Test the best – the Fendt 800 and 900 Vario under scrutiny

Grassland expert Alfons Göbel explains what is important

Fendt Down Under – en route in Australia with Fendt
FROM THE FENDT ARCHIVES: TYRE PRESSURE GAUGE

The right air pressure has always been a topic at Fendt. Today we offer the integrated tyre pressure regulation system VarioGrip for our high horsepower tractors – find out more on page 8.

However, the Dieselloser ranges already had a tyre pressure gauge as standard in the 1950's. It is shown here as item 19 in the toolbox accessories.

Today operators can set the right tyre pressure from the comfort of the cab using the terminal. Back then, operators had to make adjustments directly on the tyre. What has remained the same: the bar specifications are determined by the ground. The vintage tyre pressure gauge is marked with the positions “FIELD” and “ROAD”.

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Dear Readers,

A strenuous, but also very exciting, year lies behind us. And to be honest, one often prizes the successes for which one had to fight the hardest, the most.

This year, you, but also we at Fendt worked really hard. We brought the new Fendt 300 Vario and Fendt 700 Vario series onto the markets and presented the Fendt 1000 Vario to the public. Our Fendt 800 and Fendt 900 Vario tractors had to prove themselves in operation this year. Both of them have passed with flying colours, as you can read on page 6.

For many European agricultural markets, 2014 was not an easy year. We also felt this impact on the agricultural equipment market. But thanks to exceptional machines and outstanding customer support, we were even able to expand our market shares in all power segments.

Your trust is also our obligation in 2015, to continue to invest in technical innovations and quality. That is not always easy, but you know: hard-won successes leave clear tracks.

I wish you and your family a wonderful holiday season and a successful start into the New Year.

Yours sincerely,

Peter-Josef Paffen
Vice President and Managing Director Fendt
Chairman of the AGCO/Fendt Management Board

FROM THE FENDT ARCHIVES: TYRE PRESSURE GAUGE

Peter-Josef Paffen at the big Fendt Field Day in Waadenbrunn, August 2014.
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Fendt FOCUS is a magazine for customers, sales partners and those interested in the Fendt brand.
About a year ago, you were able to take a first look at the new Fendt 800 Vario and Fendt 900 Vario models at the Agritechnica. In 2014, the new series had to prove themselves in independent tests and, of course, in the field. Read what scientists, engineers, agricultural journalists and farmers have to say in this report about the high-horsepower tractors after a year of practical operation.

“There are machines from the new 800 Vario and 900 Vario series on the field, which already have several thousand hours of operation behind them,” explains Johannes Kapfer, Head of Prototype Vehicle Testing. How is that possible? The first tractors were already delivered in the early summer of 2014. “Those are naturally test machines from construction stage 2, which we keep running for long-term testing. We look for extra tough farming operations for these field tests,” explains Kapfer. He and Max Ott, head of the team for agricultural machinery testing, and their staff are responsible for all the test tractors at Fendt. There is no construction stage that would go into series production without professional testing in the laboratory and the field. “To give you an example: in construction stage 1, we used aluminium pistons in the engine of the new 900 Vario. In construction stage 2, we already switched over to steel pistons,” says Johannes Kapfer, explaining only one of the further developments. “This naturally completely changed the heat management, as well as the values for the cooling capacity and exhaust. But performance, stability and longevity are subjects at Fendt, where we do not make any compromises.” Another example for technical development in the test phases is the common rail system. In construction stage 2, we changed the number of high-pres
Lowering the tyre pressure with VarioGrip provides more pulling power.

that is just as robust and efficient as the previous ones,” says Kapfer, explaining the challenge. “Our intention is to comply with the new emissions standard and still create an added value for our customers. That way customers notice that the performance values have improved and the fuel consumption is just as good as that of its predecessor, which was the best in its class with 240 g/kWh in the neutral DLG PowerMix test. And despite all of this, the vehicle must be ergonomic and provide excellent visibility. Compact and manoeuvrable – those are our priorities,” adds Max Ott.

