

THE TRACTOR TIMES

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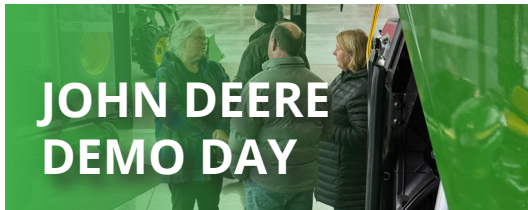
SEPTEMBER 2025



DEER TO CARE
INITIATIVE



BRAD COX TO
TOUR NZ



JOHN DEERE
DEMO DAY

SPRING IN SIGHT

Welcome to spring everybody! I'm sure most of you lately have had a sense of 'déjà vu' with the way the weather has been. It's looking a little familiar to this time last year. Let's hope the weather plays ball and we can all get on with the next very busy few months.

With the start of spring, hopefully all your gear is ready to go. We have been flat out in our workshops across the regions, carrying out winter checks and services on everything from chainsaws and lawn mowers to tractors and harvest gear, and everything in between. If you do have equipment in urgent need of repair before the season kicks into gear, please do reach out to one of our branches today. As always, we are here to support you 24/7 throughout the season.

A big thanks to everyone that turned out for our second John Deere Demo Day on 6 September. In some pretty questionable weather, we had a great turn out across our group. It was awesome to connect with some long-standing customers as well as all the new customers that may have never been inside one of our branches.

If you have been in contact with our Gore Branch lately, you may have noticed some changes. We are

excited to have Mike Cleland back in the Gore Branch after 6 years of leading our Integrated Solutions department. Mike has taken up the role of Gore Branch & Sales Manager.

Mike is well known by our Gore clients and brings a wealth of sales and ag technology experience to the Gore branch and client base. Also, a big welcome to Sophie Kennedy who has joined the Gore branch in parts, bringing with her years of John Deere experience.

Mike has an experienced team around him in the Gore branch, with Anthony Winter in sales, Ben Cunningham leading our workshop, and Steven Breen, our knowledgeable parts manager.

Alongside the Gore branch team, we are excited about the future and look forward to supporting our customers through this next season.

Please enjoy this edition of the Tractor Times.



Stacey Hitchens
General Manager

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FARM MACHINERY**

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03 208 8203

MOSGIEL
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03 489 0472

CROMWELL
12 Elspeth Street
03 445 1046

PROUD SPONSORS

AUSTRALIAN COUNTRY MUSIC STAR BRAD COX TOURS NZ!

Southland and Otago Farm Machinery are delighted to be a major sponsor of Australian country music star Brad Cox as he tours New Zealand in November 2025!

Get your dancing shoes on and join us for an incredible night out on one of the dates below.



BRAD COX

SUPPORTED BY PIPER BUTCHER

I Really Love NZ Tour

NOV 12
NOV 13
NOV 14
NOV 15
NOV 16

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DUNEDIN
GORE
QUEENSTOWN

DOUBLE WHAMMY
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ERRICK'S
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IamBradCox.com

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SPEIGHT'S
GOOD ON YA MATE

R&A LLA



Otago Farm Machinery was invited to be sponsors of Brad tour of NZ by the tour promoters due to Brad’s love for John Deere! With an invitation like that — how could we refuse?!

Brad is heading back to New Zealand in November this year for his second tour across the ditch, bringing his unmistakable voice, raw storytelling, and big-stage energy to fans nationwide. Known for his no-nonsense charm and powerhouse live shows, Brad has been winning hearts across Australia—and now he’s ready to do it all over again in Aotearoa.

With a string of anthems under his belt and a reputation for connecting deeply with crowds, Brad’s return promises to be loud, heartfelt, and unforgettable. ‘NZ is rad!’ says Cox. ‘Travelled there numerous times for work but mainly for pleasure because I just absolutely love the country. My favourite part about NZ is definitely the people—full of proper good humans—and the stunning scenery. See you in a few months. I’m pumped.’

In August we met with Brad in Cromwell—alongside fellow sponsor Stroud Homes—for a promotional photoshoot for the upcoming tour. A sneak peak of the shoot accompanies this article, but the full results you will see over the next couple of months!

Brad was a genuinely lovely and entertaining person, and it was a highly enjoyable afternoon. We are proud to sponsor his tour and can’t wait to see him perform.

Don’t miss your chance to see one of Australia’s best live acts on New Zealand soil.

Tickets available through www.iambradcox.com.



IN THE SPOTLIGHT

DEER TO CARE

Stretch (Michael) O'Neill—recently retired Southland Farm Machinery sales consultant, long serving volunteer fireman and recipient of the Queen's Service Medal for services to the New Zealand Fire Service and the community, and all-round good bloke—is now involved with a community initiative like no other.

