

THE TRACTOR TIMES

www.sfml.co.nz

JUNE 2025



**COMMUNITY
FOCUS**



**STIHL
ROADSHOW**



**NEW
ELECTRIC MOWER**

WINTER POSITIVITY

Hello to all our customers across the best two regions in New Zealand - Southland, and Otago. It's that time of the year again down this end of the country. Winter is here, and it is not for the faint hearted. Whether you're on the sideline cheering on your kids' sports, shifting winter feed breaks, feeding out in a nice warm tractor cab, or even planning a trip away, I do hope the winter months treat you well.

As we move through winter, we encourage our customers to get all of your equipment checked and serviced, so its ready to go in the springtime. Get in contact with one of our workshops and make a booking. You can bring the equipment into our branches, or we can come to you - it's that easy.

We are currently running a ride on mower service promotion and are offering 10% off any additional parts, so talk to your local service manager today.

Even though winter has hit, there does seem to be some positivity around the Ag sector. Long may this continue, with some good commodity prices across the sector, interest rates heading in the right direction and the introduction of the government's Investment Boost. With a few of these tail winds, now is the

perfect time to contact one of our branches. We can offer everything from chainsaws to combines and everything in between.

Lastly from me, I'd like to take this opportunity to thank a couple of outgoing staff from our Gore branch. A big thanks to Reece Brown and Andy Fraser for all of their hard work over the last 7+ years. The commitment they showed to the Gore branch and the company will be missed. All the best to Reece and Trudie, Andy and Cheryl and their families.

As always, thanks to everyone out there for your ongoing support, it does not go unnoticed.

Please enjoy this edition of the Tractor Times.



Stacey Hitchens
General Manager

 **SOUTHLAND
FARM MACHINERY**

 **OTAGO
FARM MACHINERY**

INVERCARGILL
93 North Road
03 215 9132

GORE
12 Charlton Lane
03 208 8203

MOSGIEL
13 McGlashan Street
03 489 0472

CROMWELL
12 Elspeth Street
03 445 1046



MID-WINTER FIXED PRICE MOWER SERVICE

JOHN DEERE RIDE ON MODEL

FIXED PRICE

L/D/E/S/X 100 SERIES & Z300 ZTRAK™

\$259* incl. GST

With an easy change filter - \$319 incl. GST*

Z500 - 700 ZTRAK™ & X300/350 SERIES

\$309* incl. GST

+ 10% OFF ANY ADDITIONAL PARTS NEEDED

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 of mower
- Provide a recommended repair and parts list (if required)

**ALL MAKES OF MOWERS WELCOME
CONTACT US FOR A QUOTE**

FREE PICK UP AND DROP OFF WITHIN 15KM OF A BRANCH

Outside this distance the following charges will apply:

15 - 25km = \$50 + GST / 25 - 50km = \$100 + GST

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

Be in to WIN[^]

**Book a service
and be in to
win one of four
prize packs^{^^}**



**\$250 voucher to spend instore, a
John Deere travel mug and beanie**

BOOK YOUR MID-WINTER SERVICE TODAY!

*Prices are valid from 16 June 2025 to 31 August 2025 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. ^One competition entry per mower serviced. Servicing must be completed by 31 August 2025 to be eligible to enter. ^^One prize pack to be won at each branch - Invercargill, Gore, Mosgiel and Cromwell. Winner to be drawn and notified by 10 September 2025. Prize is not exchangeable or transferrable for cash.

**SOUTHLAND
FARM MACHINERY**

**OTAGO
FARM MACHINERY**



THE Z370R ELECTRIC ZTRAK MOWER

The new Z370R Electric ZTrak Mower is a quiet, easy to charge, and simple to operate ride on mower – with very little maintenance required.

You can mow up to 0.8ha (2-acres) fast with zero operating emissions and no engine noise. And we have one for you to test in each branch!

The Z370R Electric ZTrak Mower comes highly recommended by Sales Consultant Hemi Pekamu, who recently tried it out at the Invercargill branch.

