



A VIEW FROM THE CAB PROFILE

## The Need For Speed ... and Reliability

Uptime and reliability are key tenets for E & M Repp Farms, Inc., especially when it comes to putting up approximately 8,000 bales of Bermuda and alfalfa hay each year. That's why they've purchased two Fendt 720 Vario tractors from Livingston Machinery Company in the past two years.

Based near Fort Cobb Lake in Caddo County, Oklahoma, E & M Repp Farms is owned and operated by Eddie and Mary Jane Repp with help from their sons, Jeremy and John. While the family farm consists of approximately 2,200 acres, with a majority of it being irrigated, the Repp's oldest son, John, farms about 2,500 acres on his own. Hence, the family still shares the workload and some equipment, including ownership of the first Fendt they purchased.

The primary crops on both farms are Bermuda, alfalfa hay and cotton; but they also grow peanuts, corn, soybeans and/or wheat — depending on the commodity prices.

"The ride and transmission for a hay operation are two of the best aspects of the Fendt tractor," Jeremy comments. "The standard cab suspension helps smooth out rough fields, while the Vario transmission and TMS (tractor management system) provide the ideal blend of ground speed and torque. I also like that I can customize the hydraulics without getting out of the cab," he adds, noting how he can adjust the flow rate and actuation time for each remote and even assign the spool valve controls in any combination using the keys on the Varioterminal.

Although the tractors are most often used for operating their four balers — one big square baler, two round balers and one



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small rectangular baler — they're also used to haul bales to the barn and load semi-trailers. Hence, Jeremy has also been pleased about how easy it is to change work tools on the front-end loader.

However, the Repps have found their Fendt tractors to be equally at home in the row crop fields, where they've been used to plant and dig peanuts, shred stalks and perform some field work, such as pulling the field cultivator, harrow and 25-foot disc.

"So far, our Fendt tractors have been very reliable tractors, having very few service calls — most of which could be corrected over the phone," Mary Jane admits. "We have also been very pleased with the lower fuel consumption of the Fendt tractors."

Last fall, the Repps also got a chance to see how well Fendt tractors are built when they participated in the Fendt customer trip to Germany to tour the Fendt factory and attend the Agritechnica show.

"We were totally wowed at how big the Agritechnica farm show was," Mary Jane relates. "We spent two days there and still didn't see it all. We enjoyed the Fendt factory tour, as well. We were very impressed with the cleanliness of the factory and how organized the parts and assembly line were. It just confirmed our appreciation for Fendt tractors."

"We've been particularly impressed with the ride of this tractor compared to our other tractors, Eddie adds. "We're definitely saving time with the Fendt tractors because of that. When you aren't getting tossed around in the tractor on rough ground, you can get more done," he insists, noting that foot control of the Vario CVT helps, as well. "When it comes to loading hay, the Fendt 720 will run circles around our other tractor."





See up to four tractor and implement applications at once.

## One Terminal For Everything

**W**e've all seen tractors with two or three monitors in the cab ... particularly when operating a planter, drill or baler. Maybe you've been there yourself, trying to watch multiple displays — all while sacrificing part of the visibility modern tractor cabs were designed to provide.

Fortunately, Fendt offers a better way. As standard equipment in Fendt tractors, the Fendt Varioterminal allows the operator to monitor and control all ISOBUS-capable implements from a single unit.

"Fendt can already process all the ISOBUS functionalities available today, which are independently identified as codes by the Agricultural Industry Electronics Foundation (AEF)," says Josh Keeney, Fendt Tactical Marketing Manager for North America. "That includes all information and settings for the tractor, implements,

guidance system and documentation are available via one terminal. In addition, up to four tractor and implement applications can be displayed at once."

But that's just the beginning of the talents the Variotronic display offers. With compatible implements, it is even possible to operate certain functions with the Vario joystick — a function identified as AEF code AUS-N. Another feature is the optional section control function (TC-SC) available on most Fendt ProfiPlus models, which automatically controls up to 24 sections of a planter, seeder, sprayer or spreader based on GPS position.

"SectionControl allows a producer to do more than just save money on seed, fertilizer and chemicals by eliminating overlap on point rows and headlands," Keeney says. "It also allows the operator to work at higher speeds, work into the night and make faster turns for greater accuracy and productivity."

