



THE TRACTOR TIMES

WHAT A SUMMER

Hi again to all our great customers across Southland and Otago. While everyone's still feeling the effects of the wet spring in 2024, I hope most of you have reaped the rewards from the brilliant summer we've just had - and in some parts - are still enjoying.

Here at SFML, we're back into full swing after the festive season. With some positive momentum returning to the ag sector and a few areas on the up, we've seen a considerable increase in work and enquiry across all sectors of our business. A big thank you to all our loyal customers - your support is truly appreciated.

As I mentioned in a previous edition of Tractor Times, the ever-reliable and versatile John Deere 6M series has had a facelift, with new models and features rolling out. We're expecting some to arrive at our dealerships in the coming months, and we've also secured new 6M demo units for later in the year.

If you're keen to try one out, be sure to chat with your local sales team so you don't miss out on trying one. And as always, if you're after a great deal and don't need the latest and greatest, we have plenty of stock from your favorite brands, including John Deere, Krone, Giltrap, and Duncan.

As you all know, there is usually a piece from me regarding John Deere technology and this time is no different. John Deere has just released the Precision Essentials Kit, making it even easier and more cost-effective for our customers to get started with John Deere Precision Ag. You'll find more details in this edition of Tractor Times, and our local sales team are ready to answer any questions.

Lastly from me, we've recently said goodbye to a couple of long-standing SFML team members as they step into the next chapter of their lives. In January, our Marketing Coordinator, Hollie Cooper, moved on after 7.5 years with the company, and just this month, Brent Hewitt from our Invercargill sales team announced his retirement after an incredible 23 years over 2 stints with SFML. A huge thank you to both for their dedication and hard work from us here at SFML.

Stacey Hitchens

Stacey Hitchens
General Manager

KRONE

BUY NOW! PAY LATER⁺

NO REPAYMENTS FOR 6 MONTHS

KRONE EARLY ORDER
2025 CATALOGUE

+ Offer is available for business borrowers only. Terms, conditions, fees, charges and credit criteria apply.

INVERCARGILL
93 North Road
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ONE TECH BUNDLE ONE UPFRONT COST ONE BIG STEP FORWARD

M or R
Modem

StarFire™ 7500
Universal Receiver

G5 or G5^{PLUS}
Universal Display

John Deere
Operations Center™

From
\$8,890*

Precision farming just got simpler. With John Deere's Precision Essentials Program, we've removed the biggest obstacle—cost. Now, you can access the tools you need to start or advance your precision ag journey in one easy, affordable bundle.

Unlock the power of autosteer, document machine operations, and connect and monitor your equipment remotely with every kit. Upgrade further with additional licences to access Section Control and a suite of other advanced features.

With 0% p.a. finance available* until 31 May 2025, talk to us today to customise the perfect Precision Essentials Program for your farm.

*Inclusive of GST. Price listed is for base model configuration (G5 Universal Display, StarFire 7500 Universal Receiver, M or R Modem, AutoTrac™ 2 Year Licence) which may vary depending on options selected and subject to change. Does not include harness, wiring or installation costs. Terms and conditions apply. Please contact your local John Deere dealer for further details. *Conditions apply. John Deere Financial Limited. Approved commercial applicants only. Based on 25% deposit and 12, 24 and 36 months terms. Fees and charges of \$425 apply. Expires on 31/05/25.

TIME FOR A TECH UPGRADE? CALL US TODAY!

S **SOUTHLAND**
FARM MACHINERY

O **OTAGO**
FARM MACHINERY

JOHN DEERE'S PRECISION ESSENTIALS TO SAVE DOLLARS AND DRIVE TECH ADOPTION

John Deere customers now have the option to either buy all their precision agriculture (PA) technology upfront or select only the hardware and software elements that will be most valuable to their business.

The Precision Essentials program will allow customers to save up front on the purchase of machinery by only paying for the Precision Agriculture technology they see as most impactful for their unique farming operation.

