

THE TRACTOR TIMES

2024 IS FLYING BY...

Hi to all, and welcome to our March edition of The Tractor Times. No, you are not mistaken it is March already, and what a hectic few months it has been (we've even had to bump up our page numbers in this edition so we didn't miss anything!). Hopefully you've found some time to get away and have a break - taking that time when you can to refresh body and mind is key in this industry.

The highlight of 2024 so far for us here at SFML was seeing old, current, and new customers at the 2024 Waimumu Southern Field Days. What an amazing 3 days! The rain couldn't even keep you all away. We were blown away by the positivity out there in the rural sector at the moment, especially with the way the economy is, it really shows the resilience of farmers across Southland and Otago, something you should all be proud of. Hopefully you came away from these Field Days with the 'deal of the century', if not, give one of our branches a call, we are extending a lot of our Field Days deals.

As I have mentioned in some past Tractor Times, we have really ramped up our demo efforts since spring last year and it's great to see some of our big green machines continuing to get around Southland and Otago. Most of these machines are getting a few hours on them now, so are very much for sale and we have some sharp prices on all of them. Reach out to your local sales team to secure a low hour ex-demo machine today (see more on page 8).

I was lucky enough to head to my second CEO Summit in Dallas, Texas, in February, to get a first-hand take on John Deere's strategy for the next 12 months. John Deere is full steam ahead with their technology ambitions, and the competition just cannot keep up. As well as the continued push with industry leading technology, they also wanted to reassure the dealers that they are still 100% committed to producing "High Quality Big Iron" which was met with an

applause from the crowd.

Lastly from me, in late December myself and Jaiden Drought from John Deere, were lucky enough to spend some time with a truly inspirational guy and his family, Matt Chisolm. Matt's work around mental health is well known across the country and it was a real pleasure to get to know Matt and his family. I won't steal all of Matt's thunder however, as he now has his own piece in our Tractor Times (see page 9). I can highly recommend reading his book, 'Imposter', when you get a gap (and have it on good authority there will soon be a sequel). For now though, grab a cuppa and settle in for a bumper edition of The Tractor Times.

Stacey Hitchens

Stacey Hitchens
General Manager



Deere Demo - the John Deere 6R 215 with the John Deere C441R baler wrapper in action - one of the many that have been taking place.

A SNAPSHOT OF OUR TIME AT SOUTHERN FIELD DAYS 2024



WELCOME BACK SOUTHERN FIELD DAYS

There was a lot of anticipation and excitement around the 2024 Southern Field Days after the event had to be cancelled in 2022.

Over 3 days, 780 exhibitors and 45,000 people on site - whether you were basking in the heat, or battling through the rain and mud there was a definite buzz of positivity around, and it was a fantastic 'welcome back'!

This was our first opportunity to showcase our John Deere 8600i Self Propelled Forage Harvester, Kramer telehandlers, and great range of Krone gear at an event this size, as well as our usual great array of John Deere tractors and machinery.

The line-up of Kinghitter post drivers with the demonstrator in action gathered a regular curious crowd.

Thanks to Jack from Kinghitter for setting up and running this, as well as to our other suppliers (Luke from Kramer; Jaiden, Bevin and Nick from John Deere, and Leon from John Deere Finance) who were on hand to share their expertise.

Our site was even the 'prime' spot for a press conference with Prime Minister Christopher Luxon!

There was plenty to see and do inside our marquee too. Our Precision Ag team were set up to show you how you can

monitor your machine in real-time, and how much data you can access to improve efficiency, as well as the benefits of Connected Support with the Aftermarket Team.

There were competitions to win a John Deere Weber Q BBQ, a Parts Connect Cabinet, and a colouring competition for the kids. The hat amnesty was a hit - we got plenty of chuckles, and swapped 62 other brand caps for a John Deere one over the 3 days!

The range of toys and merchandise available for sale saw a lot of happy John Deere fans leaving the tent.

Thank you to all of the people who helped us to set-up our site and have it looking sparkling.

