



THE TRACTOR TIMES

SPRING HAS SPRUNG

Hi to all, from a wet, windy, and cold, Southland day. The heaters and under floor heating have been going flat out the last few weeks, and you'd be forgiven for thinking that spring must be ages away. Fingers crossed that spring brings us some good weather and we see plenty of calves, lambs, grass growth and our green machines working in paddocks across Southland and Otago soon.

With the start of spring, hopefully all your gear is ready to go. We have been busy in our workshops across the regions carrying out winter checks and services, on everything from chainsaws and lawn mowers, all the way up to Forage Harvesters (and everything in between). Don't worry though, if you didn't get a chance to sort yours over winter we are ready to go when you are, just give one of our branches a call today.

If you're like us and love John Deere tractors, you may have seen the release of the brand-new line up of the reliable 6M series. Now with the option of a 50km transmission, IVT and HP ranges all the way up to 250, there's a 6M for almost every application. You'll start seeing these around our dealerships from mid next year. If you're not wanting to wait and need something now we still have plenty of stock on the ground and some great discounts and deals going - contact one of our sales team and secure a great deal.

Speaking of our illustrious sales team, it's with sadness we will be saying goodbye to one of our Gore branch legends. Michael (Stretch) O'Neill QSM announced his retirement in August and will be leaving us in October after 18 years of loyal service. If you have been lucky enough to deal with Stretch at all over those 18 years, you will understand why all of us here at SFML are going to miss him. Enjoy your retirement Stretch.

We've also been celebrating some of our emerging talent with Mosgiel's Henry Brown winning the Emerging Talent

Award for Parts at the recent TAMA conference - more on Stretch and Henry on page 4.

Please enjoy this month's Tractor Times.

Stacey Hitchens

Stacey Hitchens
General Manager

HAY TOOLS

SET YOURSELF UP FOR A SUCCESSFUL SEASON

- ★ MOWERS
- ★ RAKES
- ★ TEDDERS
- ★ BALERS
- ★ WAGONS
- ★ HARVESTERS

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MOSGIEL
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CROMWELL
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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.**

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

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[†] 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!

[†] Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only.

** Prices shown are subject to change.

S **SOUTHLAND
FARM MACHINERY**

O **OTAGO
FARM MACHINERY**

BIGGER, FASTER AND MORE CUSTOMISABLE – THE LEGENDARY 6M FINDS A NEW GEAR

ONE of the most popular tractors in John Deere's line-up, the legendary 6M, has been given a major update for MY2025 with more speed and power across a 13-model range which, for the first time, includes four models above 200hp and a 50kph transmission.

John Deere Production Systems Manager, Stephanie Gersekowski, said the update will give customers never-before-seen customisation to create the ideal mid-size utility tractor.

"The new 6M builds on its reputation as the ready-for-anything workhorse of the farm by adding more optionality, so our customers can build the tractor that perfectly matches the unique needs of their operation," Ms Gersekowski said.

"We have taken some of the key features of our larger machines and introduced them to the mid-size tractor market, and answered the calls of those wanting extra speed for transportation with the new option of 50kph transmissions."

NEW STYLING

One of the first changes many will notice is the updated styling. The sleek, modern refresh includes the new flag design and louver shape.

The name and numbering conventions have also been aligned with the 6R, 7R, 8R and 9R tractors, which display the series separately from the rated engine horsepower.



MORE POWER

The new 6M will be available in five frame sizes and span 13 models ranging from 95hp to 250hp to tackle anything from mowing and baling to feeding livestock. For the first time four models will be 200hp or above.

In addition, Intelligent Power Management comes standard in all machines, except for Tier 2 models (6M 140 and 6M 110), granting a 20hp boost for many typical operations that use rear power take-off (PTO) in high-power applications or transport.

NEW 50KPH TRANSMISSION

Based on customer feedback, the new 6M offers 50kph capability in the AutoQuad™, CommandQuad™ and AutoPowr™ IVT™ Transmissions. AutoPowr IVT has also been extended to all 6M tractors, with the exception of the 6MH and the Tier 2 models, allowing operators to change speed seamlessly from low creeper speeds to as high as 50 kilometres per hour during transport.

MORE FEATURES

Other features of the new 6M include:

- Sloped hood design (6M 95, 6M 105 and 6M 125) for excellent visibility and maneuverability
- Availability in single or dual rear wheels, or larger tyres, for better traction and power to the ground
- Optional reversible fan technology to quickly clean radiator screens from the comfort of the cab
- Cornerpost display featuring state-of-the-art instrumentation, integrated connectivity, scalable precision technology, and more.

