

news@MF

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FROM MASSEY FERGUSON

AGRI
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THE WORLD'S NO. 1

**SPECIAL
EDITION**



IT'S AN IDEAL WORLD!



Thierry Lhotte

5-year strategy emphasises growth for farming community

In our five-year transformation plan – known as MF Growing Together 5 - we are focused on growth for our customers, growth for our dealers and growth for Massey Ferguson. By working together, we can grow together.

We live in a world characterised by a challenging geo-political environment and dramatic variations in commodity prices which directly impact on farmers' incomes and investments. However, the overall long-term trends for agriculture remain positive.

Massey Ferguson is fully aware of the requirements of the new generation of farmers and our key mission is to be a reliable partner and provide clear solutions to your farming business needs.

With the full backing of our parent company AGCO, the new MF Growing Together 5 (MF.GT5) strategy is based on six core game-changing actions covering customer support, distribution, product, manufacturing, employee and internal company development, as well as a transformation in our digital processes. We are already seeing the results! You can read more about it inside this issue.

We offer a great quality, full-line of farm machines and provide a full set of innovative business-orientated services and solutions. Our MF.GT5 plan has been developed to create more value. By this I mean, more added value for all of us – customer, dealer and manufacturer - so that we can all benefit from a healthy and sustainable return on our investments.

And talking of investment, we have recently announced the acquisition of more land and buildings adjacent to our Beauvais manufacturing facility in France which will see further expansion and improvements at the site.

There are busy times ahead and we look forward to continuing to work with you in growing your business.



Thierry Lhotte
Vice-President and Managing Director,
Massey Ferguson, Europe and Middle East



Most important is the total focus on you, the customer. Throughout our operations - from our new product design and engineering to our plants, processes, communications and company culture - the customer is at the centre of everything we do. We will be looking closely at enhancing our communications and contact with farmers to ensure a seamless customer journey throughout the product life-cycle and at every touch-point with Massey Ferguson.

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A Massey Ferguson fleet of equipment is at the heart of a farming operation in Mittelhessen, Germany.

Right step, right place, right time

“It’s fun being involved in the production of good quality food and I like the constant stream of new challenges that this line of work brings, as well as the increasingly innovative farm machinery technology,” says farmer and contractor, Arnold Breithecker.

Arnold hails from Beselich-Obertiefenbach on the north-east edge of the Limburg Basin in western Germany between Frankfurt and Cologne. “We have sandy clay soil in this region with slate and stony basalt,” he explains. “It’s what’s called ‘five-minute soil’ which means if you get to the field an hour too late after a period of rain, the soil will already be too hard. If you get there an hour too early, the soil will be too wet, too sticky and too greasy. The challenge lies in being extremely organised in planning the farm work, carrying out the right step at the right place at the right time.”

Arnold’s 23-old son, Marco comments. “A little further away in Westerwald, we have rocky soil with a high proportion of stones. The poses a major challenge for primary cultivation work. The tractors are put under immense strain.”

After taking qualifications in agricultural machinery and services, Marco started full-time in the family business in 2016 and will eventually take over the farm. “We need strong machines with maximum output which is why we bought our high horsepower Massey Ferguson tractors,” Arnold remarks.

The Breithecker Farm operation has grown prodigiously since Arnold took over his parents’ 35ha in 1985. He has leased and bought more land and built up the contracting side. Now there are around 1000ha under cultivation including winter wheat (300ha), oil-seed rape (300ha), maize (50ha), field peas (50ha), winter barley (125ha) and triticale (125ha). The business also includes a 100-head suckler herd and a solar power system. The livestock is managed by daughters Bianca (29), Jasmin (27) and Dana (20), while Arnold’s wife Angelika looks after all the accounts.

MF journey

Arnold started his Massey Ferguson journey by buying MF combine harvesters and followed these with tractors and other equipment. Today it is an extensive MF fleet including four MF Centora 7280 AutoLevel (AL) combines, an MF 520 V round baler, an MF 15 square baler and an MF 89410 L telehandler. The combines harvest around 400-500ha a year and the round baler produces 2000-3000 bales. Among the tractors are three MF 8737 flagships, two MF 3125 models, an MF 1134, three MF 1150 and two MF 135 machines.

“Small parcels of land are pretty typical here in Western Germany and this means that we have to drive up to 50 km between the different areas,” says Arnold. “There is also a large difference between the ripening levels of the different types of grain which makes planning and management even more complicated. That’s why we decided to use the Massey Ferguson combine harvesters. We are very satisfied with their 7.7m PowerFlow tables. We can convert the machine from rapeseed to barley and from barley to wheat very quickly – 10 to 15 minutes. We get very good utilisation rates for the machines even with changeable soil and weather conditions. They are robust and efficient and we’ve been using them for many years.”

Dealer support

“We are also particularly satisfied with the provision of parts and dealer support. The dealer has always been able to provide us with helpful assistance in the event of a breakdown and we have always received spare parts very quickly. The machines have a very good price-performance ratio and wonderful handling,” he says.

The Breitheckers’ local dealer is Raiffeisen Waren-Zentrale Rhein-main eG Diez, located just 8 km away. Good parts availability is very important to the family. “We use the same brand of machinery throughout the farm which is really beneficial to us due to the similarity of parts. Delivery times are also very well organised. Regardless of what we order, the part will be delivered within 12 or a maximum of 24 hours,” remarks Arnold.



All the Breithecker family get involved in the farm. Pictured left to right: Dana, Jasmin, Marco, Arnold, Bianca and Angelika.

Passionate about MF

Marco takes up the story: "The teaching I received from my father has made me really passionate about MF machines. One of the reasons we opted for Massey Ferguson is the fact that they offer machines with various different equipment versions, meaning, for example, that we can pick different transmission or different engine options. Features such as the AGCO Power engine and the stepless transmission (Continuously Variable Transmission) also played a major role in our preference for MF. The panoramic cab on the tractors is very clearly arranged and offers a lot of storage space, in particular on the newer models. The hydraulic suspension ensures extra comfort. Electronics are important to us as well. We are very satisfied with the simple controls. With other manufacturers, it can take a long time to get trained up on the electronics but the electronics in MF machines are very simple and almost self-explanatory."

Arnold is positive about the future of farming. "People will always have to eat and drink. But you can talk about this kind of thing for hours. It's all about concentrating on the work that you do."