Through the program, farmers will also be able to ensure machines have the most up-to-date technology, without the need to purchase new equipment, and retrofit legacy machines to bring them in line with modern requirements. Farmers with equipment that is not John Deere can even opt into Precision Essentials to introduce industry leading tech to any machine.

John Deere Australia and New Zealand Production and Precision Ag Marketing Manager, Royce Bell, said Precision Essentials was driven by John Deere's commitment to making technology more affordable, by lowering upfront costs, accessible, by ensuring customers select only the tech they need, and adaptable by allowing farmers to scale up or down as their operation demands.

"Precision Essentials really changes the way farmers think about the feasibility of implementing PA technologies and how often they can upgrade to better systems," Mr Bell said.

"Our goal is to help farmers, regardless of farm size, crop or livestock operation, incorporate the PA technology that's right for their farm.

"By offering a choice of buying everything upfront as they do now, or alternatively purchasing Precision Essentials, customers can tailor to their own operation at a lower initial cost.



"The new licencing options also provide customers newer to precision ag technology the opportunity to try a technology and then expand as it fits their farm."

"The Precision Essentials program was rolled out for the first time in the United States last year and has proved incredibly popular across all types of farming operations and commodity types, so it's very exciting to be able to bring this innovative approach to farmers across Australia and New Zealand," Mr Bell said.

"Farmers opting for Precision Essentials are rewarded with lower entry cost on their Precision Ag core hardware enabling them to grow their Precision Ag capabilities in line with their business requirements."

The Precision Essential package comprises:

- A Precision Essentials Hardware Kit comprising G5 or G5PLUS Display, StarFire™ 7500 Receiver and JDLink™ M or R Modem.
- A choice of four renewable software licenses (with no commitment to purchase future licences):
- AutoTrac™ licence
- Essentials licence for AutoTrac, Section Control and RowSense
- Essentials plus SF-RTK
- Advanced Licence with SF-RTK, AutoTrac Implement Guidance, AutoTrac Turn Automation, AutoPath, In-field Data Sharing, Satellite Maps and Machine Sync.



Customers will be able to incorporate all the software updates that come with the G5 family and G5 Advanced package. And with the option to upgrade any licence at any point during the year, it offers real choice and flexibility for customers.

"We've listened closely to our customers and given a lot of thought as to how we can tackle the challenge of improving uptake of innovation and the reality is that many farmers only use the elements of the technology they most need, or are most comfortable with, or is most affordable," Mr Bell said.

"By lowering the cost of hardware allowing farmers to choose a package of most benefit to their business, farmers can optimise their investment in PA. And the adaptability ensures the initial investment continues to provide value as technology gets better over time, supporting long-term goals such as expanding acreage, enhancing crop diversity or integrating advanced systems."

Precision Essentials equipment can also be retrofitted to legacy John Deere equipment and mixed fleets.

"Every farmer is at a different point on the PA journey, and for Australian and New Zealand agriculture to realise its full potential, it's important that new pathways are provided for farmers to benefit from new technologies – Precision Essentials does just that," Mr Bell said.

If you're wanting to know more, get in touch with your local sales team today.



WANAKA A&P SHOW DRAWS HUGE CROWDS & EXCITEMENT!

The Wanaka A&P Show held in early March was another standout event, with reports of over 40,000 attendees filling the showgrounds. The Otago Farm Machinery stand was a popular stop, drawing plenty of interest and conversation throughout the weekend.

Visitors were highly engaged, asking lots of questions and taking their time exploring the options available. While there was plenty of interest, many seemed to be carefully considering their purchases this year. However, the toy section remained a major crowd-pleaser, with plenty of buyers snapping up farm-themed favorites.

Beyond the shopping, the Jack Russell race was once again a major highlight, drawing big crowds and plenty of excitement.



The Otago Farm Machinery display at the 2025 Wanaka Show.

0%
P.A.