Beneficial for the ground and wallet: VarioGrip
Another technical highlight in the new Fendt 800 Vario and Fendt 900 Vario is the fully integrated tyre pressure regulation system VarioGrip. “Here the devil is in the details,” explains Kapfer. “If you had an idea of all the places we had to lead the air channels, then you could imagine that this was no easy task. Customers only see the VarioGrip sign plate on the rims and the setting options on the monitor. They don’t see anything else: no ugly protruding hoses and no assemblies build up around the outside, which are in danger of being ripped off.”

But what does the optionally available VarioGrip provide? When does the integrated tyre pressure regulation system pay off? In August 2014, Prof. Dr Ludwig Volk and his team at the South Westfalia University of Applied Sciences (agricultural economy Soest) tested the Fendt tyre pressure regulation system. For a whole week, they took the new Fendt 828 Vario on various test drives and analysed its performance in terms of the diesel consumption, area coverage, slip and speed as well as the efficiency of VarioGrip in the field and on the road. In the first part of the measurement, the tractor was driven on the road once with a loaded and then an empty Krampe tipper, each was measured at 1.5 bar, 1.8 bar and 2.4 bar air pressure. In the second part, a cultivator was pulled (Kockerling Vari, true working width 4.70 m, working depth 16 cm) with varying tyre pressures of 1.8 bar, 1.3 bar and 0.8 bar. The measured data and the scientific evaluation clearly showed: adapting tyre pressure in the field means

- up to 10 percent more pulling power
- up to 8 percent savings in fuel
- up to 8 percent more area coverage
- less soil compaction

In addition to improving soil fertility, VarioGrip also saves cash. The cost benefit from VarioGrip with a trailed cultivator is approx. 10 Euros per tractor hour, according to Prof. Dr Ludwig Volk’s calculations. Head of the team, Max Ott, performed the first tests with VarioGrip and reports similarly good experiences. “We visited customers, who had tractors with a retrofitted system. After testing, these customers gave us clearly positive feedback for our VarioGrip system. This even led one big contractor in the Emsland to want to buy our test tractor on the spot. While it was still being tested!”

Press commentary and the new PowerMix test
The German author Karl Ferdinand Gutzkow (1811–1878) once wrote: “Journalists are the midwives and grave diggers of the times.” Regarding agricultural journalists this means that with their test reports and tractor tests, they can help a new series survive or cause it to decline. For this reason, the current and thoroughly positive articles on the new Fendt 800 Vario and Fendt 900 Vario are recognition for the updated machines – beyond the mandatory compliance with the new emissions stage.
FENDT 828 VARIO
Benjamin Enslin, 35, contractor from Grub, Bavaria
Benjamin Enslin inherited his love of farming from his grandfather. He was also the one that laid down the foundation of the Enslin contracting business by buying its first Fendt 716 Vario in 2005. Since then, the contracting company has grown and now has three permanent employees as well as seasonal workers. Enslin has been driving a new Fendt 939 Vario since mid-August. It has been in operation about 340 hours since then. “We mainly wanted the new 939 Vario for the chopper. However, we also need a machine that we can use as an all-rounder with a lot of horsepower and a low in weight. In addition to the chopper, we also use the 900 Vario with a mower and a Tridem tipper. Our first experiences show: fuel consumption has gone down far in comparison to the other tractors. That makes the value of the tractor even more apparent. Up to a quarter of the consumption per working hour less with the chopper – that pays off!”

The agricultural contracting company Jörg Henke was founded more than 40 years ago. It started as a threshing service provider. In the meantime, the company specialises in all kinds of farming services. The work begins in the spring, with spreading slurry, and ends in the autumn, with maize harvestings.

The agricultural contracting company Jörg Henke was founded more than 40 years ago. It started as a threshing service provider. In the meantime, the company specialises in all kinds of farming services. The work begins in the spring, with spreading slurry, and ends in the autumn, with maize harvestings.