THE MACHINES HAVE A VERY GOOD PRICE-PERFORMANCE RATIO AND WONDERFUL HANDLING



The Breithecker operation runs an impressive fleet of MF machinery.

news@MF Q&A

Arnold
Breithecker

WHAT DO YOU LIKE MOST ABOUT FARMING?

Arnold: Being able to work with nature and the independence of the job.

WHAT DO YOU LIKE LEAST?

Arnold: The increasing bureaucracy and being so dependent on the weather.

IF NOT A FARMER, WHAT WOULD YOU LIKE TO HAVE BEEN?

Arnold: I'd always liked to have worked with farm machinery and been self-employed.

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT OR LEGACY?

Arnold: Expanding the arable area from 35 to around 1000ha. I'd like my son to both want and to be able to continue the business in this way, and I hope that he finds the work both fun and enjoyable.

in brief

PARALEVEL OPTION FOR MF ACTIVA S

The unique Massey Ferguson ParaLevel levelling system is now available on its class-leading MF Activa S range of combines. With levelling capability up to 20%, this increases the choice for farmers with sloping land. First seen on the MF Beta range, this robust, straightforward system is available on the MF Activa S 5- and 6-walker MCS (Multi Crop Separator) models. It uses parallel linkage for machine levelling whilst allowing the fitment of wider tyres but maintaining the important 3.5m width for road transport.



ILIJANA SAYS YES!

When two people madly in love are also big fans of Massey Ferguson, what better place to stage a marriage proposal than on an exhibition stand in front of an MF tractor?

Croatian, Ivan Kristijan Lisicak's parents own a 50ha farm where they have two MF tractors. In association with MF distributor Austro Diesel, Ivan popped the question to his girlfriend Ilijana Lukic at the International Agricultural Fair, Gudovac-Bjelovar in Croatia next to an MF 7718 tractor!

Completely taken by surprise, Ilijana burst into tears and (thankfully) said yes! Congratulations Ivan and Ilijana from everyone at Massey Ferguson.



Germany's Agritechnica Show sees the unveiling of an array of new features across the MF Beauvais-built tractor ranges plus the launch of key new tractor models.

MF product offensive gathers pace!

A WHOLE NEW STYLE PLUS NEW FEATURES

Latest introductions on all high specification Massey Ferguson tractor models built at the company's Beauvais factory in France boast sleek new styling, the option of the new Fieldstar 5 touchscreen terminal and a host of new standard features which improve comfort, efficiency and safety.

"In line with our design manifesto, Massey Ferguson is continuing to invest in developing and introducing new equipment to help customers enhance efficiency and economy," explains Guillaume Dericbourg, Massey Ferguson Manager Sales Engineering. "Signalling these major updates, all new high-spec Beauvais-built tractor ranges will ultimately carry the suffix 'S' in the model number. Thus, the line-up will encompass the MF 5700 S, MF 6700 S, MF 7700 S and MF 8700 S. These tractors represent everything that's best in super-comfort, safety, straightforward engineering, stylish looks and solid service back-up – all in support of smart, sustainable farming."

Looking good

The 'S' machines have a really distinctive new style with a new-design bonnet, new decals, new barlights and headlights to create an exceptionally progressive, leading-edge look. Inside, the tractors get a new darker seat cover (instead of the current grey) and a black armrest frame, while the Datatronic 4 console becomes silver, grey and black.

Fieldstar 5 terminal

The option of the advanced Fieldstar 5 touch-screen terminal is now available on all MF high specification tractor ranges.

The terminal combines the ease of use and touch-screen convenience of a tablet with powerful precision farming features. Developed by Massey Ferguson's own in-house team, the powerful, ISOBUS compatible terminal's 9-inch (23 cm) touch-screen uses the most modern technology that is as easy to use as the latest tablets and smartphones. The Fieldstar 5 terminal builds into a complete Precision Farming Package with a powerful suite of products that provide mapping, automatic section control, variable rate applications, record keeping and comprehensive machinery monitoring with telemetry.

The system comes with integral Auto-Guide, automatic steering operation. It also links to the Multipad Joystick, where fitted, enabling operators to assign ISOBUS control to individual buttons.

In addition, Massey Ferguson is now providing the choice of two different GNSS receiver suppliers, either NovAtel or Trimble. These offer a range of GPS receivers, from basic EGNOS through to the most precise RTK systems, allowing customers to select the level of steering accuracy that best suits their operations from their preferred GNSS receiver supplier.



New features enhance safety and operation

The new 'S' tractors are equipped with a raft of new features to improve operator safety and comfort. The wide range of additions include improved handrails and guards, clear safety decals and changes to the cab interior.

A design update has been made to the layout of the switches on the Multifunction Joystick. For front loader, front linkage or hydraulic operations this Joystick allows easy control of forward/reverse shuttling, gear ratio change and the 3rd and 4th hydraulic function.

To further enlarge payloads, some models see an increase in the Gross Vehicle Weight. For example, the MF 6715 S Dyna-4 is now 11,000 kg and the MF 6718 S, with its outstanding power to weight ratio, is now 12,500 kg for the Dyna-VT model.

Traction capability is improved on MF 7722 S Dyna-6 with the availability of wider 2.05 m diameter (650/85R38 or 710/70R42) tyres.

A new feature - Active Mechanical Cab Suspension - is being introduced for the MF 8700 S. This offers Continuous Damping Control (CDC) for the ultimate comfort, both in the field and on the road. This system, already well known on MF 6700 S and MF 7700, provides optimum damping forces for all driving situations. It reduces heave/pitch and roll movement and reacts according to vehicle behaviour.

Dyna-6 and Dyna-VT models from MF 6700 S and above ranges are available with either 40 or 50 km/h maximum speed. Braking improvements see speed automatically limited to 40km/h, if the pedals are not linked for road transport.

Pneumatic dual-line trailer brakes become the standard offer for trailer braking. Hydraulic braking can be added at customer request.

- Massey Ferguson's 'S Effect' tractors were winning honours from the outset when a jury from 17 of Europe's leading farming magazines named the MF 6700 S 'Machine of the Year' in the mid-power tractor category at the 2017 SIMA Show in Paris in February.



The 95hp MF 5709 S is a new model at the lower end of the MF 5700 S range.

