

A VIEW FROM THE CAB PROFILE



## Collective Fendt Ownership

Known locally as the Hutterites, the Hutteritian Brethren, have farmed the prairies in parts of the Dakotas and western Canada for nearly 100 years. Having first emerged as a distinct religious group in Europe in the early 16th century, the Hutterites are still noted for living on communal farms where they share all of their possessions. In effect, all members living in one colony “own” the assets of that community collectively.

For the Riverside Hutterite colony, based near Fort MacLeod, Alberta, those things in common include five Fendt tractors. It started in 2009 with the purchase of a Fendt Model 818 from Hanlon Ag Centre in Lethbridge, Alberta. Since that time, the colony has traded the 818 for a Model 720 and added four more Fendt tractors — an 822, 828, 936 and a 516 ... the latter being the most recent.

According to Albert Tschetter, vice president of the 88-member Riverside Colony, the group owned nothing but the other brand of “green” tractors prior to that first purchase. However, the tide began to turn when a tractor went down and it took nearly three days for their John Deere® dealer to even respond.

“Once we had a chance to try a Fendt ... and after most of us had the opportunity

“THE THING WE LIKE THE MOST ABOUT THE FENDT BRAND IS THE THREE-YEAR ‘NO-QUESTIONS-ASKED’ WARRANTY AND SERVICE AGREEMENT. IF WE HAVE A PROBLEM WITH THE TRACTORS, IT’S TAKEN CARE OF RIGHT AWAY.”

> ALBERT TSCHETTER, VICE PRESIDENT OF THE RIVERSIDE HUTTERITE COLONY

to run it against a John Deere ... we just couldn’t see ourselves buying another Deere,” Tschetter recalls. “The thing we like the most about the Fendt brand is the three-year ‘no-questions-asked’ warranty and service agreement. If we have a problem with the tractors, it’s taken care of right away.

“We also like the fast transport speed. Even though most of our own land is close, we do a lot of custom baling. So we may travel up to 30 miles between custom jobs.”

Pointing out that the colony operates three Hesston by Massey Ferguson® big square balers that package up to 12,000 bales each per year, Tschetter says the plug-and-play capabilities of the Fendt tractors was another selling feature.

“There’s no need for an additional monitor in the tractor and we don’t have to be moving monitors around,” he explains. “We just plug the balers into the ISOBUS connections and we’re ready to go.”

With nearly 800 beef cows of their own, the colony uses quite a bit of the alfalfa, timothy and fescue that they grow for

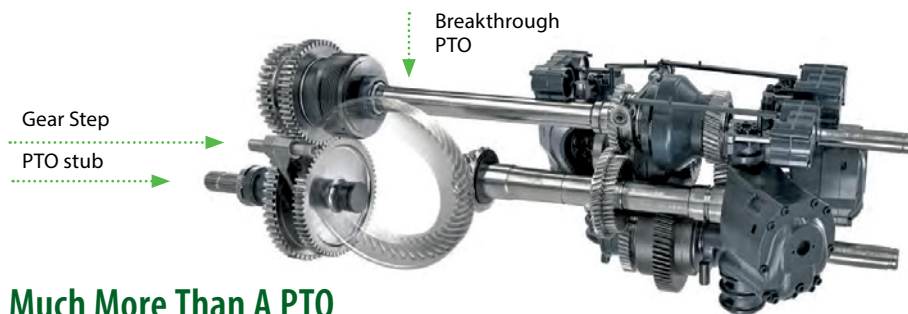


their own use. However, they also export alfalfa and alfalfa/grass mixes and they grow fescue for certified seed production. Other crops on the farm’s 10,000 acres include malt barley, feed barley, peas, canola, wheat, oats and mustard.

Hence, their Fendt tractors are used for everything from tillage and planting to feeding cattle.

“With all the wind we have up here, we try not to work our land any more than necessary,” Tschetter continues. “So it’s mostly a no-till, one-pass operation. We still have some John Deere 4-wheel-drive tractors that we use for heavy tillage,” he concludes. “But once the guys have experience with the Fendt tractors, they don’t want to drive those anymore.”

All Fendt tractors have only one gear step between the engine crankshaft and the PTO shaft for unparalleled productivity and efficiency. (Fendt 1000 Series shown).



## Much More Than A PTO

It's ironic that Cockshutt, which is one of the early predecessors to the AGCO brand, was credited with introducing the first independent or "live" PTO. Today, AGCO continues to lead the industry in PTO performance and versatility with the Fendt brand... enough, in fact, to handle virtually any implement and application.

For starters, every Fendt model features at least two speed selections as standard equipment. The 500 and 700 Series, for example, feature a 540 and 1,000 RPM PTO that includes electrohydraulic speed pre-selection. However, the 700 Series also includes a 540E (economy) setting to reduce fuel usage, noise and vibration when powering light loads.

