

# THE TRACTOR TIMES

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MARCH 2026



**DRIVEN TO SUCCESS**



**SOUTHERN FIELD DAYS**



**MOBILE PARTS CONSULTANT**

## AGRICULTURAL POSITIVITY IN 2026

Welcome to 2026!

Hello once again to all our customers across Southland and Otago. I hope you had a wonderful end to 2025 with friends and family, and it's great to see that summer has decided to hang around for a bit longer.

It's good to see some real positivity in the New Zealand agricultural sector at the moment. It's hard to avoid what is happening in the world and New Zealand always seems to get the negative effects of larger countries and their squabbles, but I'm sure we will ride this out as always and get back to some normality in the coming months.

We've been in field days and show mode the last couple of months. First up was the Southern Field Days at Waimumu in February. It was great to see so many people through the gates, and we'd like to thank everyone that visited site 182. Following field days, we attended a series of A&P shows with the largest being Wanaka, and what a brilliant couple of days we were treated to in Central Otago.

Our teams have been super busy with plenty of new green tractors and ride-ons heading out the door, as well as machinery. We still have some great deals out there post field days, from sharp John Deere interest rates, through to great pricing on some new Krone machinery and parts. Get in contact with the team today.

Lastly from me, I'd like to acknowledge a staff member who is leaving Southland Farm Machinery. If you have dealt with us over the last 5 years, you have more than likely talked to Raewyn Pedler, our Group Administration Manager. Raewyn is leaving us at the end of this month, and we thank her for her hard work and dedication, and wish her all the best for the future.

In turn I'd like to introduce Niki Tily, who has started with us as our new Group Administration Manager.

*Stacey Hitchens*

**Stacey Hitchens**  
**General Manager**

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## SOUTHERN FIELD DAYS - WAIMUMU

We'd like to thank everyone who joined us for the Southern Field Days this year, held from 11 - 13 February in Waimumu. Showcasing the latest in rural technology, equipment and ideas from around the world, the Field Days was once again a successful and informative event for visitors and exhibitors alike.

Our busy site was a hive of activity, with our sales consultants promoting the reliability, comfort, and power that John Deere machinery is known for, and doing deals with new and existing clients. Our Precision Agriculture team were also hard at work highlighting the technology solutions and support available to clients as they monitor, manage, and maximise their farm operations.

We had a constant stream of visitors making the most of the opportunity to sit in a John Deere, and purchasing toys, clothing and John Deere merchandise. We'd like to thank you all for making it all possible.

## OIL PROMO WINNER

Congratulations to Michael Farmer from Fairbank Farms who won our Field Days Oil Promo competition! Michael won a Parts Connect cabinet valued at \$1,200. It was delivered to his door by our Mobile Parts Consultant Vicky Schwarz, who will keep it well stocked.

If you'd like to purchase a Parts Connect cabinet (or two!) and have it delivered and stocked, get in touch with Vicky on 027 218 8335.







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# IN THE SPOTLIGHT

## DRIVEN TO SUCCESS

Jasmine Wood is a line-haul Class 5 truck driver for PTS Logistics Ltd – and as stated by manager Dave Martin – ‘one of the best we have’. Based in Christchurch, Jasmine drives her Kenworth K200 the length of the South Island, redefining the industry as one of the few female drivers in New Zealand.

PTS Logistics are a key component of our day to day business, and regularly transport tractors and machinery to and from Southland and Otago Farm Machinery. Jasmine is regularly on site as one of our preferred transporters, and is well-known and respected for her dedication to the role and skill in the industry.

We interviewed Jasmine as she drove across the South Island on her route, with an end destination of Otago Farm Machinery in Mosgiel.

### What inspired you to become a truck driver?

I fell into it. I didn't know what I wanted to do after leaving school, but have always loved driving. I got a job driving a Class 1 truck delivering fruit and vegetables throughout Christchurch. Once I was behind the wheel I decided the bigger trucks looked fun, and took a course to sit my Class 2, 4, and Wheels, Tracks, and Rollers (WTR) endorsement.

On completion, the course came with a guaranteed placement, and I began working with PlaceMakers delivering building supplies to sites.

### Did you face any barriers entering this field?

Trucking is a tough industry to break into. I was lucky that one job led to another, and now I drive my dream truck in





a trade I'm genuinely proud to be a part of.

### **Who has inspired you on this journey?**

When I joined PlaceMakers there was one other female driver. Tess trained me and became my honorary nana. She now runs dispatch for PlaceMakers South Island.

