currently available to demo.

So, if you're keen to see any of the impressive features and technology of our John Deere tractors, get in touch with your local sales team today!



## WINTER WARM-UP PACK WINNER

This recent cold snap doesn't inspire much celebrating, but we are stoked for Aleisha O'Donnell who won our recent Facebook giveaway with a range of John Deere merchandise suited to these chilly days, including: a grey puffer jack, hoodie, beanie, gloves, stubby cooler, socks and vacuum cup.



## ALL 'TEED' UP FOR A DAY OUT



Steven & Jason from the Mosgiel sales team 'teed' up a day out at the Ardleigh Golf Clubs Annual Cockies Classic in Palmerston. Don't let the photo's fool you though, these are 2 hard working young salesmen - both with experience in the service department, which means they know their way around a John Deere much better than a golf course!

## ALL SHINY AND READY TO MOW

Kyle from Blanket Bay, Wanaka, took delivery of a new John Deere X758 thanks to Bruce from our Cromwell team.



## HARVEST X, 1000 TONNES IN A DAY

The first of its kind from John Deere - Harvest X 1000 Tonnes in a Day is a must watch docu-series demonstrating the power of the John Deere X-Series, supported by the S-Series. In real-world conditions, the John Deere team set out to show what the X-Series was capable of on the Bartlett Brothers' farm in Dimboola, Victoria in December 2023. All four episodes showing how it unfolded are available on YouTube now - a must watch!





# END OF SEASON CLEARANCE

## JOHN DEERE 644 BALER

**ONLY \$15,000 + GST**



Only 7300 bales, 2011 model  
INVERCARGILL SU# 64466

## JF GX8 360 BAR MOWER

**ONLY \$6,500 + GST**



Well used, going cheap  
GORE SU# 64517

## JOHN DEERE 960 BALER

**ONLY \$25,000 + GST**



29837 bales, 2019 model  
INVERCARGILL SU# 64590

## KRONE SWADRO TC930

**ONLY \$69,000 + GST**



Ex demo model, great condition  
INVERCARGILL SU# 64541

## KRONE COMPRIMA V 150 XC

**ONLY \$26,000 + GST**



45,000 bales (approx), Net & film wrap, 1.2-1.5m bale size  
GORE SU# 64492

## CLAAS LINER 2800

**ONLY \$27,000 + GST**



2017 model, 7.4 to 8.2 raking width, excellent condition  
GORE SU# 64615

## JOHN DEERE F441R BALER

**ONLY \$45,000 + GST**



18515 bales, 2021 model  
INVERCARGILL SU# 64589

## KRONE SWADRO 800/26

**ONLY \$35,000 + GST**



2007 model, 7.2 to 8m swathing width, extensive rebuild  
GORE SU# 64430

## LELY 320M BAR MOWER

**ONLY \$3,999 + GST**



3.2m bar mower  
INVERCARGILL SU# 64433

Visit [SFML.CO.NZ](http://SFML.CO.NZ) for all of our used tractors & machinery

\* ALL PRICES EXCLUDE GST

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