Finance Available*
on Precision Ag
Technology

*Conditions apply. John Deere Financial Limited. Approved commercial applicants only. Based on 25% deposit and 12, 24 and 36 months terms. Fees and charges of \$425 apply. Expires on 31/05/25.





LOW INTEREST RATES

**Available
Now!**

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GORE
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P 03 208 8203

O **OTAGO
FARM MACHINERY**

MOSGIEL
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P 03 489 0472

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12 Elspeth Street
P 03 445 1046

FOR SALE

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

JOHN DEERE 6175R

\$240,000 + GST



175 HP, 3803 Hours, 663R Loader, Front linkage & PTO
GORE SU# 64754

JOHN DEERE 6140M

\$95,000 + GST



140 HP, 4800 Hours, c/w JD H340 Loader, 2014 model
CROMWELL SU# 64629

VALTRA T174

\$69,800 + GST



174 HP, 7025 Hours, Power Beyond, High Spec Tractor
MOSGIEL SU# 64804

CASE PUMA 175CVT

\$135,000 + GST



175 HP + Boost, 5291 Hours, 175th Anniversary Edition
GORE SU# 64837

JOHN DEERE 6170R

\$85,000 + GST



170 HP, 9850 Hours, c/w Stoll FZ 60.1 Loader & Bucket
GORE SU# 64489

JOHN DEERE 7230R

\$60,000 + GST



230 HP, 7230 Hours, IVT Trans, 50km, was \$89,000
GORE SU# 63058

JOHN DEERE 8345R

\$219,000 + GST



345 HP, 6396 Hours, Duals (front & back), IVT
MOSGIEL SU# 64774

JOHN DEERE 6630

\$69,000 + GST



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

SAME IRON 115

\$42,000 + GST



115 HP, 4890 Hours, c/w Trima SL Loader, 6 cylinder
INVERCARGILL SU# 64683

* Conditions apply. Approved commercial applicants only. ALL PRICES EXCLUDE GST

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STAFF SPOTLIGHT - GET TO KNOW INVERCARGILL'S GRANT & FAWN



NAME:	Grant Anderson
BRANCH:	Invercargill
CURRENT ROLE:	Parts Consultant
LENGTH OF SERVICE:	3 months
OTHER ROLES HELD DURING THIS TIME:	N/A
LAST MOVIE/SERIES WATCHED:	S.W.A.T (Netflix)
FAVOURITE SPORTS? PLAY OR WATCH?	Motorcycle trials, hiking & mountain biking
FAVOURITE FOOD?	Lamb
TEA, COFFEE OR HOT CHOCOLATE?	Coffee
FAVOURITE SEASON?	Autumn
FAVOURITE JD (ANY REASON WHY?)	6195M - capable and powerful in a compact frame.



NAME:	Fawn Turton
BRANCH:	Invercargill
CURRENT ROLE:	Group Marketing & H&S Coordinator
LENGTH OF SERVICE:	5 weeks
OTHER ROLES HELD DURING THIS TIME:	N/A
LAST MOVIE/SERIES WATCHED:	Suits
FAVOURITE SPORTS? PLAY OR WATCH?	All Blacks
FAVOURITE FOOD?	Crayfish on the BBQ
TEA, COFFEE OR HOT CHOCOLATE?	Coffee!
FAVOURITE SEASON?	Spring
FAVOURITE JD (ANY REASON WHY?)	Skidder. Fond memories of my grandad John Stanton (Stanton Logging Dunedin) taking me for a ride when I was younger. He passed away at age 58 in 2009 and was a huge John Deere fan.

**FIND OUT WHY
KIWIS LOVE STIHL**

WITH FREE UPGRADES ON STIHL'S
BEST SELLERS THIS AUTUMN

SO SMOOTH

"Cuts through branches
like butter"
- Maria

*Offers apply on selected products only and are valid from 01 March 2025 – 31 May 2025 or while stocks last. Terms and conditions apply. See in-store or online at participating retailers for details. Prices shown are recommended retail prices only.