Stretch volunteers for a new enterprise in Southland that turns hunting into helping, by providing processed wild game to those in need.

Deer to Care was created by Stu O'Neill, Wesley Baratcart, and Tim Cook – a group of mates who love the adventure and camaraderie of hunting, but were very aware of the hunger and food insecurity in the community.

With an excess of wild, free-range game available, Stu, Wes and Tim identified the charities in Southland who would most benefit from food assistance, gathered a group of volunteers – including butchers – and with the blessing of MPI and clearance from the team at AWS Legal, Deer to Care was established.

With the aim of an end-to-end supply chain, a hunt takes place each weekend, with the deer recovered and taken directly to a butcher's freezer. The butcher then processes the meat, packs and labels it. The meat – mostly mince – is then delivered by volunteers to the charities that Deer to Care supports, who pass on the meat to those in need.

The butchers involved are an essential part of the process, and either volunteer their time and resources



or offer fair rates. The Deer to Care website states that one deer can produce 30kgs of mince, or 50 packets. With each packet generally enough to create a meal for four people, one deer can result in approximately 200 people being fed.

This makes an undeniable impact to the community, and everyone involved can see the value of their contribution. The initiative also supports retired service people by providing them with the premium cuts of meat as an acknowledgement for their years of service.

Deer to Care is grateful for the support of IFS Growth and OneForest, who have been the backbone of the initiative from inception by allowing the hunts to take place on their forestry blocks – yielding an astonishing 560 deer this year alone. A further 240 deer this year have been donated through hunting competitions.

Of special mention are the charities that Deer to Care work with, such as Women’s Refuge, Presbyterian Support, and the Salvation Army. Stu states unequivocally that they are the unsung heroes—quietly working to support those most in need in the community. As are the volunteers who drop off the donated meat to charities – a well-connected, hard-working group of extraordinarily kind-hearted people. A special thanks to Stretch – for his tireless volunteer work in Gore and Maitua, and Hugh Robinson, for his endlessly generous work in Invercargill.

Although Stu is full of praise for those they work alongside, and those who support them, we feel that those who make the Deer to Care dream come to life deserve equal praise. Congratulations to Stu, Wes and Tim on creating a community enterprise with heart that selflessly benefits so many.

For more information on the incredible work done by Deer to Care, visit www.deertocare.nz or find them on Facebook and Instagram.

Deer to Care has been named a finalist in the 2025 Environment Southland Community Awards, nominated in the Emerging Environmental Action Award! In their 29th year, the awards recognise and reward those unsung heroes in our community that are undertaking outstanding mahi that is driving environmental progress. The awards will take place on Friday, 3 October.



PHOTO COMPETITION



FEATURE IN OUR 2026 CALENDAR

SHOW US **YOUR**
JOHN DEERE

YOUR FARM, YOUR FAMILY, YOUR ANIMALS, YOUR LIFESTYLE



SUBMIT YOUR PHOTOS TO
marketing@sfml.co.nz

ENTRIES CLOSE SUNDAY 12 OCTOBER 2025

Every entry* goes in the draw to **WIN** a **\$500 gift card** and the 12 photos that feature in the calendar will each receive a **\$100 gift voucher**

*One entry per person for the main prize draw, but you can submit as many photos as you like



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.

I don't think I'm wired up right. Haven't been for a long time. I'm unbelievably obsessive. Actually, sometimes I can be so obsessive about something that I almost can't do anything else. That can be a real problem when I've got heaps of other things to do and like everyone else, I've always got heaps of other things to do. I don't sleep properly. I don't eat properly. I'm going through an obsessive phase at the moment and it's really bad. The other night – I reckon this obsession came close to killing me.

Farming is my passion. My hobby. A very expensive hobby. A hobby that often gets in the way of my real work or our family life. Now, having survived another winter here at our cold-as-charity 29-hectare Chatto Creek 'farm', having fed out those big bales in my wee Southland Farm Machinery John Deere tractor for months, I'm into the lambing and the calving. Twelve Shorthorn cows and 65 Southdown and Swiss Blacknose Valais ewes. I'm sitting in my ute, listening to the strong, freezing cold winds swirl around me as I watch two old Southdown ewes birthing. They're taking their sweet time, and I can't wait.

I got home from a quick family trip to Dunedin at 11pm last night – then, in the dark, I shifted the break for my cattle. It's 6:45am in the morning and, in the dark, again, I've just shifted the break for my cattle. I want to be in at PGG Wrightson at half eight for work, but I've probably got to lamb these two old ewes and finish writing this article first. Then, I'll tag the lambs



and put coats on 'em, so those strong, freezing cold winds don't pierce through their thin skins and stop their small hearts. That's already happened a few times this season. Even though I know they're coming, those deaths crush me.