High spec, compact package

With the addition of the completely new 95hp tractor, Massey Ferguson is offering customers a high specification in a compact package at the lower end of its MF 5700 S range.

Equipped with the same technology as found on the larger models in the MF 5700 S range, the new MF 5709 S is ideally suited to intensive operations, where its advanced features improve performance and ease operation.

It will be offered with the choice of either the Dyna-4 or Dyna-6 transmission, with brake-to-neutral and the further option of AutoDrive. The multifunction joystick, hydraulic system choice and sloping bonnet also make it the perfect loader tractor.



For more information visit
masseyferguson.com > Range > Tractors

Dyna-4 adds new dimension

The ground-breaking MF 5700 Global Series is being extended with the launch of two new, three-cylinder 85hp and 95hp tractor models. The new models come with the renowned Dyna-4 transmission as standard, plus the option of cab suspension.

The two new additions are built on a similar, larger chassis as the existing MF 5700 Global Series. With their new equipment, they offer more choice and a higher specification for those looking for a modern, rugged 85hp to 95hp hard-working tractor.

These new three-cylinder 5700 Series tractors will appeal to a wide range of farmers looking for extra performance and versatility – particularly for field operations.

They also perfectly complement the existing MF 4700 Series, with its robust and practical 12 x 12 manual gearbox. The new features, along with the recently introduced Visio Roof option, further enhance their loader credentials. And the renowned Dyna-4, with four on-the-move changes, adds another dimension and class-leading control.



Dyna-4 transmissions now available on the MF 5708 and MF 5709 provide four change-on-the move Dynashift speeds in each gear



It's all about family



Left to right: Oliver, Patrick, Jürgen and Frank Pahl. Oliver and Patrick will be the fourth generation to run the family farm.

Jürgen Pahl's original family farmstead was located on the site of the Berlin Brandenburg airport in Schönefeld currently under development. Undaunted, the family handed this area over to the airport authorities and set up a new base in the locality.

The business and the arable land are spread all the way around the airport and, on the northern side of their property, is the border of Berlin.

"We're located with our back to the city!" says Jürgen, Managing Director at Flora Agrar GmbH. He and his brother Frank took over the enterprise from his father in 1991 and currently farm around 1830ha. Frank is responsible for technology in his role as Workshop Manager and son, Oliver is Head of Plant Production. Jürgen's other son Patrick is also qualified in agriculture. Oliver and Patrick are set to be the Pahl's fourth generation of farmers.

"Family is of major importance to our business," Jürgen explains. "We have always been a family-managed company right from the very start which is something that differentiates us from the agricultural cooperatives so widespread in Eastern Germany. We are really grateful to our parents and grandparents for having managed Flora as a private company and we want it to stay that way."

Oliver is an equally strong advocate of this family outlook. "We try to reflect the family approach in our workforce too," he says. (The Pahls employ 13-16 people). "We are open to ideas and suggestions from everybody who works here and we get together with all of our employees every morning to exchange ideas. We try to make sure that everything is kept really open."

"The family approach also influences how we buy our machinery," he continues. "We have a relatively large number of tractors at the farm. Not only does this make us more effective, it also means that our employees don't need to stay out in the fields until 9pm every day. We can make all of our processes more effective as we can use multiple tractors to carry out lots of different tasks in parallel. It's a small luxury that we like to treat ourselves with. It makes it possible to stop work at 5pm or to stay at home on a Sunday once in a while, and means that everyone has the chance to spend some time with the family."



“

WHEN YOU CAN DRIVE ONE MF TRACTOR, YOU CAN ALSO DRIVE ALL OF THE OTHER MF MACHINES

Among the 14 MF tractors at Flora Agrar is this MF 7626 pictured at work in the dry, sandy soils of the region.

The machinery line-up that affords this little 'luxury' comprises 14 MF tractors, with the fourteenth, an MF 7724 delivered in June this year. The harvesting side includes three MF Centora combines (bought between 2010-2015) and an MF Cerea from 2004. Between them, the machines take care of 370ha of oil-seed rape, 370ha of winter barley, 720ha of winter rye plus 4ha of wheat and 180ha of pasture. Due to the dry soil conditions in the area, the family has reduced wheat cultivation to a minimum. "Brandenburg is essentially a sand pit," Oliver points out. "We are limited as to what we can grow due to the (poor) soil quality. This is particularly noticeable in years of low rainfall as the sandy soil is not able to store much water. It rains a lot less here than other regions."

"The dealer satisfaction (from KBL KFZ- Baumaschinen- u. Landtechnik Service u. Vertriebs GmbH) and the price-performance ratio with Massey Ferguson are fantastic," says Jürgen. The Pahl's contact partner at Massey Ferguson, Remo Schulze has been with them for many years too.

"Our satisfaction with the dealer has grown. It's important to us that we have had the same dealer and contact partner right from the start. It's also about logistics. As we only have MF machines, we don't need different consumables, such as different oils. Also, when you can drive one MF tractor, you can also drive all of the other MF machines which makes life easier for us and for our employees."

The Pahls employ MF tractors from a variety of power categories. The relatively small tractors with up to 150hp are used for jobs like spraying, muck spreading and transporting hay and straw. The bigger 230-260hp models carry out the heavy-duty work such as primary cultivation and towing the large crop trailers. In the autumn, they plough 30 to 60ha a day using four tractors. Two seed drills plant 50 to 80ha a day.

"For me, the top feature of the MF tractors is the Dyna-6 transmission," comments Oliver. "Everyone gets on really well with it."

"The recognition value generated by the MF equipment is really high – we always stick to the one colour," Jürgen sums up. "In neighbouring villages, we're known as 'the ones with the red machines'."

news@MF Q&A

Jürgen and
Oliver Pahl

WHAT DO YOU LIKE MOST ABOUT FARMING?

Jürgen: I've turned my hobby into my career. That says it all. We work with the seasons. It's very varied, not like an assembly line. There's always something new to do.

Oliver: Being able to work outside with nature.

WHAT DO YOU LIKE LEAST?

Jürgen and Oliver: The bureaucracy plus the increasing criticism of farmers and the interference and opinion of people who have no actual experience in agriculture. It pushes farmers into a position where we have to constantly justify ourselves.

IF NOT A FARMER, WHAT WOULD YOU LIKE TO HAVE BEEN?