"The redesigned 6M has everything you know and trust from this dependable all-rounder but with more power, more smarts and additional features to make it a go-to tractor for a diversity of farms including dairy and beef operations," Ms Gersekowski said.

Ordering for the new 6M opened on 1 August. To learn more, talk to your local dealer today.



A VERY FOND FAREWELL AHEAD

Michael O'Neill, fondly known to many as 'Stretch', started his career at Southland Farm Machinery in October 2007, and has always done a great job combining his love for his community with his passion for farming and John Deere, which is why he will be dearly missed when he retires on the 25th of October 2024.

"Stretch's relationships and hard work with customers, his volunteer work with the fire brigade and the wider community, is testament to the man and something he should be very proud of and retire a happy man," said Stacey Hitchens, General Manager.

We were honoured that we were able to celebrate with Stretch when he was awarded a QSM (Queen's Service Medal) in 2017 for services to the New Zealand Fire Service and the community.

It's hard to think there will be a time when Stretch won't be synonymous with the Gore branch, his loyalty, cheeky grin and witty sense of humour have made him an asset for both the staff and customers.

"Michael 'Stretch' O'Neill always will be a part of the fabric of the Gore branch, with a relaxed nature and occasional crude joke, he has been a great representative of our company for the past 18 years," said Reece Brown, Gore Branch Manager.

"We wish Stretch, Vicky and the rest of their families, all the best for the future, enjoy your retirement and thank-you for your hard work and dedication, you have shown in your time here at SFML," said Stacey Hitchens, General Manager.



CONGRATULATIONS HENRY!

Our very own Henry from the Mosgiel parts team won the NZ TAMA (Tractor and Machinery Association) Emerging Talent Award for Parts last month at the TAMA Geared for Success Conference 2024.

We are super proud of you Henry - it's great to see you being recognised for all your hard work!



Jaiden Drought (left) from FarmTrader presented Henry Brown (right) with his award

HAVE YOU TRIED PARTS CONNECT?

It's hard to miss our Parts Connect van with its distinctive graphics, but do you know about the service it provides?

We understand how important it is to minimise your downtime, so whether you have one of our Parts Connect cabinets, or one of your own, we will work with you to determine the best parts inventory for your operation, and regularly keep it topped up.

And if there's some extra parts you need, just let us know and we can add them to your next delivery - you don't even need to be there - it's a common-sense approach to saving you time and money.

If this is something you'd like to see happening for you, get in touch on 0272188335.



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 tractor 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.

Winter's never really excited me much, but I've learnt to like it. Learnt to find the joy in it. Farming's helped. Actually, I don't think you've lived until you've fed sheep and cattle on a freezing cold winters day. Until you've listened to the sounds those animals make as they tuck into their tucker early doors. I'd been navigating my stock through our coldest season in one of the coldest parts of the country - Chatto Creek, Central Otago - without a tractor, and with varying degrees of success, for a few seasons. I'd tried everything. One year, because of my TV commitments I had no choice but to open all the gates and let them roam. I've shifted breaks on crop and grass. In the dark, I've broken down big bales of hay like a Weet-Bix and fed it out off the back of my old flat deck. Even a fool like me wouldn't do that two years in a row.

This year was different. Easier. Glorious. Thanks to the good bastards at Southland Farm Machinery, I had the use of a brand-new John Deere 5075E tractor, complete with bucket, forks, cab, radio and air conditioning. I don't believe in God, but it was like a gift from God. I felt like a King up in that cab as I munched down on my 'medicine' every morning as I did the farming. It was just as well I received that gift too, because winter came early this season. I fed out the first of my big bales in April. Actually, I had gotten through the ryecorn, meadow hay, and lucern so quickly, I needed more. I reckon I'm OK at the maths, but in the end, I somehow had more no grass growing days than I had bales. I was worried about my beautiful big baby bearing Southdowns and Shorthorns.



Fortunately, more good bastards stepped up, my neighbours, Paul and Rachel, had a paddock of lucerne that needed cleaning up before Spring, so I banged my Southdown ewes in there. Then they wanted to sort out a whole lot of long rank grass. Using the shiny new John Deere tractor, I maneuvered a concrete water trough over to their place. Together we hooked up some temporary pipe and fencing. In went the Shorthorn cows. If I was home, I'd fill that trough a couple of times a day as I watched the cows rounding up. If I wasn't home Paul and Rachel would do it. I was so grateful, but even with all that extra feed I still didn't have enough. I rang Robbo - another good bastard - my neighbour on the other side of the fence.

"Cobber, can you spare a few big bales?"

"Not really, but if you're in the shit, I'll make sure you get through."