The Z370R Electric ZTrak offers no-compromise performance:

- Delivers the productivity and cut quality of gas-powered Z300 ZTrak Mowers.
- Available with the Accel Deep™ Mower Deck in two sizes: 42-in (107-cm) and 48-in (122-cm).
- The electric transaxle is smooth and responsive, and has the same 11.3-km/h (7-mph) travel speed as hydrostatic transmissions.
- Familiar and intuitive John Deere controls, and the onboard smart charger is built into the mower.
- 20-in (51-cm) custom-tailored seat.
- A standard USB-C charging port for rapid phone charging.
- Go home mode - when the battery nears depletion, the mower blades switch off and a battery reserve can transport the mower to a charging outlet.
- Can be washed with a water hose and stored outdoors.



\$14,400 exc GST (42in Mower Deck)



DEMO: Contact one of your local Sales Consultants to arrange a demo or call **Hemi Pekamu on 027 404 5777.**

STAFF SPOTLIGHT

COMMUNITY FOCUS

The Cunningham family – Ben, Janelle, Elliot and Merida – live in Winton, with Ben working as the Gore Service Manager for Southland Farm Machinery. This extraordinary family has recently undertaken an incredible series of endurance events – all for different reasons.

Elliot first came to our attention during May, when he set the goal of running a total of 250km over the month to raise funds for the Heart Foundation. He chose to undertake this marathon in honour of his 'Grumps', who passed away from sudden heart failure. Elliot's aim was to raise awareness and funds for heart health in Aotearoa and make a real impact for those affected by heart disease. And he completed the challenge – running an average of 8km per day and raising an astonishing \$2,259 for the Heart



Foundation. Elliot's last few kilometres were knocked off at home in Winton accompanied by some of the Winton Fire Brigade members who climbed The Sky Tower with his Dad, to raise funds for Leukaemia and Blood Cancer NZ.

Elliot balanced a daily run with his commitments at Southland Boys' High School, where he is the Uttley House Captain, a Prefect, and an inspirational Cultural Leader. Elliot speaks te reo, and is trained in the art of Mau Rākau, a traditional Māori martial art with weapons, in which he holds Pou Tahi. Mau Rākau means 'to bear a weapon', and is about mastering the art of wielding weapons and understanding the warrior culture of Māori people.

To top off an amazing few months – Elliot arrived at his ball in style on Friday 6 June, in a John Deere 7R 230 thanks to Southland Farm Machinery!





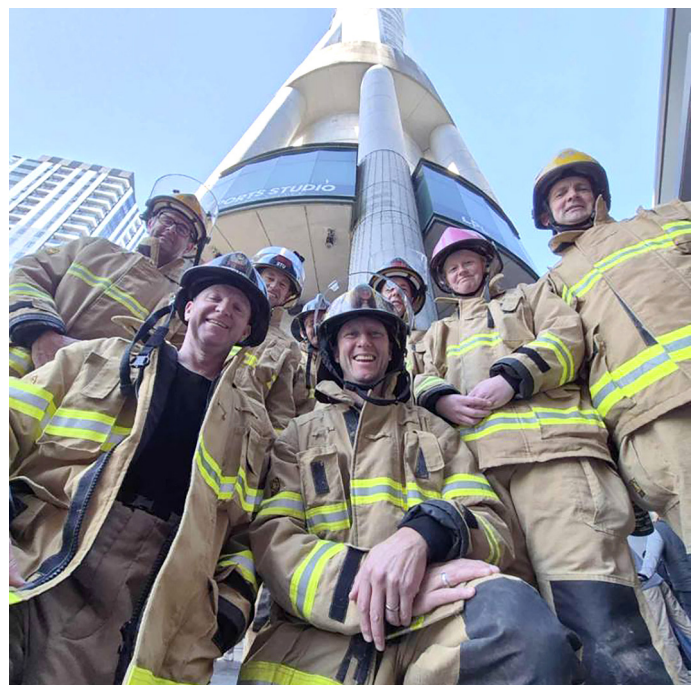
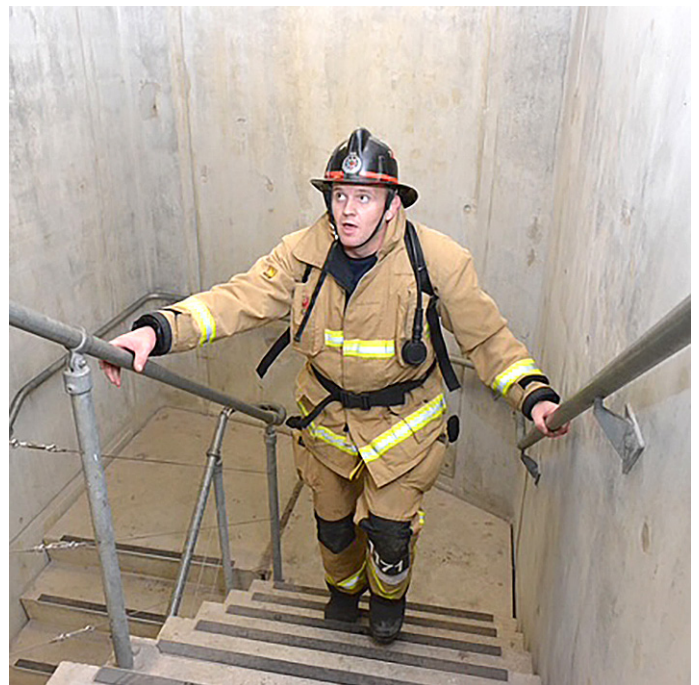
As Elliot was running the equivalent distance of Milford Sound to Invercargill, Ben Cunningham was hard at work training to take part in the Firefighter Sky Tower Challenge as a member of the Winton Fire Brigade. Held on Saturday 24 May in Auckland, Ben and seven of his colleagues were part of over 1,100 firefighters that climbed 1,103 steps to raise money for Leukaemia and Blood Cancer NZ.