Most settings are automatically entered when the ISOBUS implement is connected to the tractor. That includes implement type, working width, number of sections and any details about the sections. Any additional settings, such as the switch on/off delay, are input using the SectionControl Assistant. Once an implement has been connected all the information is automatically stored for the next time it is used.

Finally, the Fendt Varioterminal offers an ISOBUS-compatible solution for use of prescription application maps and automated adjustment of the application rate of the implement (TC-GEO), whether it's a manure spreader, sprayer or planter.

"The map appears in the VarioDoc main menu and as soon as the job is started, the target application rate is automatically transferred to the implement," Keeney concludes. "Best of all, Variable Rate Control can be combined with SectionControl without limitations. Suffice to say, no other controller on the market offers as much versatility as the Fendt Varioterminal."



## Fendt and Sunflower Offer Unmatched Seeding Options

**W**hen it comes to planting and seeding, most producers still adhere to the old axiom, "How you start is how you'll end." If seed is not planted into moisture at a uniform depth and with proper seed furrow closure, it will come up erratically at best. To make matters worse, many growers are expanding their acreage to spread fixed costs and improve profitability, which puts even more pressure on the need for efficiency and accuracy at seeding.

Fortunately, the power and precision of Fendt tractors, combined with an exceptional pair of AGCO seeding options, solve these problems with ease.

Dubbed the fastest air seeder in the world, the Sunflower 9800 Series single disk drill has gained acceptance by farmers and custom seeding contractors worldwide. Josh Sullivan, a farmer and custom seeding contractor from Lawton, Oklahoma, sums it up, "The best thing about the drill is the speed you can go. Running 11-13 mph, you can have a smaller piece of equipment and do the same job as a larger piece of equipment.

**“WE BASICALLY TAGGED ONTO THE FENDT ADVERTISING SLOGAN OF ‘THE BEST RUN OPERATIONS RUN FENDT’ AND MARKETED IT AS A SYMBOL OF SUCCESS.”** > SHAWN SKAGGS, EVP AND COO, LIVINGSTON MACHINERY

## Built On Service, Sold On Status

Fendt tractors were virtually unheard of in 1987, when Earl Livingston and his wife, Sharon, opened a small shop in Chickasha, Oklahoma, to buy and sell used equipment and provide mechanical service. They didn’t even have a product line to sell until a year later when they were awarded the Hesston contract for the area.

Today, Livingston Machinery Company has grown into a network of six dealerships in Oklahoma and Texas, and a product line that includes all AGCO brands marketed in North America ... including Fendt. Ironically, it was that early connection with Hesston that made the company what it has become.

### The Livingston Difference

“In the early days, most of our customers were hay producers, just because Hesston was the only brand we had to offer,” explains Shawn Skaggs, executive vice president and chief operating officer at Livingston Machinery Company. “So to take care of those customers, who bale at all hours of the day and night, Earl started offering parts and service 24 hours a day, seven days a week. It was something no other dealer offered at the time; and it’s a program we continue to offer today with all our brands.

The exceptional service ultimately led to the establishment or purchase of dealerships in Fairview, Stillwater and Altus, Oklahoma, as well as Dalhart and Muleshoe, Texas. In addition, Livingston Machinery has a fleet of mobile shops that travel throughout the fall, winter and spring conducting preseason preventive maintenance programs in Kansas, Colorado, New Mexico, southern Arizona and other parts of Texas.

However, it takes more than outstanding service to market Fendt tractors to a Midwest customer base.

### The Symbol Of Success

“We’ve actually marketed the Fendt brand since 2007,” Skaggs relates. “However, we really didn’t sell that many of them until a couple years ago when we changed our marketing philosophy. We basically tagged onto the Fendt advertising slogan of ‘The best run operations run Fendt’ and marketed it as a symbol of success,” he explains. “In other words, if you consider yourself a professional farmer who keeps up with technology and the latest farming practices, you should be using a Fendt tractor, as well. In addition, we put a lot of effort into getting everyone in the dealership excited about Fendt and the opportunity that successful tractor sales would bring in every department.”



As a result, Livingston Machinery saw Fendt tractor sales go from 11 units in 2013 to 38 units in 2014. Last year was down a little, due to the economy, but sales still totaled around 28 tractors.