A big thank you must also go out to the Southern Field Days organising committee, an event of this size requires a lot of work to ensure it runs as smoothly as possible, and the team has done a great job!

Winner of the BBQ:

HIEKE MONISHA

Winner of the Parts Connect Cabinet:

MOURNE PARK - NELSON YOUNG

THE WINNERS OF OUR FIELD DAYS COLOURING COMPETITION



Indi van Betuw Age 10
WINNER - John Deere-Opoly



Nicole Brok Age 11
JOINT WINNERS - John Deere Scooter



Dave Brok Age 10
JOINT WINNERS - John Deere Scooter



Archie Morrison Age 7
WINNER - John Deere Train Set



Murphi-Jean Dennis Age 7
HIGHLY COMMENDED



Sophie Age 9
HIGHLY COMMENDED



Mila Morrison Age 3
HIGHLY COMMENDED



William Mitchell Age 6
HIGHLY COMMENDED



Max Gibson-Cross Age 4 1/2
HIGHLY COMMENDED

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

QUICK HITCH



- Clear view to pin and latch
- Rated to 18,000kg GVM*

LINKAGE BALE FEEDER



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

SLR FEEDER



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

BALE BUGGY



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

STOCK AVAILABLE NOW - GET YOURS TODAY!

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FARM MACHINERY**

O **OTAGO
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FAREWELLING ALISTER



It's tough to say goodbye to someone who brings his friendly, cheeky nature to work every day, but Alister and his family have decided it's time for a change, and this means a move to Central Otago for them.

Alister joined the Invercargill sales team 12 years ago - coming from the machine hire industry.

These days his role includes Tractor Hire South, and looking after the Invercargill Used Machinery inventory as well as machinery sales - it's going to

be tough to find a replacement, but we are on the lookout for someone to replace Alister on the sales team - (details on the right)

Alister's last day with us will be 15th March, but you can keep his phone number, that will be looked after by our other sales staff in the interim.

Thanks for all the time, effort and laughs you've given us Al - your positive, keen to help out attitude will be missed by customers and staff alike! All the best to you and your family!

DO YOU KNOW ABOUT TYREWISE?

By now you might've heard some chat about 'Tyrewise' - the nationwide Tyre Stewardship scheme that kicked off in NZ on 1 March.

"Tyrewise works with businesses and communities across Aotearoa New Zealand to make used tyres a resource in our circular economy.

To fund this work, current ad hoc disposal fees have been replaced with a tyre stewardship fee."

We wanted to keep you in the loop with what we're needing to do, based on our understanding of the regulations, and how this may affect you.

Everyone who imports or sells tyres must be registered with Tyrewise, and a tyre stewardship fee will be charged on all new tyres sold - loose or on a vehicle. This fee is paid by the importer and must be transparently disclosed and oncharged to customers.

This must be itemised and shown separately on the invoice, so we have been updating some of our background systems to ensure this happens.

The next stage of the scheme is the Tyrewise-funded tyre collections will start on 1 September.

This is new for all of us, and we are doing our utmost to minimize the effects on you, our customers. If you have any queries, we will do our best to try and answer them. More information about the scheme, and the fees are available at www.tyrewise.co.nz.

SITS VACANT

SALES CONSULTANT

A rare opportunity is available in our Invercargill branch to join the sales team, and to be an integral part of the fast paced agricultural industry selling world leading brands such as John Deere.

If you have an impressive sales record with an attitude that lends itself to working well within a team, understand and exceed clients' needs, and have the ability to build strong positive relationships, this could be the opportunity for you.

What we're looking for ..

Minimum 2 years' experience in a sales role.

A good knowledge of agricultural machinery and the agricultural industry.

Provide outstanding customer service and experience.

Ability to adapt to and learn the John Deere suite of products and services.

Self-motivated with the ability to manage your own time.

Excellent written & verbal communication.

Experience using computer systems.

A team player.

Flexible and resilient.

What's in it for you ..

Great products to work with such as John Deere, Krone and Giltrap plus the latest in agricultural technology.

Access to the renowned John Deere suite of financial products.