### **How did your career progress?**

I did relief driving for Prodrive Services around Christchurch focusing on freight, and a stint for Mainstream Freight Group. I was hired as a Mainstream Class 2 driver, before becoming a Class 4 driver full time. My routes varied, starting with runs through Christchurch to Ashburton followed by trucking glass out of Rolleston.

I was then offered a role with PTS Logistics based out of Christchurch, and have been with them since 2023. I put myself through my Class 5 endorsement, and started with covering the out-of-town PTS runs over Christmas, before becoming the third driver of the Kenworth K200.

### **What does a typical day on the road look like?**

If I'm leaving from Christchurch I start at about 4am to ensure I'm at my first site with enough time to complete deliveries. The runs vary according to the route for the day, and no two days are the same.

### **What loads do you carry?**

Anything from heavy machinery and tractors, to hay, seed and car wrecks. I occasionally get to pilot oversized loads which is fun!

### **What are the most rewarding parts of your job?**

I have a few. Farm animals! It's always a good day when you're welcomed out of the truck by dogs.

It's such a joy seeing people's reactions when you deliver something they've been waiting for. It feels like Christmas morning, knowing you've delivered a dream and witnessing their genuine excitement.

It makes me proud when older women see that I am a young woman driving a truck for a living. It's something that wouldn't have been an option for them, and they are always so lovely and encouraging.

It makes my day when a kid makes the airhorn motion and I get to do that for them.

### **Share something bizarre you've seen:**

Being up high and being able to see what people do in their cars is always interesting. The weirdest one was watching a person drive with a full bowl of cereal and milk, complete with spoon, balanced on their knees.

### **What are the toughest challenges you face while driving long distances?**

I can drive anywhere from an hour to 10 hours a day, so fatigue and boredom are the big ones. Staring at the road for a long time gets tedious – especially if I know the route well – so singing and dancing to music passes the time and makes it fun.

A challenge are other drivers on the road not understanding how trucks move. We are not actively trying to hold you up, and will generally try move out of the way when we can.

The unpredictability of the job can be challenging – not knowing where you're going next, or when you'll be home.



**What has your experience been like as a woman in a male-dominated field?**

Find the good people and stick to them. There are always going to be bad ones, but find the good ones. Luckily there have only been a couple of sites I've refused to go back to. A definite positive is that when I make a delivery people are more willing to help.

My biggest concern line-hauling as a woman is sleeping overnight in my cab. I have my little safe spots and safety measures in place. It's sad, but that is the reality of being a woman – whether you work in this industry or not.

**What stereotypes do you think still exist?**

When men make a mistake, it's just a mistake, but when a woman makes a mistake it's because you're a woman and they think you are incapable. When you're learning something new it's especially intimidating, and can put you off even trying in the first place.

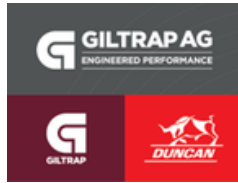
**What advice would you give to other women considering this career?**

Don't lose what makes you feel feminine, just to fit in. Wear your make up, have your nails done. Don't change it because you're in a male-dominated industry. Having my nails done and wearing a pink hard hat makes me happy, so why not? One of my colleagues (my honorary uncle Brian!) had a custom pink PTS hat made for me and I treasure it.

**What has been your most memorable experience on the road?**

Driving back from Dunedin for the first time when the Kenworth was officially mine. I was flicking the lights at all the other line-haul trucks and realised that this was the dream I'd had for so long.





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# OUT AND ABOUT



## NEW MOBILE PARTS CONSULTANT

We are delighted to announce that Vicky Schwarz is our new Mobile Parts Consultant, and will be delivering John Deere parts and lubricants to farms throughout Southland and Otago.

Vicky has worked in the service department for the last three years and fully understands the John Deere products and parts.

So if you've got your hands full on the farm, call Vicky and she'll stop by and top up your parts supply.

### Contact Details

#### Vicky Schwarz

Mobile Parts Consultant  
027 218 8335  
vickys@sfml.co.nz



## ZTRAK DELIVERY

We were delighted to deliver a new Z545R Ztrak Mower to Waverley Park School recently, along with a lawn sweeper for collecting autumn leaves.

The Ztrak mowers are comfortable, easy to use and very efficient. Groundskeeper Les Findlater and Principal Kerry Hawkins gave it a quick test drive and the tick of approval!