During his climb, Ben wore a helmet from the 1980's which belonged to his father-in-law who was a firefighter in Petone, with an added tribute to his step-dad, with both their names written on the helmet.

In a further nod to the community, Ben also carried the Southland Hospital Children's Ward logo, representing the children from Southland that are affected by Leukaemia. Ben and the team raised an incredible \$13,457. Ben completed the climb in 14 minutes and 50 seconds.

Ben's support of Southland Hospital and children in Southland is in tribute to his lovely wife Janelle. Janelle works at the hospital as a play specialist, spending her days alongside young children who are unwell, including those with Leukaemia.

Janelle has an Early Childhood Degree and is currently completing her Hospital Play Specialist Registration.





GIRLS IN TRADE

Apprentice Jessica Rolton represented Southland Farm Machinery at the recent Girls in Trade expo held in Invercargill on 12 June. Jess is studying a NZ Certificate in Heavy Automotive with a strand in Agricultural Equipment through MITO New Zealand.

The Girls in Trade event is an opportunity for secondary school students to hear from women in trade about their jobs and workplaces, participate in practical activities, and talk with companies about getting started in the industry.

Jess was part of the interview panel and was asked the following questions:

What made you choose the trade?

A personal interest and the opportunity to learn hands on skills, but also to prove that women are capable of doing work that is associated with men.

What is the best part of the job?

The opportunity to learn about heavy machinery.

What tool can't you live without?

A hammer.

Go to smoko snack?

Whatever's in the cupboard!

What would you say to your 16 year old self?

Tractors are better than trucks.

What skill from your trade is useful in everyday life? I'm good at problem solving.





STIHL ON THE ROAD

We're delighted to welcome Coll MacCormick to the Stihl Shop in Cromwell as our Lifestyle Sales and Support Specialist.

Coll will be on the road throughout Central Otago over the next month with a ute full of Stihl products. To test out a product, get in touch with Coll and book in a demo. He'll come to you!

Coll brings a wealth of knowledge and passion for outdoor power equipment, whether you're after expert advice on chainsaws and trimmers, or looking to upgrade to a John Deere ride-on mower.

Coll has been in New Zealand for 27 years, managing farms throughout Southland and Otago. He spent 4 years selling real estate and then went on to run an irrigation scheme in Omakau.

Coll began working with Otago Farm Machinery, based in Cromwell, in November 2024. He and his wife Shelley and their two daughters live on a 10 hectare lifestyle block at Chatto Creek. Shelley has a successful gardening business, and they run cows and deer on their block.