For me, farming is like any good drug. The lows are horrific – the highs as good as anything I've ever experienced. Anyway, I've almost finished my instant coffee – no milk this time – I've forgotten to get it for the past two days because I've only got farming on my

mind. I'm watching the clock, trying to figure out how much time I've got before I have to pull some lambs, finish this yarn, and shower for work. Forty minutes. I've got just forty minutes. So, what I've decided to do is write about how I almost got killed the other night, before the lambing and the showering.

The Shorthorn cows belong to a mate. We go halves in the calves – I get the heifers to build up my herd – he gets the bulls. 'Horse Face' had a nice wee red calf the other night, but I couldn't see whether it was a bull or a heifer and whether it was going to be mine or my mates. I had a plan. I'd jump the electric fence, run at Horse Face – the scariest, most protective cow on the place, and while trying to scare her away lift the leg of the sitting down calf and check its sex.

I executed the plan perfectly until I got to the calf and slipped on the cow's birthing fluids and fell clean on my back. Horse Face, who isn't stupid, knew it was her time to strike. With my oldest boy, Bede, watching out the ute window, and me lying on my back, feet in the air, Horse Face charges at me over and over, again and again. I kick back, like I've never kicked before, over and over, again and again.

The fracas goes on for what seems like about five minutes. It probably goes on for closer to five seconds. Horse Face backs off for a bit – I jump to my feet, run and scale the fence, with my eyes fixed firmly on Horse Face. Then I laugh out loud – the kind of inappropriate laugh you laugh when you realise things could have been a whole lot worse. The only thing that hurts is my pride. Nine-year-old Bede says, 'Dad, you're such an idiot, that cow could have killed you.' I reply, 'I know I'm an idiot, Bede, I'm actually surprised it's taken you nine years to figure it out.'

My phone though. In the madness my phone fell out of my pocket. I'd have to scale the fence again to retrieve it. When Horse Face looks away for a second or two I take another chance, grab my phone, and discover wee red is a girl. Hallelujah people, she's ours.

Keep living the dream – I've got to go lamb a ewe before work.



IN THE SPOTLIGHT

STRATHVIEW AND CRAIGLYNN STATION

Jacinta and Jim Stevenson run Strathview and Craiglynn Stations in Middlemarch—and are firm John Deere advocates. We spoke to Jacinta about their farm, family, and vision for the future.

We are second generation farmers, and Jim and I have been farming sheep and beef across two stations for 12 years. We have three kids, Tessa, Max and Belle, and a great team of 5 employees and their families. Jim's mother Robyn Stevenson is also on the farm.

We work as a team in all aspects of stock work. This encourages conversation about how things are going, a chance to ask questions, and an opportunity to see how the stock are performing. Our dream is to continue to offer our team members a good stepping stone into the farming industry, whether they grow their career within our operations or simply gain the skills here to allow them to move onto the next step.

We have always owned John Deere tractors—both big and small—and use them daily for feeding out, fencing and all our own cultivation. With Strathview at 4200ha, and Craiglynn at 3300ha, John Deere tractors also suit the vastness and variability of our terrain. Our team also love the reliability and service we receive for both sales and after sales.

We are proud caretakers of the land, and thankful for the team who work alongside us. To reflect this, we had a logo designed to reinforce our sense of pride and community, and bring both stations together as one. The hills represent the four properties that tie into the operation and the colours are iconic with the tussock hill country that is our landscape.





FOR THE LOVE OF JOHN DEERE

Thank you to everyone who visited our branches across Southland and Otago for John Deere Demo Day on Saturday 6 September.

It was an amazing, community spirited day with happy families filling our showrooms, good yarns had, and a great vibe all round. There were tractors to explore, ride-on mowers to demo, toy tractors to ride, and kids activities galore.

This year we invited local sports teams to cook the BBQ for us in each branch. We were proud to contribute towards their fundraising efforts as they prepare to represent the region on a national stage later in the year.

In Invercargill the BBQ was fired up by the Southern Storm Women's and Men's volleyball team—who are heading to the Volleyball NZ Club Championships in Hamilton, and in Gore it was the Māruawai College Senior Boys' basketball team, who are preparing for the nationals.

In Mosgiel, the BBQ was manned by the John McGlashan College volleyball team—also heading to the Volleyball NZ Club Championships, and in Cromwell the Central Otago Hinds junior girls rugby cooked up a storm to fund raise for their trip to the NZ Junior Girls Rugby Festival in Wellington.

We wish you all every success!





DEMO DAY WINNERS

Congratulations to our John Deere Demo Day giveaway winners, who each took home a ride-on pedal tractor!

In Invercargill the giveaway was won by Cam Nelson, and in Gore it was won by Brooke Fraser. In Otago our winners were Richard Wareing in Mosgiel—accompanied by a very excited wee driver—and Nicole Fraser in Cromwell!