While the 700 Vario models — many equipped with loaders for use in the area’s livestock industry — have accounted for the most sales, it’s the 900 Vario Series that comes in second. The latter are used for large-farm tillage, custom manure hauling and heavy row-crop applications.

“Once a customer buys the first one, they will generally be back for another Fendt when it comes time to trade one of their other tractors,” he concludes. Regardless of the buyers’ incentives, it’s been enough to keep Livingston Machinery in second place in North America for Fendt tractor sales. And that’s made everybody happy.

When you are going that kind of speed, the way the disc throws the dirt to it, puts the seed right in the trench where it’s supposed to be.”

Josh also understands the importance of the right tractor to match with his Sunflower 9800 Series single disk drill. As working speed increases, the need for power to the ground increases exponentially. Matching the right tractor to the tool makes all the difference in practical vs. theoretical productivity. Whether you’re seeding wheat, rice, canola, soybeans, or banding fertilizer into no-till, reduced till, or conventional

worked fields, the 9800 Series drill is often the right tool for the job.

For row crops, AGCO offers the new 9800VE series White Planter models, which can now be equipped at the factory with Precision Planting components designed to improve plant spacing and emergence by reducing compaction. Studies have consistently backed the rule of thumb that for every 1” increase in standard deviation, a grower stands to lose two and a half bushels per acre. Compaction near the seed furrow or inconsistent seed depth are especially problematic in corn production causing

delayed emergence of some plants, in turn creating runts that produce anywhere from no ear to a half size ear. New 9800VE components include vSet meter for accurate seed singulation, DeltaForce hydraulic downforce for accurate depth control and minimized compaction, the 20/20 SeedSense monitoring system for complete planter control and vDrive for variable rate prescription planting. Fortunately, the new Fendt 1000 is available in row crop configurations, which means it can be paired with either highly accurate seeding option.



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## FINANCE AT ZERO PERCENT

Whether you're in the market for a new or used Fendt, or would prefer to lease a Fendt tractor, now is the time to act. From now through June 30, 2016, your North American Fendt dealer is offering special financing on select Fendt models for applicants who qualify.

Lease Rates — **0% for up to 36 months\***

New Finance Rates — **0% for up to 36 months\***

Used Finance Rates — **0% for up to 12 months\***

\* With approved credit from AGCO Finance, LLC. Down payment required and AGCO Finance standard rates apply after 0% rate period. Attachments and implements are included in program offer, but sold separately. Contact your participating dealer for more details. Offer expires June 30, 2016 and may be subject to change without notice.

Rates as low as

**0%**  
36  
MONTHS



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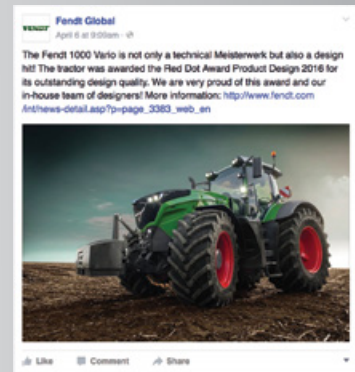
### The Awards Keep Coming



reddot award 2016  
winner

The new Fendt 1000 Vario tractor continues to win International awards — including the 2016 iF Design Award Gold — for its unique design and innovation. Most recently, it was also named a Product Design winner in the 2016 Red Dot Design Award competition. The 1000 Vario competed with 5,200 other products from 57 countries and was judged by a jury that consisted of 41 independent design experts from around the world.

“This recognition is a testament to AGCO’s commitment to design, innovation and quality,” said Martin Richenhagen, chairman, president and CEO of AGCO Corporation. “We are honored to receive this recognition.”



UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
Aug. 3-4	North American Manure Expo	London, OH
Aug. 16-18	Ag Progress Days	Pennsylvania Furnace, PA
Aug. 30-Sept. 1	Expo-Champs	St. Liboire, Quebec
Sept. 13-15	Canada's Outdoor Farm Show	Woodstock, Ontario
Sept. 20-22	Ohio Farm Science Review	London, OH
Oct. 4-8	World Dairy Expo	Madison, WI
Nov. 9-12	Agri-Trade	Red Deer, Alberta