Coll loves the outdoors and everything that Central Otago has to offer. He's pretty excited about selling Stihl and John Deere - two fantastic brands with lots of great products.

If he's not on the road, Coll is based in our Cromwell branch. He's happy to help you find the right equipment to get the job done, so pop into the store on Elspeth Street and say hello.

ROADSHOW DATES

WEEK 1 - Thursday 26 June

Luggate, Tarras, Cromwell

WEEK 2 - Tuesday 1 July

Gibbston Valley

WEEK 3 - Tuesday 8 July

Earnsclough area

WEEK 4 - Tuesday 15 July

Roxburgh, Ettrick



DEMO: If you'd like to book in a Stihl demo, call **Coll MacCormick** on **027 220 2824**.



UP THE CREEK

(Chatto Creek that is)

Matt Chisholm 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 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.

There's apparently 8 billion people in the world. I owe half of them an apology. Girls, ladies, women – I'm terribly sorry – and I'll tell you why.

I turn 50 in October next year, so I keep telling myself I'm going to die one day. I keep telling myself I don't know when that day will be. I keep telling myself I'm running out of heartbeats. Because of all those things I keep telling myself, I want to do lots of the things that I want to do and fewer things that I don't want to do. That's one of the reasons why, about 5 years ago, my family and I left Auckland and the TVNZ newsroom for Chatto Creek and a 72-acre farm in Central Otago.

You'll all know that 72 acres doesn't pay the mortgage, so to cover that, I've been producing a TV show, writing books, speaking, MC'ing - anything actually - that allows me and my family to live the life we want to live. That's my wife Elle, Bede (8), Finn (7) and Bree (3). It's a life full of farming, footy, and community.

The type of work I do means I'm not always home, but when I am home I try to be as present as I can be. For the last few years I've been fortunate enough to coach Bede's rugby and Finn's football – they play both. I've always enjoyed sport and people keep saying that it's good for us farmers to get off the farm, clear the head, and focus on something else for a bit.

Anyway, at the start of last season – Bede's first year of tackle – it looked as though he was going to have a tough season. He plays for the Matakanui/Clyde/Roxburgh combined junior club and wanted to play up a grade because he was going to be the only boy from his school in the team. Elle and I ummed and ahed



for a week before we decided on leaving him in his correct grade, even though as a big, strong, fast kid, he would've handled playing in the next grade up.

As I say – it all looked fairly ominous at the start of the season. I think we had just 6 boys and 6 girls – all from four different schools. The kids came from Poolburn, Omakau, Clyde and Millers Flat. Many of them didn't know each other, the girls didn't want to mix with the boys, and the boys didn't want to mix with the girls. On top of that, early on at least, some of the girls weren't that keen on the tackling. Weren't that keen on the physical stuff.

Bede was unhappy. I took him aside and said something like: 'look mate, it's going to be a long hard year for you and your team. You're going to play all



boy teams from the likes of Arrowtown, Wakatipu (Queenstown) and Upper Clutha (Wanaka). You're going to play against boys who all go to the same school together.' I went on to say something like: 'As well as that, half of the kids in your team are girls, and at the moment, they look as though they aren't as keen on the tackling.' I think I would've gone on to say, 'you might not have many wins this year, mate, but you'll learn a lot about yourself, and it'll be good for you. We all learn more from our losses than our wins.'

Whatever I said – the 6 boys and 6 girls climbed into their training, together. The girls especially listened to their coaches and took their new-found tackling technique to the field. They rolled up their sleeves and put the boys on the deck. They won their first game, then they won their next, and then they won the game after that. And the game after that, too. And those girls, they weren't just tackling. Most of them were great with the ball too, either running right around the opposition, or jinking and jiving straight through.

You only had to look at the sideline to understand why the girls were going so well. It was in the blood. Bindi and Daisy's granddad, Ralph Milne, played on the wing for the South Island. Frankie's grandma's brother, Bevan Wilson, was an All Black.

With the opposition often taking the mixed gender team lightly, the tough little country kids won nine out of nine games, before being toppled by Arrowtown in their final game of their season. Still rueing that loss, this year, pretty much that same team have won 7 from 7, with three games left to play. Man, are they



great to watch. What a way to use up a few heart beats.