Great day to day satisfaction knowing you're enabling your customers with high quality / high integrity products.

A rewarding package including a company vehicle and other relevant tools required to support your success.

Ongoing career development (with opportunity for offshore training).

Company buying privileges, and staff account.

The chance to be part of a great team.

If you think you'd like to work in a proactive environment with one of the world's greatest brands, then we'd like to hear from you.

If this sounds like you, and you are eligible to work in NZ, then APPLY NOW.

Send your CV and cover letter to: Stacey Hitchens: staceyh@sfml.co.nz, or call 027 556 6588 for a confidential no obligation chat.

JOHN DEERE INTRODUCES NEW S7 SERIES COMBINE HARVESTERS

The acclaimed John Deere S Series combines have been redesigned and optimised with new technologies to build on their proven performance in Australian and New Zealand conditions and deliver best-in-class efficiency and productivity.

John Deere Production Systems Manager, Ben Kelly, said the updates would deliver productivity gains of up to 20%, with 10% less fuel used.

"There have been visible updates to the cab and exterior styling, but the changes don't stop on the surface," Mr Kelly said.

"Under the bonnet, new engines will deliver more fuel efficiency, a re-designed grain loss sensing system will provide more accurate grain loss measurements, and new automation features will take operator performance to the next level."

"The S Series remains the proven workhorse it has been since its inception in 2012, but is now even better than ever."

The new S7 Series family includes:

S7 600: 333hp/249kw rated power; 367hp/274kw max power

S7 700: 402hp/300kw rated power; 460hp/343kw max power

S7 800: 473hp/353kw rated power; 540hp/402kw max power

S7 900: 543hp/405kw rated power; 617hp/460kw max power

New engines, new grain-handling and new residue management features

The new S7 Series combine harvesters will be equipped with either the JD14 13.6L engine, or the JD9 9L engine, Tier 3 configuration. Designed to produce higher power at lower RPMs, these powerhouses offer improved all-condition performance and advanced diagnostic capabilities to help keep the S7 Series running strong, all day.

"Input costs, including fuel, are one of the most challenging elements of agricultural production, while environmental and economic sustainability is central to the success of modern farm businesses, so we know the 10% fuel saving delivered by the new S7 Series will be a welcome addition to farming and contracting enterprises," Mr Kelly said.



The new John Deere S7 Series combine harvester will introduce new technologies to drive best-in-class efficiency and productivity.

The S7 Series also offers a new high-efficiency residue management system. Featuring straight knives, a mechanical tailboard drive, and the available Premium PowerCast tailboard, the new machines can more consistently size and spread fine- or extra-fine cut residue up to 13.7m (45 ft.), while drawing up to 15 fewer hp (11 kw) for residue management functions.

"It's critical for residue to be sized and spread properly to promote fast breakdown, and the residue management system on the S7 Series can be configured with a range of tailboards and knives, so growers can get the chop they need, regardless of crop," Mr Kelly said.

A new, adjustable unloading spout ensures grain is going into the bin and not on the ground. After the grain tank is emptied, the new cross-auger shutoff feature completely empties the unloading system, reducing weight in the unloading auger and wear on the associated belts.

The new S7 Series machines also feature an improved grain loss monitoring system in base equipment.

"The new loss-sensing system detects grain loss at the rear of the cleaning shoes and the separator, and is up to three times more accurate than the previous system," Mr Kelly said.

"The loss rate is shown clearly on the in-cab display, so operators can quickly make required adjustments."

The S7 Series: corner-office comfort

The new S7 Series has been designed to be among the most comfortable combine harvesters ever produced, with a new operator station offering more storage space for food and drink, a more comfortable seat and more glass for better visibility – all designed to help the operator remain alert and focused through even the longest days of harvest.

Along with the operator comfort upgrades, the base S7 Series will be equipped with the G5PLUS CommandCenter™, the Integrated StarFire™ 7500 receiver, JDLink™ modem and new corner post display, paving the way for new automation features and functionality into the future.