“Jörg Henke’s staff tested the new 936 Vario for six weeks exclusively for Fendt. During this time period, the Fendt was operated about 80 percent of the time with a slurry tank, with equal time spent on the road and in the field. Furthermore, the Fendt pulled a five-metre wide Karat cultivator, which worked the soil up to a depth of 25 cm. Overall, the Fendt was in operation for about 300 hours. There are various models from the Fendt 900 series being used in the contracting business. In light of this, Jörg Henke says: “This Fendt does not consume more fuel than the tractors from the previous series.” The Fendt proved itself in the real life test. “In terms of ride comfort, the tractor has become quieter,” says Jörg Henke.

FENDT 939 VARIO
Jörg Henke, 46, contractor from Wagenfeld, Lower Saxony
“The double turbocharger technology makes the Fendt very lively. It has more low-end power than the old tractor,” say the employees, in regard to their driving experience. “I can imagine that the tractor consumes less fuel, because you are not tempted to floor the gas pedal, because the machine has plenty of low-end power and accelerates faster thanks to the two turbochargers,” says contractor Jörg Henke. He places great value on user-friendliness and the compatibility of the tractor with all the other machines in the farmyard. “We like VarioGrip a lot!” he says. “We used to have to retrofit our tractors with a tyre pressure regulation system.

Furthermo, profi just recently tested the Fendt 828 Vario in the PowerMix test at the DLG testing centre in Groß-Umstadt: “The new 828 also sets the benchmark in the DLG PowerMix: 248 kW (14 kW AdBlue) are in total even better than the 246 kW (+22.5 kW AdBlue) for the IIIB machine – and it consumed over 15 percent less than the average,” praised the magazine for professional agricultural machinery. That makes the Fendt 828 Vario a true fuel saver. And that the Fendt is a transport expert is not only apparent in the optionally available 60 km/h top speed. At 40 km/h, the consumption is also almost 20 percent below the average of all previously measured tractors.

Johannes Graf, 22, operator, Regenstauf, Bavaria
“We have had an 828 Vario since July 2014 and it has been in operation for approx. 380 hours up to now. We use it for various operations, such as mowing grass with a butterfly mower, pulling a Horch Tiger cultivator as well as transporting cereals and maize. I noticed that it is very quiet and has very stable on-road driving performance. The VarioGrip tyre pressure regulation system allows the tractor to transfer full power to the ground, especially important when working with cultivators, and reduces damage to the turf when mowing the pasture. When going from the field to the road, I pump up the tyre pressure while I’m driving.”

FeNDT 828 VARIO
Stefan Nusser, 31, farmer and contractor, Utteneiler-Dentingen, Baden-Württemberg
Otto and Renate Nusser continue to manage the farm, which has been owned by the family for generations, with their three sons Stefan, Markus and Michael. From the beginnings to today, the farm has developed into a modern farming enterprise. First the biogas facility in Dentingen was built in 2001, starting with 80 kW electrical power, today it has 500 kW. In 2008, the biogas facility in Dürrmengen went into operation, distinct heating was added in the following years. The facility produces 1,000 kWh of electricity per hour and about the same amount of heat. Some 2,000 household can be supplied with the electricity it generates. In 2009, a photovoltaic system was installed on the roof of the machinery shed, dairy stables and barns. “Nusser Neue Energie” performs all work, such as sawing, ploughing or cultivating. Stefan Nusser is the owner of a Fendt 939 Vario with integral tyre pressure regulation system VarioGrip since July 2014. Since then, the new 900Vario has been in operation about 850 hours. “I see the biggest advantage of the new 900 Vario in the regulation of tyre pressure. The entire autumn was extremely wet here. All the cultivation work was really difficult. The tyre pressure regulation system really proved itself here.” Another strong source of income for Nusser is slurry and slag transport. “Since we also do a lot of driving on the road as contractors, we were able to adapt our new tractor quickly to suit our work. The integral air pressure control system works without a problem and has saved us quite a bit in fuel costs.”
Mr Schröder, your family-run business has been in existence for more than 200 years. What is the key to your success?

Bernd Heinrich Schröder started with a small blacksmith’s forge 200 years ago. Things really took off in the 1950’s with the mechanisation of farming in Germany: from horse to field tractor.