Jürgen: A gardener!

Oliver: It was always clear to me that this was the right direction. I did once consider landscape architecture!

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT OR LEGACY?

Jürgen: To have kept the company in private ownership and built it up. We're proud of that! Every generation has to play its part.

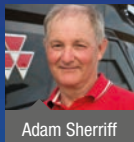


Just some of the Pahl's extensive MF fleet together with members of the Flora Agrar workforce. In neighbouring villages, the Pahls are known as 'the ones with the red machines'.

The largest threshing area, biggest grain tank and fastest unload rate headline MF's brand-new range of combine harvesters.

New combines deliver real business benefits

Massey Ferguson has unveiled a new-generation rotary combine harvester range which promises a major step forward in performance and productivity for business-orientated farmers.



Among a host of exceptional new features, models in the IDEAL from Massey Ferguson combine line-up offer the biggest integral grain-tank capacity now available on the European market, the fastest unloading rate and the largest threshing area – all focussed on delivering significant gains in efficiency and output.

"Built at our parent company, AGCO's European Harvesting Centre of Excellence in Breganze, Italy, the IDEAL from Massey Ferguson range signals a radical new direction for our combine development," says Adam Sherriff, Market Development Manager, Massey Ferguson Harvesting, Europe and Middle East. "Utilising the full force of AGCO's

global resources, this is the biggest new harvesting product development project we have ever undertaken. Everything about the machines is new - new design, new engineering, new features, new styling, even a brand-new livery in stunning graphite. Added to this, the 647hp MF IDEAL 9 represents a totally new market segment for Massey Ferguson."

"The impetus behind the R&D programme, which was based on our extensive 'Voice of the Customer' surveys, was to ensure that we created real business benefits for combine owners and operators, making a positive contribution to their profitability," Adam explains.

TOP FEATURES:

- Three brand-new combine models, featuring single and dual rotary threshing systems – the 451hp MF IDEAL 7, 538hp MF IDEAL 8 and 647hp MF IDEAL 9 - plus ParaLevel versions
- Fuel-efficient engines: AGCOPOWER 9.8 litre (MF IDEAL 7), MAN 12.4 litre (MF IDEAL 8) and MAN 15.2 litre (MF IDEAL 9)
- 4.84m 'Dual Helix' rotor fitted to the MF IDEAL 8 and MF IDEAL 9 is the longest in the industry. It provides the largest threshing area in the business (31%* more square metre area than the nearest competitor), while benefitting from very low power requirements and insensitivity to varying crop conditions for fuel efficiency, low grain losses and gentle handling of grain and straw
- 12,500 and 17,100 litre grain tanks: 17,100 litre option is the largest currently available with approximately 18%* more capacity than the largest available today - reduces the frequency of unloading for improved efficiency
- 140 and 210 l/sec unloading rates: 'Streamer 210' option at 210 l/sec is the fastest available – approximately 32%* quicker than today's highest rate - for boosted in-field and logistics productivity
- Self-adjusting: For ease of use, the optional 'IDEALharvest™' App adjusts the working combine automatically. Using the grain-quality camera and 52 Mass Acoustic Detection Sensors (MADS) sensors, it automatically regulates the machine's rotor, fan speed and sieve settings to maintain optimum machine performance and efficiency at all times according to operator choice
- 'IDEALbalance™' grain-pan design: With no extra moving parts, two profiled under-rotor collection pans create an even crop distribution in the cleaning shoe. This action can provide slope compensation up to 15% resulting in a better and cleaner sample whatever the terrain
- 'DriveCenter' engine manifold includes the transmission for the chopper, header and processor. Simple design results in a low number of belts and chains, low power requirement and very low maintenance

- Narrowest transport width – Even the largest MF IDEAL 9 with 800mm tyres or new inhouse-designed 26-inch (660mm) tracks, can meet a 3.3m overall width requirement, expanding the potential for width-regulated farmers
- Light footprint and enhanced operator comfort - from new TrakRide suspended track option
- Full connectivity via the Fuse Connectivity Gateway for the seamless transfer and utilisation of harvesting data such as yield maps
- New super-comfortable and quiet 'Vision' cab with panoramic visibility
- MF PowerFlow table with widths up to 12.2m – offers superb crop collection via powered belts and an even 'heads-first' feed into the elevator
- AutoDock™ time saver – automatic hitching for the header drive, hydraulics and electrics directly from the cab

* The figures above are based on comparative data shown on competitive websites as of 8 August 2017.



MF IDEAL – Tackling your business needs head-on

Fuel efficiency: Here engineers concentrated on ensuring that all the MF IDEAL combine's features make low demands on power. The combines are fitted with simple drives and incorporate a low belt count – just 13 in all. The Dual Helix threshing system uses low pressure rotors which are designed to allow maximum space around each rotor for the straw to expand and release grain. The length of travel and the fact that the straw falls by gravity directly into the chopper really keeps the power requirement to a minimum by not breaking up the straw. The length of the rotor and the extensive 1.66m² main concave area also allows high outputs with low grain loss.

Grain quality: The MF IDEAL's low compression and extra-long rotors, which are gentle on straw, avoid contamination of the sample. With the IDEALbalance™ under-rotor pans making pre-separation longer, they ease the job of the sieve box and fan to create a clean grain sample at high output.

Ease of use: A good example of ease of use is the IDEALharvest self-adjusting function option. Using 52 MADS sensors around the combine, a very simple dashboard can be brought up on the Tech Touch Terminal or the SmartConnect™ App on a smart device which allows the operator to choose a combination of quality, performance and sample cleanliness for his harvest. The machine itself will then fine-tune the rotor speed, fan speed and sieve opening. Uniquely, this function can provide a visualisation on the terminal or the App of the crop flow within the machine. The new AutoDock™ table hook-up saves time, promotes safety and minimises effort for the operator. When hooking-up the header from a table trailer or from the ground, the operator simply presses a button in the cab and all the connections – electrical, mechanical and hydraulic – are made automatically by a robotised process.

Working on slopes: The IDEAL combines are fitted with the unique IDEALbalance™ system. The combination of the two specially-shaped under-rotor pans is insensitive to slopes up to 15% and places the grain mix in exactly the right position for the separation pan, sieve box and fan to produce a clean sample at high output. For those on steeper terrain, a ParaLevel version of each combine model can compensate further on slopes up to 15%.