Automated settings help keep operators focused

The Model-Year 2025 S7 Series and X9 Series combines have three technology packages operators can choose from – select, premium and ultimate. Available options in the ultimate package include:

Ground Speed Automation to manage the combine's speed based on operator inputs for grain loss, engine load and rotor pressure to maintain consistent throughput.

Harvest Settings Automation to automatically adjust rotor speed, fan speed, and concave, chaffer, and sieve clearances based upon acceptable limits for grain loss, foreign material, and broken grain. This delivers a more consistent and higher quality harvest, irrespective of operator skill level.

Predictive Ground Speed Automation using Ground Speed

CONTINUED...

Automation as the foundation, plus two forward-looking cameras, to visually assess changing crop conditions and a pre-harvest satellite image to generate a predictive field map. The combine merges the two inputs to proactively manage ground speed and maximise combine throughput.

"These automation packages will maintain peak performance throughout all day long regardless of variations in crop yield, down crop, or even with less experienced operators, maximising productivity at harvest," Mr Kelly said.

"The S7 Series is one of the world's most loved pieces of farm equipment and we are excited to introduce these new models and upgrades to deliver the most efficient, capable and operator-friendly machines we've ever produced for contract harvesters and growers of all types and scales across Australia and New Zealand."

For the latest news and product launch information talk to your local sales team.



A re-designed grain loss sensing system will provide more accurate grain loss measurements to growers.

STILL LEARNING

Congratulations to Jamie Wishart (Gore Workshop Foreman) for completing his add-on apprenticeship - Heavy Automotive Engineering Plant & Equipment Level 4!

This was Jamie's own initiative and invested a lot of his own time to achieve it. We're fortunate to have staff like Jamie who are keen to continue to upskill!



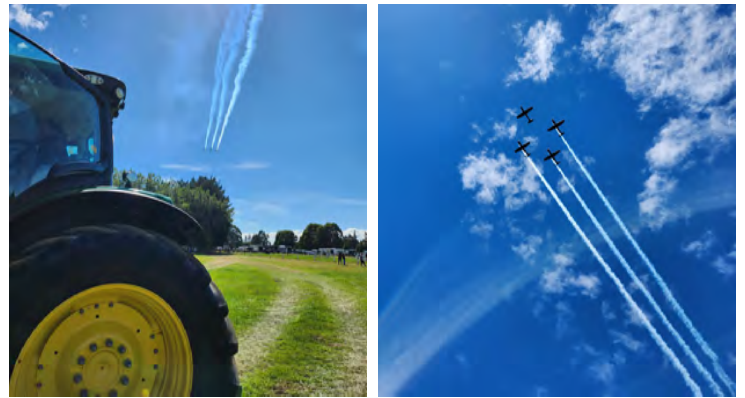
A GREAT DAY FOR MACHINERY

It was a stunning Saturday for the Southland A&P Show's 154th Show at Donovan Park in Invercargill.

Our tractors were back in action with tractor rides, raising over \$200 for Ronald McDonald House!

The only machines more popular on the day was the Royal New Zealand Air Force's aerobatic display team the Black Falcons with their fly over.

Thanks to the organisers for another great show this year.



CAVALCADES CONVERGE

The Otago Goldfields Heritage Trust organizes the Goldfields Cavalcade. Each year up to 500 people re-enact the historic journey of Cobb & Co. Coach's journey from Dunedin to the Dunstan Goldfields, via The Dunstan Trail, and a different host town is the final destination for all trails, and on Saturday 2nd March 2024 they converged on Waikaia.

Several thousand people lined Waikaia's main street to watch the grand parade, with participants of the 11 trails - two wagon and horse riding trails, five horse riding trails, one tramping trail, one walking trail, a running trail and a mountainbiking trail - as well as various vintage vehicles and the children from Waikaia School, making their way to the town's domain for the market day.

Later in the day, the Cavaladers enjoyed a much deserved hearty meal, a few beers and finally some top music at the Hoedown.

A fantastic community event that we were proud to be sponsoring this year.