We come from a humble background and have always provided services for agriculture. My father has a lot of stories to tell. For example, how he had to pick up the first tractors and machines himself, before they came with the railway. In the summer months, we work straight through, there is no time off on Saturday or Sunday. The key to success was and is the commitment and diligence of our employees, so that customers are satisfied.

Schröder Landmaschinen is managed by you and your brothers Heiner and Bernd – how have you split up the work?

Heiner studied mechanical engineering in Hanover. His area of work includes ordering new machines, calculation and sales management. Heiner is also responsible for all construction measures. But as the boss, you are actually a jack of all trades (laughs).

My brother Bernd studied economics in Münster and has training as an accountant. His area of responsibility is finances and human resources.

I come from financial accounting and switched to sales. I take care of the used machine business and also MEWI, our agricultural machinery business in Romania.

Generally we delegate a lot to our managers in the individual branches. We give them a lot of decision-making power, because our employees are closer to the customers and can therefore make better decisions on the local level.

Volker Schröder has been one of three managing directors in the family-run Schröder Landmaschinen enterprise since 1984. Together with his brothers Heiner and Bernd Schröder, he manages the international Schröder Group with more than 20 locations and over 600 employees in Germany and Europe. He studied economic sciences in Bremen. He lives in Wildeshausen with his family. In addition to his enthusiasm for agricultural machinery, he is also a declared football fan. A conversation about his favourite club and new sales avenues.

Off to new shores

What began as a blacksmith’s forge in Wildeshausen in 1810, is still a down-to-earth family-run business today – jointly managed by (from left) Bernd, Heiner and Volker Schröder.
They not only supply farmers and contractors with machines in Northern Germany. They have also grown internationally. For us, it is important that our branch offices have close contact with customers, that the customers like to come to us – that we listen to them, when they have problems. That is top priority. If customers are satisfied, they will come again, they might say to their neighbour: “You can go to Schröder, because they do a good job.” It is also important to me that our staff works that way, too. We also have the same philosophy for used machines and in export countries. We don’t say, the further away the machine is, the poorer it can be. It’s just the opposite: the further away, the less service there is and the better the machine must be. That is also how we came to Romania. We built up a good reputation there with used machines and the customers came back again and again. Now they also come for the new agricultural machinery.

New sales structures have been in place in Northern Germany since 1 July 2014. What impact does this have on customers? Our task is to continue to offer the right products for our customers. That is our goal!

What were the reasons that you decided for AGCO and Fendt and to collaborate with them partners? After we were completely surprised by Claas’s termination of our collaboration, we were looking for a reliable partner. Fendt had demonstrated exactly this kind of reliability in the past. The company stood behind the decisions that were made. Furthermore, the colleagues at AGCO Deutschland GmbH are persons of trust that one has come to value over the years.

We have realigned ourselves since 1 July 2014: we have added new regions and branch offices, because the competition is tough. We have completely renovated our workshops in Völkersen, District Verden. Construction in Ahlerstedt in District Stade will be completed in December 2014; it will be our headquarters for the Elbe-Weser Triangle. The Twistringen branch office in District Diepholz has been substantially enlarged so we can expand our services there. Our new location in Leizen, in the western part of the Mecklenburg Lake District, will be completed at the beginning of 2015. In this way, we are ready for the future.

The best salespeople, the best services for customers – how do you do it? Of course, one has to look at the CV of a new employee, but decisive is how the person comes across. At each job interview I hold, I ask myself: Would I buy from him or her? It is a gut feeling – at least for me it is. I follow the motto: If you make a promise, you have to keep it. And then there is also a second one: For new customers, the first machine is sold by the salesperson, the second machine is sold by the workshop! That means that if the workshop functions well, customers gladly come back again. We have noticed that over the years: We are not the cheapest. Customers, however, see the overall package and therefore also that Schröder has more to offer than just good machinery.