Residue management: The new combines make it easy to incorporate chopped straw as the material is able to be spread more evenly over a wider area. This is thanks to the fact that distribution of material from the ShortCut chopper can match the full width of the header up to 12m using the unique, low power requirement ActiveSpread feature.

Data management: The IDEAL from Massey Ferguson Series boasts straightforward access to data and high connectivity via Bluetooth wireless technology and the AgCommand telemetry-based machine management tool. In a seamless transfer, both performance and harvest data can be fed back to the farm office, dealer or the manufacturer for analysis and optimisation of operations. All levels of MF Auto-Guide™ steering technology are available.

Soil compaction: Compaction from in-field traffic is reduced as a result of the MF IDEAL's large grain-tank and super-fast 210 l/sec unloading rate option which decrease unloading cycles. A completely new suspended track system called TrakRide has been designed by AGCO's track competence centre. TrakRide is available with varying widths to suit different operations and conditions, offering maximum comfort for the operator and making a significant contribution to minimising soil compaction.

Comfort: The MF armrest in the brand-new Vision cab will be familiar but closer inspection reveals that much has changed in the operator's area. New additions which make it even more comfortable for the driver include a new ventilated seat, a fridge unit, extra storage, new information dashboard and the ability to move the Tech Touch terminal 90 degrees to the operator's right which further enhances visibility of the table.

A limited release of IDEAL from Massey Ferguson combines is scheduled for 2018 with full roll-out in 2019.



For more information on the new MF IDEAL visit ideal.masseyferguson.com



“



The IDEAL combine is loaded with so many ground-breaking new features. At the same time, it delivers the most efficient harvesting processing and minimal daily maintenance – all packaged into a narrow width. It is an absolute game-changer for Massey Ferguson customers.

”

Eric Hansotia, AGCO Senior Vice President Global Crop Cycle and Fuse Connected Services



Gut Dummerstorf is a typical mixed farming enterprise but with the added twist of being a centre for agricultural research.

Service **matters**

Gut Dummerstorf GmbH, based in Dummerstorf, South of Rostock in North-Eastern Germany is involved in arable, dairy and biogas production. It's also a partner of the Agricultural Research Institute for the state of Mecklenburg-Western Pomerania, the University of Rostock Agricultural Faculty, the Leibniz Institute for Farm Animal Biology (FBN), the State Research Centre and the Agrarian College.

"All these institutions carry out research at our company and it works really well but our main job is production and making a profit," explains Klaus Parr, Manager of Gut Dummerstorf. "The additional research work is a balancing act between production and the actual research. We agree upon the research topics with the institutions and they then compensate us for the additional expenditure or effort. We don't make a lot of money from these projects but we are happy to do it as we'll be the first ones to benefit from the results of the studies. It's a win-win situation for us."

Gut Dummerstorf farms a total of 870ha of which 660 are dedicated to arable. The rest is grassland and fen grassland. The fen grassland is required for feed production and is cut as much as five times a year for silage. "We need really good feed for our high-output herd which averages 12,400 litres per cow annually," says Klaus. The herd comprises 470 milkers and followers – a total of 700.

Arable production consists of oil-seed rape (120ha), winter wheat (160ha) winter barley (60 ha), beets (60 ha), maize (150 ha) plus alfalfa (45 ha), lupin (12ha) and peas (16 ha) to feed the cows. Another big appetite to satisfy is the 340 kW biogas plant which is fed with maize, beets and a little silage and manure. The farm operates five MF tractors including an MF 4700, MF 7620, MF 8737, MF 8480 (soon to be replaced with an MF 7726) and 9-year-old MF 8280.

"We don't plough anymore and there's only a minimal amount of primary cultivation," Klaus explains. "The MF 8737 pulls a heavy 5m cultivator and the MF 8480 is used with a 6m seed drill. We're replacing this tractor with an MF 7726, which we had here last year for demonstration purposes and it was very good at pulling the drill. The MF 7620 is used for muck spreading and plant protection and the MF 4700 carries out yard work."

"First and foremost, we're very satisfied with the dealer service we've received. MİHG in Petschow is the best! They say that the foreman knows it's me just from the sound of the telephone ringing! And they never say anything like 'we can't do that now', 'that won't work now', or 'we can't make it'. When it comes to agricultural technology, at least 60% of my purchasing decision is always based on the service."

Klaus likes the MF tractors' Continuously Variable Transmission and says that the diesel consumption of the large tractors has reduced by a third compared to the older high horsepower machines. "As a farmer, my intention is to produce the best-quality food," he comments. "I'm convinced that we can produce top-quality food with a conventional business, taking into account all regulations and legal provisions - which is often not the simplest of tasks. We also make sure that there are still employment opportunities within the village, and we always pay a decent wage."

"We're sensible in the way that we keep our livestock and are convinced that they have a good life here. If animals aren't content, they won't produce their maximum yield. And if people aren't content with us, they won't use our services."

news@MF
Q&A

Klaus
Parr

WHAT DO YOU LIKE MOST ABOUT FARMING?

Klaus: My work is always varied and you're outside in the fresh air. New situations arise and need to be dealt with on an hourly basis. This is great fun!

WHAT DO YOU LIKE LEAST?

Klaus: Being told what to do – from outside the industry or from the conference table. Restrictions are set by people who don't have any idea about the agricultural industry.

IF NOT A FARMER, WHAT WOULD YOU LIKE TO HAVE BEEN?

Klaus: A vet. Definitely something to do with nature and animals!

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT OR LEGACY?

Klaus: Developing a commercial company with a solid foundation and a team that can work independently and knows what it's doing. Also for someone to say at some point: 'He's not done too badly.'



Klaus Parr successfully combines farming with agricultural research.



The dairy herd is one of the cornerstones of the Gut Dummerstorf business.



“For me, the top three features on my MF tractors are their user-friendliness, manoeuvrability and reliability,” says Felix Horni, Managing Director of Horni Maschinenbetrieb.

Felix's successful agricultural contracting business is based in Bad Ragaz in the St Gallen Rhine Valley, Eastern Switzerland, an area heavily influenced by the dry, warm Föhn winds. These winds allow a longer cropping period. It is possible to crop from mid-April onwards and for grass to still be dry until the beginning of November.