**FS 55 RC-E PETROL
LINETRIMMER
WITH ERGOSTART**

NOW
\$395



**FREE
UPGRADE**
From
FS 45 C-E

SAVE \$100

UPGRADE FEATURES

- More durable drive system
- More cutting head attachment options

**RM 443 PETROL
LAWNMOWER**

NOW
\$895



**FREE
UPGRADE**
From
RM 248

SAVE \$100

UPGRADE FEATURES

- Polymer body
- Integrated mulch function

STIHL SHOP





GILTRAP FEED RANGE

KEEN FOR A FEED

**NEW PRODUCT
RELEASE**

**DEMO WAGON AVAILABLE NOW
CONTACT YOUR LOCAL SALES TEAM**



NEXT GEN G-MAX FORAGE WAGON

**MAXIMUM PERFORMANCE,
MINIMUM HASSLE.**



TALK TO YOUR LOCAL SALES TEAM TODAY

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 John Deere tractor.

I haven't been entirely honest with you. You see, coming into spring last year, I wrote about how a couple of good bugger neighbours helped get my stock - and me - through winter. Back then, I didn't mention the numbers. I probably should have because the numbers, by themselves at least, would be enough to make 'the rational economic man' - that imaginary bloke I learned about in high school - cry.

And you real farmers? Well, I reckon you'll probably laugh.

So, half a year on, here's the good oil. I'm going to do something I should've done a long time ago. Finally, I'm coming clean.

Here on the land at Chatto Creek, alongside my beautiful stud Southdown sheep, I've also got cattle - I'm grazing a dozen of my old Scarfie mate's Shorthorn cows. And I love them. The reds, the whites, the reds and whites, and the roans. I love them all. The deal? I'd feed them, and come weaning - later this month - we'd go halves in the calves. He'd get the bulls, and I'd get the heifers to start my own breeding herd.

I knew, right from the start, that it wouldn't be a good economic decision. But then, I've never been known for making good economic decisions. Financially, though, I had no idea just how bad this one would be.

Now, I'm my mother's son, so I'm a feeder - no cow under my watch would go hungry. That spring, we cut and baled some unruly ryecorn to stop it from going to seed. Of course, two weeks later, it grew back and went to seed anyway.

The 32 bales cost me nearly \$2,000. Then, my neighbour baled some hay on ours—12 bales at \$25 each, so another \$300. Even I knew it wasn't enough tucker, so I bought in some old lucerne hay—nine bales at \$120 each. Another \$1,100. That's \$3,300 spent already.

Then, just as planned, I'd used up all my supplementary feed by the 1st of September. But, of course, the grass hadn't started growing. Another eight big bales, another \$800.

Finally, by mid-September, I moved the cattle onto grass. I thought I'd turned the corner. Then - half a foot of snow. Another two bales, another \$150. The snow cleared, but it was still as cold as charity. Another five bales, another \$400.

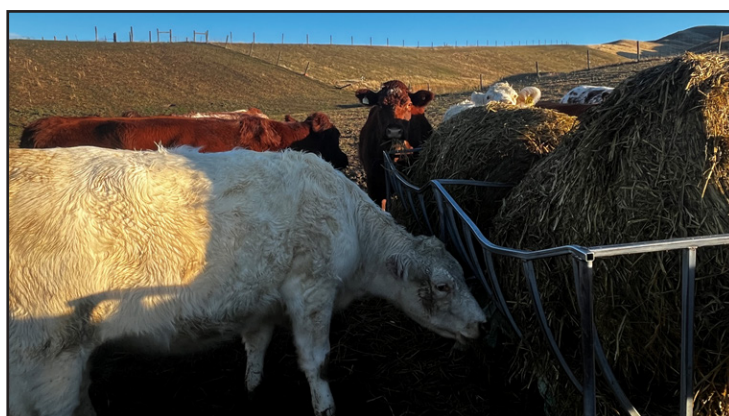
If you're still following me, you're doing well.