NEW STAFF

SOPHIE KENNEDY *Parts Consultant - Gore*

Newly established in the Gore branch as a parts consultant, I recently moved from Hawkes Bay with my partner Will to support his career.

I have worked with Brandt for the past 6 years, with the last three as parts manager. I'm looking forward to meeting a new range of customers, working alongside them and sharing my knowledge of John Deere.

In my spare time I enjoy spending time with friends and family, and I have a two year old daughter who keeps me on my toes.

LUCY PARKHILL *Group Marketing & Health & Safety Coordinator*

With a career in design and marketing, I have worked in a variety of roles ranging from real estate to commerce and education. My focus has consistently

been on growing great brands by focusing on what makes each business unique. In this industry, our strength lies in the clients we are lucky enough to work alongside, and it's a privilege to tell their stories and celebrate their achievements.

Born in raised in Africa, I love sunshine (something in short supply in the south!:) and I'm a mum of three.

WINTER WARMER COMP WINNERS

As winter wraps up, we are delighted to announce the winners of our Winter Mower Service 2025 promotion! The winners each took home a \$250 gift voucher to spend in-store, a John Deere travel mug, and a John Deere beanie.

Congratulations go to Murray Darnil in Invercargill and Peter Blackmore in Gore. Kitty Caldwell won in Mosgiel and was presented with her prize by our lovely service manager Melissa, below, and Scott and Rachel Paterson won in Cromwell!





MOBILE PARTS VAN

Got your hands full on the farm right now? Why not get our Parts Van to call past and top up your parts and lubricants supply?

The coming season will have plenty of challenges, and staying on top of your supplies and reducing downtime doesn't need to be one. We know how important it is for you to have genuine John Deere parts on hand when you need them, and that's why we offer a mobile parts service.

The van travels throughout Southland and Otago on regular routes. Give our parts consultant Tim a call on 027 218 8335 to find out when he's next going to be in your area, and let him know what you need.



OUT AND ABOUT

A stunning day in the office recently for our Cromwell service technician JJ Diedricks, who was repairing a John Deere 8345R at Lake Ohau Station. What a view!



CERTIFIED JOHN DEERE TECHNICIAN

Congratulations to Andrew Winter from our Cromwell branch on completing his John Deere Certified Technician qualification. He was presented with his certificate by branch manager Leonie Hotton.

Our technicians are the backbone of the business, diagnosing and repairing heavy-duty machinery and equipment. They use advanced tools to provide remote support and diagnostics on John Deere equipment and technology and are responsible for complete and thorough documentation of diagnostics and repairs performed.

Our technicians provide the technical expertise and hands-on mechanical skills needed to keep our customers up and running – and we are proud of Andrew's achievement.

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JOHN DEERE 8600i FORAGE HARVESTER EX-DEMONSTRATION MODEL

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- Duraline Ultimate Package
- Stone detection system
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CONTACT

Andrew Barron: 027 495 7710

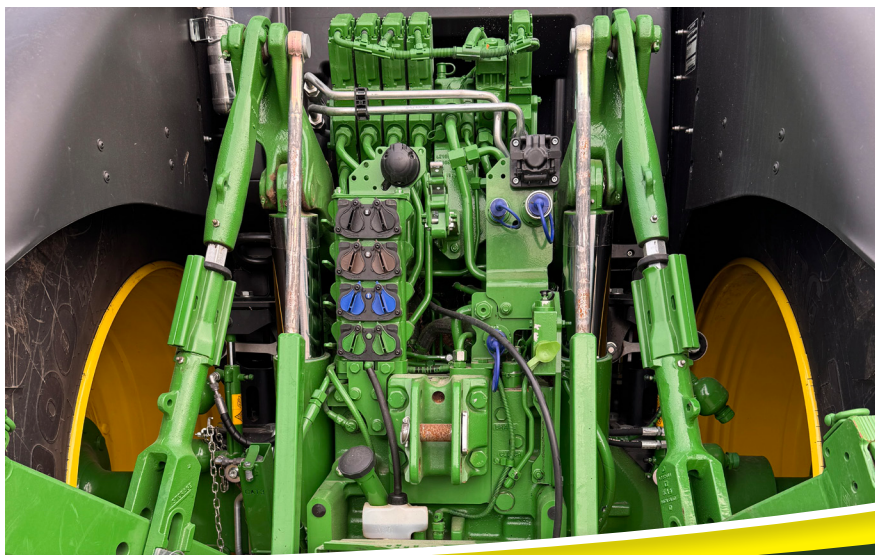
Hemi Pekamu: 027 404 5777

Pete Leonard: 027 433 1492

Peter Shirley: 027 434 5209

INVERCARGILL: 03 215 9132

\$349,000 + GST



JOHN DEERE 6R 215

JOHN DEERE 6R 215

- Hours: 640
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- Year: 2024
- 2 years factory warranty
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- B-post door
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