A few hours later I receive a text from him. "I can spare eight bales."

Magic. Between both neighbours, I reckon I'll be able to feed my much-loved stud sheep and cattle supplementary feed till about mid-September. I'll be able to feed them right up until they'll be able to feed themselves. And this got me doing something I do far too much of. It got me thinking, where would I be - where would we all be without good bastards - without good people like the ones at Southland Farm Machinery, like Paul, Rachel and Robbo?

Remember, when it looks like you might not get through - remember - you're surrounded by good bastards who want to make sure you do.



JOHN DEERE DEMO DAY

With the sun shining it felt very much like spring was already here when all of our branches opened their doors on 31 August for the 2024 John Deere Demo Day.

This was a great way to get ready for spring by showcasing the great range of John Deere machinery available to maintain small property and lifestyle blocks, including ride-on mowers and compact utility tractors.

And an opportunity to introduce new customers to the variety of equipment that can make lawn maintenance and tackling large projects easy, and help current customers learn more about updated models with new features - or just grab a last minute gift for Father's Day!

Congratulations to the winners of the BBQ's:

Evert Van Sante - Invercargill

Leigh Collotty - Cromwell

Jacob Waddel - Gore

Stu Clearwater - Mosgiel



Thanks to everyone who came along, we hope you enjoyed it as much as we did!

VALUABLE JOHN DEERE IN-FIELD SALES TRAINING

Recently all of our sales team completed the John Deere 6M & 6R Tractor & Technology Sales In-field Training Course - a high-level overview designed to provide an immersive learning experience focused on 6M & 6R tractors product lineup, key components and Precision Ag solutions.

Over 2 days the training was divided into 3 sections - Product Overview with Bevin Wolland, John Deere Product Support Specialist, Precision Ag with Jake McHugh, John Deere Digital Technology Lead and In-field Optimization with Gary Byers, John Deere Product Support Specialist.

Having a specialist team from John Deere come to take this training offers valuable time for our sales team to upskill and knowledge share.

"For the last couple of years, we have increased our staff training focus to grow the knowledge in our teams. It used to be a few online courses, or if you were lucky you might get to the John Deere University Training Centre near Brisbane, but this is costly through time away from work and the overall travel costs," says Mike Cleland, Integrated Solutions Manager.

"John Deere instructor lead training being held in our Invercargill dedicated training facilities, keeps the training focused on our teams and our regions specific requirements," said Mike.

To break up the training we asked Matt Chisholm to come along and share his story with us. His insightful and amusing storytelling is a great way to raise awareness of mental health in the rural sector, and the importance of looking after yourself, and those around you.



OUTSTANDING IN THEIR FIELD!



One half of the dynamic duo that took out the FMG Junior Young Farmer of the Year National Championships 2024 called in to thank us for our sponsorship.

It was awesome to meet you Hayden Drummond, and a big CONGRATULATIONS to you and Shamus Young on your outstanding achievement!

FLYING THE FLAG

While many of our staff were holding down the fort for Demo Day, Richard Anderson, Mosgiel Sales & Branch Manager, headed along to the Taieri Rural Open Day. The day is designed to showcase the variety of employment pathways available in the rural sector.



SOUTHLAND HUG A RIG DAY

The Gore team got amongst the annual Southland Hug a Rig Day in August - a fun-filled day out for people of all ages with special needs, or complicated life long medical conditions.

A very rewarding way to spend a Saturday!



YOUNG FANS AT STRATH TAIERI PLAYGROUP



Some young enthusiasts are pretty happy with the new toys at the Strath Taieri playgroup!

These were donated by our Mosgiel branch as part of our ongoing commitment to supporting our local communities.

And when you get to see the delight on these young faces, it definitely makes it worthwhile.

Hopefully we'll be seeing these guys behind the wheel of their own John Deere tractor in a few years.

WINTER WONDERLAND



There's been a few chilly mornings this winter in Otago, but it does make it a very picturesque workplace! Steven from the Mosgiel Sales Team snapped this pic in Maniototo where it was still 0 degrees at lunchtime.

FOCUS ON THE FUTURE



Keen future farmers from Central Southland College visited our Invercargill branch today, and were hosted by Stacey Hitchens, General Manager.

It's great to see there's still passion for careers in the agricultural industry.



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*Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only. Based on Advertised Price of \$153,000 for a John Deere 6125M and 623R Non Self-Levelling Loader with 2.2m heavy duty bucket and calculated on a 48 month term at an annual percentage rate of 4.7%, 30% deposit and GST back. Fees and charges of \$475 apply. Expires on 31/10/2024 or while stock lasts. Other terms and rates are available. Images used for illustrative purposes only.