What makes the customers in the North tick? Most of our customers are tough, but fair, negotiating partners. In addition to a good price, the quality of the product as well as the service in the workshop and parts supply are decisive for them.
What do things look like at Schröder? Will you continue to be a family-run enterprise? We now already have the seventh generation here. My brother’s oldest son is studying mechanical engineering right now and already joined the company in practice a long time ago. My daughter recently started working in the company and my son, who is studying industrial engineering in agri/horti-business in Oschersleben, is also interested. The next generation is ready to go. When I was 18 years old, I could not imagine working in our family business. My father was very clever, though. He first let us study what we wanted, and didn’t put any pressure on us. It was only after we graduated that Heiner and I decided to join the company together. After we saw that our father hardly had any time to take holidays, we thought that if the two of us do it together, we might have a bit more time for ourselves later.

Do you have any other interests besides agricultural machinery? Werder Bremen is my football club. We Schröder brothers are regulars at the Weser stadium. Unfortunately, in the last season, and this one too, we haven’t had much to laugh about. You Bavarians can laugh louder. I also play football actively in our club. But, let me say it this way: with the really, really, old guys (laughs). Okay, you want Werder Bremen to become the German champions. But what do you want for 2015, business-wise? I wish that our customers remain loyal to us and that we have the chance to present the new harvesting products to them in 2015. Our customers will surely like the combines as well as the Fendt Katana 65 and 85. I think mostly all of our customers will be very interested in the new Fendt 300 Vario. The good entry-level price of the new Power variant will surely perk the interest of drivers of competitor vehicles. Otherwise, the Fendt 700 Vario continues to be a very popular model. Thank you for this interview. This interview was conducted by Sepp Nuscheler and Manja Morawitz.

Today, the Schröder Group is represented by 21 branch offices and over 600 employees an area of more than 300,000 m².

Volker Schröder looks calmly into the future: The next generation for the Schröder family enterprise is already ready to go.

SCHÖRDER LANDMASCHINEN

1810: Bernd Heinrich Schröder opens a blacksmith’s shop in Wildeshausen, the headquarters of the Schröder Group.
1964: Acquisition of the Bley company in Cloppenburg, the Fendt representative for the region. Schröder sells the first Fendt tractor.
1983/84: Sons Heiner and Volker Schröder join the company.
1990: Three new companies are founded in Mecklenburg-West Pomerania (Penzlin) and Saxony-Anhalt (Kleinmangelsdorf and Lengenwedingen).
2010: The Schröder Group celebrates its 200th anniversary.
2014: Off to new shores! The Schröder Group takes over the distribution of new AGCO products and begins with Fendt sales in the Elbe-Weser Triangle. The Schröder Group sells the 10,000th Fendt tractor.

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The new 1000er with massive power

A day full of records and highlights: 62,000 visitors from more than 31 countries. More than 100 machines on nearly 100 ha, 65 of which were demonstrated in tough field operations. Numerous new products and updates, headlined by a world premiere: the world’s biggest and strongest standard tractor, the Fendt 1000 Vario with up to 500 hp, was shown live in operation. Some 80 exhibitors on 20,000 m². Plenty of refreshments: 8,000 roasted chickens, 16,000 bratwursts and 24,000 litres of beer. And to top it off, a mega party with the cult band “Troglauer Buam”. That was the Fendt – Saaten-Union Field Day Wadenbrunn 2014.
Hello Mrs Hill, gentlemen!

Neither the usual search machines in the internet nor the recently updated navigation system in the car can find the address. The commercial zone in the "Obersten Elpersweide" right on the Autobahn A 5 is brand new. This can be a problem for those unfamiliar with the area. However, this is no obstacle for the customers of the Fendt distributors RWZ Agrartechnik Alsfeld. They know the way. And Helga Hill. The boss with her 23-person team is available for them day and night. "We have a really friendly relationship with many of our customers," she says. The petite woman with short blond hair walks across the tidy yard of the modern business premises, past the brightly polished Fendt tractors and harvesters and into the large, modern sales and workshop building, where her office is located. From here, she can look into the workshop on the one side and, on the other, into the yard of the RWZ company grounds with a total area of 10,000 m².