So, on behalf of myself, I'd like to apologise to the 4 billion girls and women across the planet for being a misogynistic pig. Life's all about learning and I've learnt a hell of a lot in the last couple of years. I'd like to thank Daisy, Bindi, Frankie, Isla, Maja, and Maya for being great listeners, great teachers, and great wee kids. Oh, and the boys aren't bad either.

The only thing that makes Saturday mornings better, is coming home to paradise at Chatto Creek, jumping in the John Deere, and feeding out to the Southdowns and Shorthorns. I'm a lucky man.

JOHN DEERE 6000 SERIES **FIXED PRICE SERVICING**



LOCK IT IN

BEFORE 31 JULY 2025

SIGN UP FOR A 3 YEAR SERVICING PLAN TO LOCK IN CURRENT PRICING*

NEW TRACTOR 100HR SERVICE	FREE LABOUR & MILEAGE	\$0	Estimate your machine hours and customise your 3 year package based on these fixed price services. You have the option to pay after each service, or pay the package total upfront in full. You can even include this package with your finance [†] when purchasing a new or used tractor.
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	

MAXIMISE THIS OPPORTUNITY

Sign up to a 3-year Fixed Price Servicing Plan and if you aren't already a Connected or Partnered customer, you can purchase a JDLink™ M Modem for \$615 plus GST (valued at \$805 plus GST), and we will cover half of the installation cost (price to be confirmed). Let us use the suite of JD Digital Tools to fully support you.

TALK WITH YOUR LOCAL SERVICE MANAGER TODAY!

[†] Conditions apply. Finance available through John Deere Financial Limited to approved commercial applicants only.
*Current pricing valid until 31 July 2025.





BRANCH AND SALES MANAGER – GORE

We have an exciting opportunity for a Branch and Sales Manager at our Gore location. You will be an integral part of the running of the branch, including management of staff, and be a key member of the sales team in the fast-paced agricultural industry.

We are looking for a proven leader with an impressive sales and management record. If you have experience in a sales and management role in the agricultural industry, and a good knowledge of tractors, precision agricultural technology and wider agricultural machinery, this could be the opportunity for you. Full job description available on TradeMe.

Applications close 5pm Friday 18 July 2025.

SALES CONSULTANT – GORE

An opportunity is available in our Gore 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 a minimum of two years experience, with a good knowledge of agricultural machinery and the agricultural industry, this could be the perfect fit.

You'll need to work well within a team, understand and exceed clients' needs, and have the ability to build strong positive relationships. Full job description available on TradeMe.

Applications close 5pm Friday 18 July 2025.

WHAT'S IN IT FOR YOU:

- Great products to work with such as John Deere, Kramer, Krone and Giltrap, plus the latest in agricultural technology.
- Access to the renowned John Deere suite of tools and financial products.
- Day to day satisfaction knowing you're providing your clients with high quality, high integrity products and services.
- A rewarding remuneration package including a company vehicle and the relevant tools required to support your success.
- Ongoing career development and training.
- Company buying privileges, and staff account.
- The chance to be part of a great team.

THESE ROLES ARE LISTED IN FULL ON TRADEME.

For more information on either of these roles, please contact Stacey Hitchens, staceyh@sfml.co.nz or call 027 5566 588 for a confidential, no obligation chat.

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

G-MAX 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



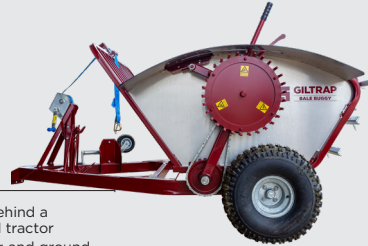
- Headstock connects at either end for fast loading
- Feeds all types of round bales to either side

RS2 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

AVAILABLE NOW • VISIT SFML.CO.NZ

S **SOUTHLAND
FARM MACHINERY**

O **OTAGO
FARM MACHINERY**

INVERCARGILL
93 North Road
03 215 9132

GORE
12 Charlton Lane
03 208 8203

MOSGIEL
13 McGlashan Street
03 489 0472

CROMWELL
12 Elspeth Street
03 445 1046