Horni Maschinenbetrieb has been steadily growing over the last 30 years, starting out with sowing and mowing for neighbouring farmers. Since then, the variety of work has expanded along with the customer base.

“Our contracting work now includes primary cultivation, planting, harvesting - such as grass and maize cutting, silage production and baling - together with fertilising and transport,” says Felix.

“

THE DYNA-VT TRANSMISSIONS PROVIDE US WITH OPTIMAL USE OF THE TRACTORS

Successful contracting hinges on the twin customer demands of completing the work on time and to the right quality. “For us, the quality of the work is the main thing, with quantity being of secondary importance,” Felix remarks. Horni Maschinenbetrieb depends on four Massey Ferguson tractors – an MF 7722, MF 7499, MF 7475 and MF 7480 – all equipped with Dyna-VT Continuously Variable Transmissions.

“The main reasons for buying the MF machines were their stepless transmissions and reliability,” remarks Felix. “The Dyna-VT transmissions provide us with optimal use of the tractors while the machines' manoeuvrability gives us time savings. The tractors' user-friendliness means a short familiarisation period for the drivers and the reliability ensures that we finish our work on time leading to customer satisfaction.”

Their latest MF 7722 is equipped with Auto-Guide steering technology with RTK correction signal for centimetre accuracy. “Auto-Guide makes life a lot easier for the operator and high-quality work can be ensured right through a long working day,” explains Felix. “It allows for more efficient sowing thanks to, for example, shorter turning times at the headlands.”

Auto-Guide enables headland turning sequences to be programmed in, allowing the tractor to carry out turning manoeuvres automatically and leaving the driver free to pay attention to the implement and keep watch for damaging obstacles. Another key deciding factor for Felix is the service provided by MF dealer, Kohler Landmaschinen in Zizers. The two companies have a long-standing business relationship.

You only have to visit Horni Maschinenbetrieb to appreciate the company's strong desire to produce top-quality work. The feeling is palpable and there is a big emphasis on order and cleanliness. “We have long-serving employees and loyal, satisfied customers,” Felix comments. “I'm focussed on maintaining ongoing contact and close collaboration with both.”

news@MF
Q&A

Felix
Horni

WHAT DO YOU LIKE MOST ABOUT AGRICULTURAL CONTRACTING?

Felix: Being my own boss and developing solutions both with and for the customer.

IF NOT DOING THIS JOB, WHAT WOULD YOU LIKE TO HAVE BEEN?

Felix: I'm interested in technology so a job as an agricultural machinery mechanic.

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT OR LEGACY?

Felix: My satisfied customer base.

The introduction of new balers, a new mower, new rake and a new telehandler further strengthen Massey Ferguson's growing full-line of equipment.

Perfect round bales in range of crops

New round balers are being added to Massey Ferguson's fast expanding green and gold harvesting line-up.

With superb, consistent bale shape, superior design and high quality engineering, the MF RB Series boasts five models. These provide a wide choice of fixed- and variable-chamber balers to match exactly the requirements of all users, including smaller stock farms, larger mixed grass and arable enterprises through to professional contractors.

The MF RB range will be recognised for its strength and reliability, with patented and unique features that will set the benchmark for producing consistent superior hay, silage and straw bales.

"The MF RB Series joins the recently-introduced mower, rakes and tedders, which quickly proved popular," says Adam Sherriff, Market Development Manager, Massey Ferguson Harvesting. "The addition of these balers enables MF to expand its world-class range of hay and forage equipment, as well as provide arable operators with the industry's most respected variable-chamber round baler."

Constructed from the highest quality components, the straightforward design combines ease of operation and dependable performance with low maintenance.

All are built to very high standards and benefit from unique features including the high-speed camless pick-up, Hydroflexcontrol anti-block system, Constant Pressure System, Xtracut cutter and Varionet wrapping.

Both fixed- and variable-chamber round balers are fitted with a positive, mechanical tailgate lock that ensures uniform bale diameter and high density, while reducing power consumption. The MF RB Series is also available with a range of options including air brakes, wider pick-ups and larger tyres.



For more information on the MF balers, visit [masseyferguson.com > Range > Balers](https://www.masseyferguson.com/Range/Balers)

MF RB SERIES ROUND BALER RANGE					
Model	Bale diameter (m)	Net wrap	Xtracut chopper – knives		
Fixed chamber			XC13	XC17	XC25
MF RB 1125F	1.25	Standard	–	–	–
MF RB 2125F	1.25	Standard	•	•	–
MF RB 2125FPR	1.25	Standard	–	–	Standard
Variable chamber			XC13	XC17	XC25
MF RB 4160V	Up to 1.6	Standard	•	•	•
MF RB 4180V	Up to 1.8	Standard	•	•	•

• Available – Not Available



The addition of the new MF RB round baler gives a further boost to Massey Ferguson's line of hay and forage equipment.

Awesome new Ultra high-density baler is a class act

With advanced and innovative engineering introducing ground-breaking design in all areas, the new MF 2370 UHD is the highest performing large square baler ever built at the world-renowned Hesston factory in the United States. The impressive new flagship makes the highest density bales weighing 20% more than those produced by the current MF 2270 XD.

Developed specifically for discerning professional contractors and large-scale arable operators supplying bio-energy operations and other industries, the MF 2370 Ultra HD helps to maximise truck payloads and improve efficiency for those supplying these expanding markets.

"Existing baler design has reached peak weight and density," explains Mark Grigson, Product Marketing Manager, Harvesting, "So, to move baling forward and achieve maximum Ultra density, the Hesston team has totally re-engineered the large square baler from the ground up. The new UHD baler is in a class of its own."

"While the renowned and popular Massey Ferguson MF 2270 and MF 2270 XD models will continue to be available, the MF 2370 Ultra HD delivers a significant boost in density, capacity and performance. Its denser, heavier 120cm x 90cm bales further reduce in-field handling and cut transport costs, while optimising haulage and storage capacity," says Mark.

Constructed on a completely new main frame, the baler has an exclusive driveline and gearbox, specifically developed to withstand the enormous forces required to make Ultra high-density bales, with a faster plunger speed and immensely strong bale forming area.

The baler's new Ultra™ Knotters follow the same legendarily reliable Hesston design, now optimised for the efficient handling of thicker, stronger twine, developed exclusively to tie the Ultra high density bales.