## WANAKA A&P SHOW

Thank you to everyone who visited us at the Wanaka A&P Show on 13-14 March. We had an amazing few days hosting visitors from all over the world, talking to new and existing clients, and welcoming a constant stream of very excited children who just wanted to sit in a John Deere! A highlight was young Charlie riding a John Deere ride-on pedal tractor that had been modified by his dad for easy steering. John Deere cap and all - definitely the star of the show!





## LOYAL JOHN DEERE CUSTOMERS

Caldwell Contracting recently took delivery of a fleet of new John Deere tractors - a 6M180, two 6R195's, and a 6M230. An exciting day all round as these shiny new John Deere tractors rolled out the yard!

Caldwell Contracting are loyal John Deere customers, with Alan (Jock) Caldwell purchasing his first John Deere tractor from Southland Farm Machinery in the 1980's.

With the support of sales consultant Andrew (Harry) Barron, we're delighted to continue to provide Caldwell's with service and parts.

## TRACTOR RIDES FOR CHARITY

We were proud to once again fundraise for charity with holding tractor rides at the Southland A&P Show, held on 7 March.

It was a busy, fun-filled day with lots of smiles thanks to our charity tractor rides - with all donations this year going to Hospice Southland.

As well as taking rides between 10am and 2pm for a gold coin donation, we had tractors and ride-on mowers on display.

A big thank you to the A&P Association for an amazing day out in Southland!





## RACING THE STRATH TAIERI SHOW

Steven Rietveld spent the day at the Strath Taieri A&P Society show on Sunday 22 March, with Otago Farm Machinery being a sponsor of the event.

'After attending a couple of tractor shows out of town recently, it was especially nice to have my family join me on site for the day. The Strath Taieri A&P Show committee always puts on a great range of classic entertainment for both kids and adults.

The highlight for me was going head-to-head with my old colleague in the lawn mower race.'



## THE SHEPHERDESS MUSTER

We were proud to support The Shepherdess Muster by sponsoring a scholarship for one attendee.

It was the South Island's turn to host, with The Muster being held in Tokonui from 6-8 March 2026. A weekend of arts, health, wellbeing, and entrepreneurship for women living in rural Aotearoa, The Muster is an opportunity to relax, connect, celebrate and create.

Each scholarship is valued at up to \$1,188 each, and includes all activities at The Muster, guest speakers, over 25 workshops, the Artsbreak area and entertainment along with all meals throughout the weekend.





# OUT AND ABOUT IN OTAGO

The teams from Mosgiel and Cromwell have been out and about this month, fixing tractors, visiting clients for demonstrations, and dropping off new tractors and machinery in some of New Zealand's most stunning locations.

## In the Vines

A stunning day in the vines (top photo) recently for our Cromwell Branch Manager Leonie and technician Andrew Winter, as Mt Difficulty Wines prepare for harvest.

## On the Peninsula

Branch Manager Ross Moody recently delivered a Farmguard Contractor 560 Grader Blade to the most picturesque destination - the Otago Peninsula. As Dunedin NZ says - 'follow the locals, they know the best beaches' and the peninsula definitely delivers!

## In the Maniototo

Steven Rietveld took the powerful and precise John Deere 8R 310 out on a demo in the sunny Maniototo. It was a successful demo, and the 8R 310 now calls the region home!

## And in Black Rock...

A new 6R 215 was delivered to Jim and Soo-Young Scorgie in Black Rock recently, to replace their old 6215R. The 6R215 comes with increased technology, allowing them to be more efficient with less overlapping.





## 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, Kramer and Giltrap.

Southland Farm Machinery is the leading supplier of John Deere equipment in Southland and Otago. A proud, family-owned business, Southland Farm Machinery values teamwork, integrity, and respect, and is committed to creating a workplace where our people thrive, and clients succeed.

If you have an impressive sales record with an attitude that lends itself to working well within a team, can understand and exceed clients' needs, and can 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, precision ag technology, and the agricultural industry
- 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 and verbal communication
- Experience using computer systems
- 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 tools and financial products
- Day to day satisfaction knowing you're providing your customers with high quality and high integrity products
- A rewarding 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.

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 Mike Cleland [mikec@sfml.co.nz](mailto:mikec@sfml.co.nz) or call 027 432 4572 for a confidential no obligation chat.

Closes 24 April 2026. We reserve the right to appoint to this position prior to the closing date, should a suitable applicant be found.



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