40 years with the company
Helga Hill completed her training as a management assistant in wholesale and foreign trade 40 years ago at the former Bäuerlichen Hauptgenossenschaft (BHG, agricultural cooperative). At the beginning, she still had doubts, if this was the right career for her. "You can’t do this, you don’t want to do this – that is what I said at that time. I didn’t want to sit in an office all day!" she remembers, laughing about her first day at work. Certainly it is because she, as a farmer’s daughter, is down-to-earth that she completed her training after all and started working for the BHG, which would later become the Raiffeisen Hauptgenossenschaft (RHG) and in 1999 the Raiffeisen Waren-Zentrale Rhein-Main eG (RWZ). Step by step, the agile young woman took on more and more tasks in the office. Especially those things that had to do with numbers and invoicing and costs. She enjoyed that kind of work more and more. Some work areas also change. And as the company struc-
ture of the RWZ changed in 2006 and one person had to be responsible at each of the agricultural machinery branches, the management in Alsfeld did not have to stop and think long.

Grew up on a farm
She was born and raised on a farm in Ruhlikirchen, only 10 km away from Alsfeld, with three siblings. The small family-run farm cultivated farmland and held dairy cows, pigs and horses. Helga Hill basically grew up with an understanding of farming and animal husbandry. And that is very helpful when you work for and with farmers. She is very familiar with the small agricultural structures here in Upper Hesse and knows about the growing demands on high-tech agricultural machinery and the corresponding service.

A good working environment is important
“if there are no exceptional tasks waiting or emergencies occur, I have a regular work day and finish work at 5 pm,” laughs the charismatic woman and affirms: “But the company is still always with me. Even when I’m at home”: The nature-loving agricultural machinery boss often balances her work with long walks through the countryside. Even in the heart of winter. Her faithful companion is Zoe, a Jack Russell terrier, who is a part of the family and stayed when the kid’s left the nest. However, she is happiest when the whole family is together. For example, for the annual holidays with her daughters, who now live in Frankfurt and in Switzerland. “Then we have time to talk,” she explains and goes from her office to the entrance gate of the RWZ grounds, where Markus Seipel has just arrived with one of the two RWZ Agratechnik service vehicles. He is coming back from providing customers on-site servicing.

Team work is important to her in the Agratechnik-Zentrum Alsfeld. “I try to decide most of the procedures together with my colleagues,” comments the lively woman, and one immediately notices that a harmonious working environment is important to her. Not only a friendly and respectful manner amongst colleagues, but also joint celebrations and trips, for example to the AGCO combine harvesting factory in Italy, promote good cooperation and understanding. “You are always received by good-humoured staff here,” comments Stefan Arnoldt, Fendt factory representative, and one immediately notices that a harmonious working environment is important to her. Not only a friendly and respectful manner amongst colleagues, but also joint celebrations and trips, for example to the AGCO combine harvesting factory in Italy, promote good cooperation and understanding.

Almost always the only woman
The new agricultural machinery centre of the Raiffeisen Waren-Zentrale Rhein-Main eG (RWZ) in Alsfeld opened in November 2012. Helga Hill worked towards this for ten years. Two agricultural machinery locations of the RWZ Rhein-Main were merged for this: Alsfeld and Lauterbach. Helga Hill already headed the old location in Alsfeld in the past years. Her tasks will grow in the new business. There are nearly twice as many employees. “In the old workshop, I always knew everything, for example, which farmer is in the workshop with which machine. That is a bit different now, with the new size of the operations,” reports the only woman in the cooperative, which manages such an agricultural machinery centre. By now she has also gotten used to being the only woman amongst men in the senior management meetings. Then it’s always: “Hello Mrs Hill, gentlemen!”

Despite everything, she has remained down-to-earth. “I’m not the kind of person that has to travel to Canada or Australia to be happy,” she says. “I don’t have any big wishes. Actually, I just want everybody to feel good.”
Alpine Vario in the highest village in Europe

The slopes of the mountains above the tree line are soft green and criss-crossed with countless small streams. A cool wind carries the sound of cow bells over to the weathered houses that hug the steep slopes. The highest, year-round inhabited village in Europe is called Juf and lies in Switzerland. Richard Luzi and the Menn brothers live here with their families. At an altitude of 2,126 meters above sea level, the farmers rely fully on the technology of the Fendt Vario tractors.