Photo courtesy of Eun Golder

EX-DEMO STOCK CLEARANCE

JOHN DEERE 8600i SPFH



ONLY
166
hours

JOHN DEERE 7R 290



ONLY
102
hours

JOHN DEERE 8R 310



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143
hours

JOHN DEERE 7R 230



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125
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KRAMER 407 TELEHANDLER



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85
hours

JOHN DEERE 7R 230



ONLY
129
hours

**JOHN DEERE 6R 215 &
C441R BALER WRAPPER**



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150
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bales

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189
bales

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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.

It was just a few days before Christmas and even though I'd stopped getting excited about Santa decades ago, this year was different. This year I was as excited as a teenage boy on the dance floor at his first Bluelight Disco. This year, Santa's little helpers arrived on our wee farm with good food, beer and something a WHOLE lot better. It was green and gold, it was shiny new, it was MAJESTIC. I couldn't believe it was happening... actually, I still can't believe it!

I do a lot of public speaking nowadays and sometimes I talk to large groups of rural New Zealanders who are doing it tough. I tell my story, I encourage people to look after themselves and seek help if they need it. Anyway, a few months back the 'top dog' at John Deere here in New Zealand heard me speak a couple of times in ten days, at the second talk he introduced me to the bloke running the cutter at Southland Farm Machinery – Jaiden and Stacey – good bastards. I told them how I wintered 30 cattle without a tractor and how I would break large bales of hay down like a Weetbix, throw it on to the back of my old flat deck ute, and then throw it out into a feeder. I told them how I'd often 'feed-out' in the dark after I'd been away filming a TV show or delivering a talk. It was a time-consuming, laborious operation and it felt like I was going back about 100 years. People sometimes laughed at me because I'd get myself covered in hay and I felt and looked like a bit of a peasant. The problem was I couldn't afford a new tractor, actually I couldn't afford an old one either.

Jaiden and Stacey got talking, as blokes sometimes do, and together they decided they wanted to help me out. I think they wanted to help me because I help others. Sure, it took a couple of months, but they eventually turned up at Chatto Creek in late December with a BRAND NEW John Deere 6110M. For now, it's 'mine' to use, thanks to Stacey and the team at Southland



Like a kid at Christmas pretty much sums up me out with the new JD.

Farm Machinery. They gave me a demo, we took some photo's, ate a good steak meal, ice cream and cheesecake. We drank a couple of beers and chewed the fat till late. For me, it was the best Christmas I'd had in years.



Just a few good bastards hanging out with a JD...Stacey, Jaiden and me.

A couple of days later I moved some large round bales off one of my paddocks, sitting way up off the ground in the yellow seat of 'my' new green machine I went from feeling like a peasant, to feeling like a King. A couple of days after that one of my neighbours (Tim), dropped off an old mower and together we topped one of my paddocks. When Tim went home I carried on topping into the night, actually I didn't knock off till half past 10. Man, I loved moving those hay bales and topping that paddock, it didn't feel like work – it was FUN. Now, I'm actually excited about winter and feeding out to my beautiful sheep and cattle on ol' 'JD'. I will be forever grateful to Jaiden and Stacey, and the other good bastards at Southland Farm Machinery. I reckon they're helping me, so that I can help you. BEAUTIFUL!



Topping thanks to Tim.

IT JUST GOT EVEN EASIER TO BECOME A LAWN LEGEND

WITH \$575 OFF A BIG RANGE OF
JOHN DEERE RIDE-ON MOWERS
SEE US TO FIND THE PERFECT
ONE FOR YOU!

**\$575
OFF**

FOR A LIMITED TIME ONLY



*Discount is off the advertised GST inclusive retail price on selected models only. Valid until 31 March 2024.

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Your *local* John Deere Dealer



TAIERI A&P SHOW WINNERS

The Otago Farm Machinery Mosgiel team had a great day out at the Taieri A&P Show in January, topped off by taking out the Award for Best Trade Site at the show!

Another winner on the day was Levi Struthers who won the Otago Farm Machinery sponsored colouring competition. Congrats Levi, it looks like you're going to have a lot of fun on that John Deere 'Dirt Rush' bike!