While featuring immensely strong components in all areas, the MF 2370 Ultra HD weighs just 13.4t, treading lightly on the ground thanks to its standard 620mm wide tyres on the suspended, steering tandem axle. Working together with the nimble MF 8700 Series tractor, it's the industry's lightest, highest performance baling combination, reducing fuel consumption and minimising the risk of soil compaction.

Sleek bodywork combines ultra-modern style with practicality. Made from the most modern composite materials, the easy to open panels provide superb access for servicing.

"The MF 2370 UHD baler fulfils a specific growing segment of the market for the straw professional. Savings on logistics are a key area of focus for their business strategy," adds Mark.



For more information on the MF balers, visit masseyferguson.com > Range > Balers



Champion of the heavyweight bale, the new MF 2370 Ultra HD packs in 20% more material than current XD models.

MOWERS OFFER COMPACT AND STABLE TRANSPORT



Two new mounted vertically-folding disc mowers in the MF DM TL-V Series offer even more choice in the Massey Ferguson range of hay and forage equipment.

All mowers are offered with the option of either the KC tine or RC roller conditioner units.

The new disc mowers fold vertically behind the tractor for safe and convenient transport. Vertical folding provides a considerable reduction in overall transport length and helps improve the weight distribution, keeping the centre of gravity close to the machine.

A hydraulically-folding outer panel keeps overall transport height on all models to less than 4.0m and all fold to within a 3.0m width. Optional equipment includes a parking stand which enables the mower to be stored in the vertical position to save space.

The two models provide extra cutting width, with a choice of 3.1m and 3.6m working widths and both are equipped with the well-proven TurboLift system and a central pivot, which pulls the mower from the middle of the bed.

FLAGSHIP RAKE

At 14m, the new flagship MF RK 1404 TRC-PRO rake is engineered to enable large-scale operators and contractors to create well-formed swaths ahead of high output forage harvesters and large square balers.

With a hydraulically adjustable working width from 11.5m to 14m, this new model in the MF RK rake range, offers state-of-the-art proCONNECT ISOBUS control, using a compatible tractor terminal or Massey Ferguson's C1000, 7in touch-screen.

TAKING HEAVIER LOADS HIGHER



The introduction of the new MF TH.7030 further extends Massey Ferguson's strong position in the semi-compact telehandler sector.

The MF TH.7030 is capable of lifting 3t to 7m. With two cab positions and excellent manoeuvrability, this multi-purpose machine is designed specifically for handling heavy loads in confined spaces. The new model complements the existing MF TH.6030, while meeting customer demands for higher lift and a longer reach for work in traditional farm buildings and other areas where space is at a premium.

Featuring high-capacity 100 litres/min hydraulics with superb proportional control, the MF TH.7030 is equipped with a latest-design 100hp engine. The boom suspension systems deliver smooth operation and the comfortable cab offers excellent visibility and control.

“Our outlook will be even more focused, more efficient and innovative. It will be fully

and a transformation of digital processes. Each element of the strategy is led by a local

the future of the MF brand and the future of farming," explains Thierry Lhotte.

BEST-IN-CLASS USER EXPERIENCE

"In enhancing the MF customer journey both pre- and post-sale, the overarching philosophy is to offer a lot more than just a machine," says Campbell Scott Massey Ferguson Director Marketing Services. "The emphasis is on providing fully-rounded farming business solutions. Key initiatives will see, for example, the further development of commercial services such as full-service concepts for tractors and combines. These offer a total package approach to help fix costs."

"They cover areas such as the financing or lease of the machine, service and extended warranty which enables an accurate cost per hour for tractors and cost per hectare for combines to be calculated. Customers will also benefit from more direct communications with Massey Ferguson and best-in-class day-to-day support from their local MF Dealer," adds Campbell.



DEALER NETWORK TRANSFORMATION

Boosting the strength and quality of the MF Distribution network will give further impetus to customer satisfaction and an even closer partnership with end-users. "Here Massey Ferguson is focused on increasing the availability of exclusive top-class MF expertise at local level through the creation of dedicated sales teams offering the full-line of products," explains Laurent Pernin, Massey Ferguson Director Sales. "This is already playing out in Europe with significant changes in the organisation of the MF Dealer networks in France, Germany, Poland, Portugal and the UK for example."

Training is being stepped up at dealerships and a revitalised Dealer Performance Management System will ensure even more stringent assessments of their standards. MF is aiming to build the 'Dealer of the Future' in terms of organisation, customer relationship management, performance and quality of service."

GLOBAL PRODUCT OFFENSIVE

Massey Ferguson is mounting a global product offensive which will see new machine launches across the full line each year leading to 2021 and beyond.

Proof of this unfolding product offensive was fully evident at Germany's Agritechnica Show in November 2017 where all the equipment on the MF stand was new. "MF products are targeted at the mainstream of the market," remarks Malcolm Shute, Vice President Engineering. "Our aim is to offer the best value for money products which answer business needs to achieve outstanding performance ratios for end-users, a good return on investment and solid resale values."

"We are focused on providing machine features that end-users really need, plus ease of use and straightforward dependability. A key attribute of MF products is the seamless and meaningful integration of technology rather than technology for technology's sake."

MANUFACTURING EXCELLENCE

"In pursuit of manufacturing excellence and product quality, our Beauvais tractor plant in France will continue to implement Lean Manufacturing techniques and develop fresh ways of organising production resources through the interconnection of people and systems," comments Boussad Bouaouli, Vice-President Manufacturing at the Beauvais site. "We will work to create a smart, digitalised and co-ordinated factory able to adapt to production needs and processes."

"The acquisition of extra land and buildings to improve logistics and the supply chain is the latest step in the expansion of the site and the further development of the Beauvais facility's



manufacturing excellence. MF is aiming for top quality for its customers to secure their businesses and ensure their profitability in the long term. We are very proud of our factory and warmly invite farmers to visit us to see for themselves just how we employ best-in-class manufacturing techniques in the production of MF tractors."*

DEVELOPMENT OF INTERNAL ORGANISATION & CULTURE

Internally, the development of company culture will focus on the encouragement of pragmatic innovation, entrepreneurship and change. "Massey Ferguson is ensuring that it attracts and retains top talent and employees by offering excellent working conditions, promoting diversity and equality, as well as providing good career paths and opportunities," says Eric Odièvre, Director Human Resources. "In 2017, for example we have recruited 100 new employees at the Beauvais plant to enhance support. As a result, all those who come into contact with Massey Ferguson can count on being served by the very best people in the industry."