At this point, I'd spent \$4,750 to feed 12 cows. Or, if you break it down, the six calves I'd eventually get from them. That's nearly \$800 per calf.

And even though I really felt like a king feeding out in my brand-new John Deere - courtesy of Southland Farm Machinery - one windy day, I opened the tractor door, and before I even knew what had happened, the bloody thing was lying on the ground in a million pieces.

I didn't have the tractor insured. \$1,500 gone. And at least half of that? Easily attributable to these cows. Turns out you lot have all broken two or three tractor doors yourselves - but didn't bother to tell me to be careful until it was too late.

Then, the old '99 Hilux blew out - the one I paid ten grand too much for because, coming out of Auckland, I thought it was really bloody cool. You guessed it - another \$3,000 to fix. Split it in half - \$1,500 of that loss to the sheep, \$1,500 to these cattle.



So now, these six calves have set me back \$7,000 - or about \$1,150 each. And a whole lot of my time. And here's the kicker - I've just started a farm consultancy business, and I'm only too happy to help! But here's the rub - knowing everything I know now, I'd still do it all again next year. Driving that tractor, feeding those beautiful Shorthorn cows - the reds, the whites, the roans. Watching them munch away on their tucker. Watching them birth. Watching those calves race around the hills as the sun sets.

For me - and maybe it's just me - I reckon you can't put a price on that. I reckon this is living, Barry. There's so much to love about what we do, and we're bloody lucky.

Please don't forget that.

A collage of John Deere merchandise. In the center are a grey hoodie and a black hoodie, both with the John Deere logo. Below them are a green hoodie and a green t-shirt, also with the logo. To the right is a grey and green raglan shirt with a tractor graphic. Various caps are scattered around: a green and yellow one, a black one, a brown one, and a pink one. Toys include a large green tractor with a hay bale, a smaller green tractor, a green tractor with piggy banks, a green tractor with a cow, and a green tractor with a pig. A yellow and green bicycle is in the bottom left. A yellow speech bubble in the bottom right says "Available Instore Now!".



**SOUTHLAND
FARM MACHINERY**



OTAGO
FARM MACHINERY

JOIN THE TEAM - VACANCIES

SALES CONSULTANT • INVERCARGILL • FULL-TIME

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

SMALL ENGINE TECHNICIAN • CROMWELL • FULL-TIME

The Otago Farm Machinery Cromwell team have a great opportunity for a Small Engine Technician to join the team working with well known top brands such as John Deere and Stihl.

This is a varied & challenging permanent role in a locally owned and operated company with a variety of mechanical work – from servicing outdoor power equipment to ride-on mowers and (for the right candidate) even the possibility of servicing tractors!

What we're looking for:

- Trade-qualified or relevant industry experience.
- Great organisation and time management skills.
- Good team-player with attention to detail.
- Ability to maintain good relationships with customers.

What is in it for you...

- The opportunity to work with premium brands
- Competitive remuneration
- Personal and professional development
- Job stability, with a locally owned and operated company

If this sounds like you, don't delay in applying. We would love to hear from you now. Please forward your covering letter and CV to: leonieh@sfml.co.nz

To be eligible for this position you must have the legal right to work permanently in this country.

DELIVERY WITH A VIEW



Invercargill Sales Manager Peter Shirley recently had the perfect day to hand over a brand-new John Deere 6110M to Jack Cocks at the stunning Mt Nicholas Station on Lake Wakatipu.

GUS & POPPET STEAL THE SHOW



Tractors, ponies, and big smiles at the Southland A&P Show! Gus and Poppet of Riversdale stole the show, while gold coin John Deere tractor rides raised funds for the Southland Food Bank.

STRENGTH IN NUMBERS



D Thompson Contracting did a fantastic job getting their fleet together for a photo or two and we appreciate all of their support.

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.

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