The 800 Series and 900 Series, meanwhile, provide customers a choice of a 540E/1,000 PTO or a 1,000/1,000E PTO to best match the customer's typical applications. Even the powerful 1000 Series provides the operator with two settings — 1,000 and 1,000E. While the former provides 1,000 RPM at 1,614 engine RPM, the economy setting provides rated speed at the PTO shaft at only 1,255 engine RPM.

"...ONE FEATURE THAT YOU WON'T FIND ON OTHER TRACTORS, THOUGH, IS THE ABILITY TO SYNC THE PTO WITH THE 3-POINT HITCH VIA THE VARIOTERMAL."

> JOSH KEENEY  
FENDT TACTICAL MARKETING MANAGER  
NORTH AMERICA

In all cases, PTO-driven implements can be powered at a constant speed, while driving at variable ground speeds, thanks to the Fendt Vario® CVT and TMS (tractor management system). Equally important, modulated and electronically controlled engagement ensures

extremely smooth start up, regardless of the load, while engine speed is adjusted automatically, as needed, upon PTO actuation.

The Fendt PTO system is designed for efficiency, too. In fact, there is only one gear step between the engine crankshaft and the PTO shaft for unparalleled productivity. Overload protection also prevents abrupt engine stalling through the PTO.

"One feature that you won't find on other tractors, though, is the ability to sync the PTO with the 3-point hitch via the Varioterminal™," says Josh Keeney, Fendt Tactical Marketing Manager for North America. "This allows the operator to select a switch-off point at which the system will automatically switch the PTO on and off at a predefined linkage position. This feature is particularly valuable when turning around at the headlands with a 3-point-hitch-mounted planter or sprayer."

Keeney points out that because the PTO is fully integrated into the Variotronic system, the operator can also assign a button on the joystick for PTO on and off control. The operator can also select a preset engine speed, which is actuated when the PTO is enabled on the mudguard.

For even greater efficiency, all models except the 1000 Series are available with a front PTO, which features a 21-spline shaft, counter-clockwise rotation and a 1,000-RPM output speed.

Like the rear PTO, the front PTO on and off control can be assigned to "go" and "end" functions on the joystick. So, whether the front PTO is used alone with a snow blower or used in combination with the rear PTO on a triple mower, Fendt's PTO system adds a new level of time and cost savings that only a Fendt tractor can provide.

## Futuristic Farming

By Darren Goebel, AGCO Director of Global Commercial Crop Care

Whether we realize it or not, each plant in a field is, in essence, its own sensor. Its unique surface and texture provide a sort of data signature in the form of reflected light. Multi-spectral imagery captures those reflections and, in turn, can provide insight to the health of the plant. However, with the advent of unmanned aerial vehicles (UAVs) and satellites, agronomists have a new tool for measuring plant health.

When you view a normalized difference vegetation index (NDVI) or a normalized difference red edge index (NDREI), it's simply a calculation of visible and near-infrared light reflected by that vegetation. We're essentially looking at the intensity of photosynthesis occurring in the plants. More specifically, the red spectrum of an NDVI map is highly sensitive to low chlorophyll, while the red edge spectrum is sensitive to a wider range of chlorophyll. Other than that, the two types of images basically do the same thing—reflect photosynthetic activity. In practice, then, red areas in NDVI images could indicate a dead crop, bare soils or even a building.

Traditional NDVI and multispectral images have been around for many years. But there's a lot of work going into continued utilization of very specific portions of the visible light spectrum,

Healthy plants absorb most of the visible light that hits them while reflecting a large portion of NIR (near infrared) light.



such as how the use of red edge (NDRE) is more accurately pinpointing in-field nitrogen deficiencies.

Meanwhile, scientists continue to work on ways to identify wavelengths that help us tell specific weeds apart. As an example, we can definitely see a difference in the reflectance of waterhemp versus soybeans, yet, we still can't tell waterhemp from velvetleaf.

This year marks the first that AGCO's Crop Tour will fly drones over fields to collect imagery, using reports and analytics to provide production methods and tools. Use of this technology may not allow a fix until the following year. Yet, based on the data layer, we can start asking what you need to do differently next spring.

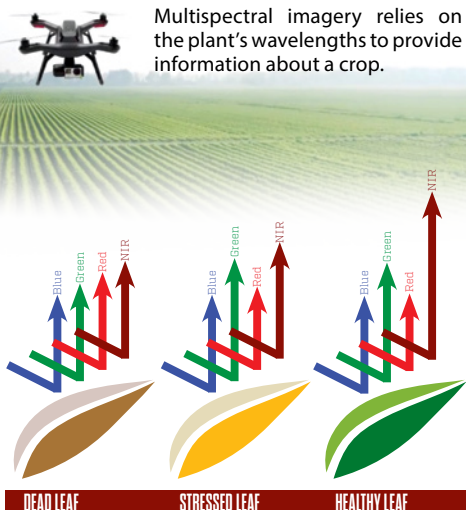
A lot of companies talk about how aerial images are good indicators of what your yield map looks like. But as an agronomist consulting with growers, I actually don't want those images to look like my yield map. I want to see what's going on in the field—nitrogen management, weeds, insects—and use the imagery as a scouting tool to help affect change.