CELEBRATING OUR STAFF

We wound up 2023 celebrating staff tenure - from 5 years all the way up to 40!

Recognising the dedication of our staff is always a pleasure, because these are the people who help shape us as a company and we all know how valuable good staff are.

Last year's celebration was extra special as we got to acknowledge Peter Shirley's 40 years with us.

Pete started as a teenager in the workshop (during coop days) and worked his way up to become a top Salesman - that really is an outstanding contribution! Thanks Pete!



Top, from left: Stacey H (15 years), Tim C (5 years), Peter S (40 years), Alex (5 years), Mike C (10 years), Darren W (5 years). Absent: Ronan F (5 years).

Bottom, from left; Stephen M (5 years), Sarah W (5 years) Reece B (5 years), Richard A (5 years)



IS IT A BIRD? IS IT A TRACTOR?

Our very own David Snodgrass (Invercargill Mower Technician) competes regularly at Tractor Pull competitions with his modified David Brown running a Big Block Chev V8 engine.

He started the year with the Edendale Crank Up Day Tractor Pull Competition, and though he didn't come away a winner, he did set a personal best, and was a definite crowd favourite!

Next up was Southern Field Days in some rather testing conditions - definitely a 'A for effort' Dave.



FOR SALE

Ask us about **FINANCE & FREIGHT** options*

NEW HOLLAND T7.235

\$89,000 + GST



185 HP 235 HP Max Boost, 5130 Hours, 4 Speed PTO
MOSGIEL SU# 64499

FIAT 615 & MULCHER

\$11,000 + GST



66 HP, 5730 Hours, c/w GKH-220 Drum Mulcher
CROMWELL SU# 64697

JOHN DEERE 7230R

PRICE REDUCED

NOW \$129,000 + GST



230 HP, 4000 Hours, AutoQuad 20x20 40km, Duals
INVERCARGILL SU# 64278

NEW HOLLAND T6050

\$84,780 + GST



125 HP, 2311 Hours, c/w MX U409 Loader, 2019 model
MOSGIEL SU# 64674

JOHN DEERE 6110M

\$83,000 + GST



110 HP, 3860 Hours, c/w JD 623R NSL Loader
INVERCARGILL SU# 64561

JOHN DEERE 6630

\$69,000 + GST



130 HP, 6430 Hours, c/w JD 683 SL Loader, PowerQuad
INVERCARGILL SU# 64636

JOHN DEERE 6140R

\$100,000 + GST



140 HP, 4790 Hours, John Deere H360 NSL Loader
INVERCARGILL SU# 64641

JOHN DEERE 6155M

\$105,000 + GST



155 HP, 4182 Hours, c/w JD 643 NSL Loader
INVERCARGILL SU# 64702

JOHN DEERE 6140M

\$95,000 + GST



140 HP, 4800 Hours, c/w JD H340 Loader & Bucket
CROMWELL SU# 64629

JOHN DEERE 6120M

\$133,000 + GST



120 HP, 512 Hours, JD 623R NSL Loader, Like new
INVERCARGILL SU# OBO-AH

JOHN DEERE 6140M

\$69,000 + GST



140 HP, 6385 Hours, c/w JD H360 Loader, 3 Rear Remotes
INVERCARGILL SU# OBO-KW

SAM 6T TANDEM SPREADER

\$25,000 + GST



6T Tandem Fert Spreader
INVERCARGILL SU# 64672

JOHN DEERE 6930 PREMIUM

\$89,000 + GST



155 HP, 8498 Hours, JD 741 6 port SL Loader, Very tidy
GORE SU# 64563

KRONE SWADRO TC930

\$75,000 + GST



Ex demo model, great condition
INVERCARGILL SU# 64541

JOHN DEERE 6170R

\$99,000 + GST



170 HP boost to 190, 8258 Hours, IVT, 50k, Front link
GORE SU# 64533

JOHN DEERE 6170M

\$105,000 + GST



170 HP, 5500 Hours, Front hitch & PTO, 2013 model
GORE SU# 63969

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