DIGITAL TRANSFORMATION

Massey Ferguson's drive for digital transformation will support business efficiency and effectiveness – extending through marketing, sales and after-sales support and in the manufacture and supply of products. The prospect of digitalisation as a business-enabler represents a true revolution. "Digitalising information offers more opportunities to serve customers in a personalised manner, allowing them to become the centre of the brand's and the dealer network's operations," remarks Jacques Nguangé, Massey Ferguson Manager IT and Digital Transformation. "Examples here include the on-line MF product configurator and the on-line Customer Portal which enables us to provide information, services and farm management tools tailored to their personal preferences."

“ We are shaping the future of the MF brand and the future of farming ”

Thierry Lhotte
Vice-President & Managing Director, Massey Ferguson, EME



* If you would like to arrange a group visit to the Beauvais tractor plant in France, please contact your local MF dealer.

An outstanding new MF specialist tractor range offers the best business solution for vineyard, fruit, orchard and hill farmers.

Special performance from new MF 3700 tractors



“The new MF 3700 Series features top quality, straightforward machines, providing high performance, superb fuel efficiency, extreme comfort and versatility,” says Jean-Benoit Ozon, Massey Ferguson Product Marketing Manager.

Aimed at vineyard, fruit, orchard and hill farmers, this extended series of tractors offers ranges dedicated to each specialist farming category. It now includes a brand-new Wide Fruit model with a wider chassis for greater stability, making it also ideal for hillside vineyards and livestock farms with sloping fields.

The MF 3700 Series offers extensive updates and improvements over its predecessor, the MF 3600 Xtra, which itself set new standards for specialist tractors.

“Farmers whose high value crops and challenging terrain present additional demands will benefit from even higher levels of specification, which can be precisely tailored to meet their individual requirements,” comments Jean-Benoit. “In addition they will benefit from the extensive knowhow of our specialist engineers who spearheaded work on this impressive new range.”

MF 3700 Series tractors are equipped for optimum performance with powerful four-cylinder, stage 3B new-generation engines and increased hydraulic flow. They also have the option of a

fully integrated factory-fitted front linkage, PTO and front loader frame, allowing a wider range of specialist implements to be utilised.

Low operating costs are offered by the fuel efficient engines, extended 600hr service intervals, a bigger fuel tank, and an improved hood access for refuelling. Operator comfort is assured during even high pressure planting and harvest periods with a quiet and spacious cab, easy to use controls, automated functions and easy access. Forward visibility is enhanced by the lower bonnet height made possible by the fitting of the emissions control system neatly at the side of the bonnet.

Purchasers can also benefit from the reliability of the MF brand and its use of tried and tested technology. The MF 3700 also gains the family styling with a new hood featuring the iconic ‘MF’ signature.

For more information visit masseyferguson.com > Range > Tractors



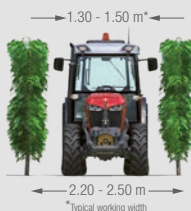
V = VINEYARD

For use in traditional narrow vineyards, now benefiting from a top speed of 40km/h



S = SPECIAL

For more open vineyards with a slightly wider chassis with a more spacious cab for the operator



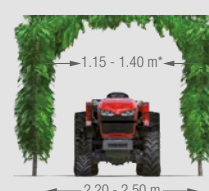
F = FRUIT

For use in more extensive vineyards and fruit orchards; a more substantial tractor with a wider front axle and a more spacious cab



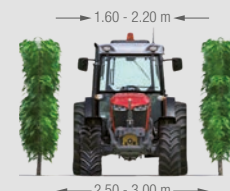
GE = GROUND EFFECT

(Low profile) for use under trees, in polytunnels and in canopied vineyards, this version benefits from a wider front-axle for even greater stability



NEW WF = WIDE FRUIT

A wider tractor for use in orchards, also ideal for alpine farms, hillside vineyards and livestock operations. It offers a low centre of gravity and greater stability on slopes with a wider front- and rear-axle and a more spacious cab



DISTRIBUTOR FOR PORTUGAL

Moviter Equipamentos S.A has been appointed as the exclusive distributor for Massey Ferguson's full line of farm equipment in Portugal.

Part of Movicortes Serviços e Gestão Group, Moviter has headquarters in Leiria close to the Western coast of Portugal. The company boasts more than 35 years' experience in agricultural equipment and is among the country's top five distributors of tractors.

Along with its Leiria headquarters, Moviter runs wholly-owned branches in Lisbon, Oporto and Funchal - each with showroom, fully-equipped parts and service facilities and a fleet of service vehicles. A network of 50 sub-dealers operates nationwide.



Moviter and Massey Ferguson management teams on the Moviter stand at Portugal's National Agricultural Fair in Santarém

NEW CEJA PRESIDENT

Jannes Maes from Belgium is the new President of CEJA (the European Council of Young Farmers).

As a principal partner of CEJA, Massey Ferguson was invited to attend the organisation's General Assembly and the election of its new Board in July. MF's Cinzia Peghin, a nominated Election Assistant, was on hand to help supervise the voting process and Campbell Scott, Massey Ferguson Director Marketing Services, made a keynote presentation at the event in Brussels looking at Digitalisation and how it affects the farming supply chain.

"Our warmest congratulations to Jannes. We look forward to working with him over the next two years," said Campbell.

Four new Vice-Presidents were also elected including Iris Bouwers from The Netherlands, Christoph Daun from Germany, Tomáš Ignác Fénix from Czech Republic and Seán Finan from Ireland. CEJA represents two million young farmers in Europe. Massey Ferguson has been a major partner for four years, supporting the organisation's work as the voice of the next generation of farmers.



The newly-elected CEJA President, Jannes Maes (third from left) pictured with MF's Campbell Scott to his left together with the new CEJA Vice-Presidents.

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MF 3700 | 75-105HP

GREAT ALL-ROUNDER WITH WIDE APPEAL!

- Brand new specialist tractor range
- New Wide Fruit model with wide chassis
- Offering greater stability on all terrains
- Great for livestock and vineyard hillside farms

WWW.MASSEYFERGUSON.COM/MF3700

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