Even the most high-tech layers of data aren't a substitute for scouting. You're still going to have to walk to those spots, maybe take a soil or tissue sample, and then make a decision about what to do.

The whole goal of advanced imagery—of these futuristic drones hovering over a field of beans or corn—is to gather data and context, provide benchmarks potentially allowing farmers to help reduce costs, and maximize efficiencies and returns.

#### HOW IT WORKS: LIGHT REFLECTIONS.

Multispectral imagery relies on the plant's wavelengths to provide information about a crop.



## Hanlon Ag Centre Builds Momentum

Shane Mann describes Fendt tractor sales at Hanlon Ag Centre in Lethbridge, Alberta, as being a little like a snowball rolling downhill. It keeps growing a little every year and continues to follow new paths.

As one of four co-owners of the company, Mann has been selling Fendt tractors since 1998, when he says it was like pulling teeth to talk a potential customer into purchasing a Fendt. Today, he says the tractors practically sell themselves.

Established in 1984 by Tim Hanlon, the company is currently owned by Mann and partners Keith Shirakawa, Mike Anderson and Brendon Hanlon, with Shirakawa taking the lead as general manager. Thanks to company growth, the dealership has been acknowledged by AGCO via numerous sales awards. The dealership has also been recognized by Lethbridge College for its contribution of \$100,000 in 2014 to build a heavy equipment service bay at the college. Their contribution additionally finances an award of \$1,000 per year for a student graduating from the Agricultural and Heavy Equipment certificate program for a total of 25 years.

"When we first started selling Fendt tractors, they were 20 to 25 percent higher priced than any other tractor," Mann relates. "So we had to sit down with the customer, put a pen to paper and figure out how much he could save through the better fuel economy, higher transport speed and the efficiency of the Fendt CVT transmission. Of course, back then, very few tractors would travel faster than 24 miles per hour; front axle and cab suspension were still in their infancy, powershift's were the standard and fuel was still about 40 cents per liter. So it was a challenge."

Today, thanks to new features like selective catalytic reduction (SCR) technology and TMS fuel efficiency and the total cost of ownership are even more appealing. As a result, the dealership has gone from selling just one or two Fendt models annually to moving 35 to 40 Fendt tractors per year with virtually every series represented.



Top: Hanlon Ag Centre co-owners include (l to r) Mike Anderson, Shane Mann, Brendon Hanlon and Keith Shirakawa.

Bottom: As with any dealership, sales, service and parts support takes a team effort as exemplified by the staff at Hanlon Ag Centre.

While 700 Series units may account for the highest volume, the dealership sells everything from the 500 Series to the giant 1000 Series. The latter, he says, has opened yet another market from customers who have been looking at a 4-wheel-drive for tillage or need just a little more horsepower than the 900 Series offers.

"These days, nearly everyone in the area has a neighbor who owns a Fendt or at least knows someone who has one," Mann explains. "And they hear nothing but good things from those who own them. We continue to do a lot of product demonstrations and we've held a few sales clinics," he adds. "But at the end of the day, you still have to follow up with a one-on-one visit because each potential customer wants to try it on his farm. You also have to follow up the sales with good parts and service support. It's the old adage, 'If you don't sell it, you won't get a chance to service it; and if you don't service it, you won't get a next time to sell it.'"



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U.S.: **0% for up to 12 Months\***  
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\*On select models with approved credit from AGCO Finance, LLC. Minimum 24-month term on lease offer. Down payment required. Attachments and implements are included in program offer but sold separately. Restrictions may apply. Contact your participating dealer for more details.

Whether you're in the market for a new or used Fendt, now is the time to lock in a low 1.99% lease or finance package on select Fendt models. This limited-time offer expires June 30, 2017 and may be subject to change without notice, so don't delay.



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AGCO Corporation mourns the passing of founder and former President, Chairman and CEO Robert J. Ratliff (left) this past April. Mr. Ratliff guided AGCO through a total of 21 acquisitions — including the purchase of Fendt in 1997 — as it grew sales from \$200 million in 1990 to over \$5.4 billion in 2005, a year before he retired as chairman in 2006.

UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
August 15–17, 2017	Ag Progress Days	Pennsylvania Furnace, PA
August 29–31, 2017	Expo De Champs	Saint-Liboire, QC
September 12–14, 2017	Canada's Outdoor Farm Show	Woodstock, ON
September 19–21, 2017	Farm Science Review (AGCO)	London, OH
November 12–18, 2017	Agritechnica	Hannover, Germany

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