Dairy cows graze on the green alpine meadows; their milk is processed into butter and cheese. The farmers sell beef from the cattle. Most of the farms belong to the Natura Beef brand programme, which is distinguished by comprehensive husbandry and feeding conditions for near-natural meat production, respectful of the livestock. The outstanding quality of the beef requires the appropriate fodder technology and mature tractor engineering. For this reason, Richard Luzi decided to invest in a Fendt 211 Vario. Together with his family, he cultivates 40 hectares of steep pastures. Of these, 28 hectares are fertilised rough meadows. The Fendt 211 Vario is a special help for the fodder production for the 24 mother cows. The grass on the meadows is cut with a front-mounted mower on the Fendt tractor. Equipped with a front loader, the tractor is usually used in combination with a round baler. In the winter, clearing snow with the Fendt is fantastic, according to Richard Luzi. The Fendt 211 Vario is a compact all-rounder, which is convincing in steep terrain, since the Vario transmission is always positively engaged. The machine is very gentle on the soil and boasts low fuel consumption. The suspension on the Fendt tractor protects his back.

The Kohler Landmaschinen AG in Zizers is the local dealer, which helped them choose the right tractor by providing expert consultation. At the beginning, the Menn brothers were sceptical, because they were not sure if the machine would be able to handle all the jobs on their farm. What helped their decision was that they were able to try out the alpine Vario for themselves in a test drive in mountainous terrain. Both farmers were quickly convinced by the machine, after all, the Fendt 211 Vario is a talented mountain climber. In their farming operations, the Menns need the machine for the belt-type side rake and tedder spreader. Especially important for the brothers, however, is the versatility offered by the front loader, for example, for stacking hay bales or clearing snow from the paths in the winter. The tractor is compact in size and very manoeuvrable. A well-designed chassis with front axle suspension and unique anti-roll control distinguishes the alpine Vario. Together with the continuously variable transmission and the powerful engine, this tractor is exactly the right thing for their farm. With a smile on their faces, Rino and Adolf Menn say: “Even after a year, it is still fun to drive the Fendt.”

The Kohler Landmaschinen AG in Zizers, which is the local dealer, helped them choose the right tractor by providing expert consultation. At the beginning, the Menn brothers were sceptical, because they were not sure if the machine would be able to handle all the jobs on their farm. What helped their decision was that they were able to try out the alpine Vario for themselves in a test drive in mountainous terrain. Both farmers were quickly convinced by the machine, after all, the Fendt 211 Vario is a talented mountain climber. In their farming operations, the Menns need the machine for the belt-type side rake and tedder spreader. Especially important for the brothers, however, is the versatility offered by the front loader, for example, for stacking hay bales or clearing snow from the paths in the winter. The tractor is compact in size and very manoeuvrable. A well-designed chassis with front axle suspension and unique anti-roll control distinguishes the alpine Vario. Together with the continuously variable transmission and the powerful engine, this tractor is exactly the right thing for their farm. With a smile on their faces, Rino and Adolf Menn say: “Even after a year, it is still fun to drive the Fendt.”

The alpine Varios in front of the impressive mountains in Juf, the highest year-round inhabited village in Europe.
Anniversary³

**Fendt and its sales partners – those long-term partnerships.** This year there are three anniversaries at Fendt. The 60th anniversary of the collaboration with the Fendt importers Agricom S.A. in Luxembourg and also the 50th anniversary of the successful collaboration with GVS Agrar AG in Switzerland. In Poland, the collaboration between Fendt and Korbanek already goes back 20 years.

20 years Poland

The Korbanek company has been active in the area of agricultural machinery in Poland for more than 25 years. The married couple began by trading spare parts for the Polish agricultural machinery. This year there are three anniversaries at Fendt and its sales partners – those are long-term partnerships. This year there are three anniversaries at Fendt and its sales partners – those are long-term

50 years Switzerland

The AGS Agrar AG began working together with Fendt in 1964, when they imported their first Fendt tractor – a Farmer 2 – to Switzerland. The Swiss company GVS Agrar has been active in the agricultural machinery industry for more than 75 years. Adolf Fazetwilier founded the Agro Fabrik Landwirtschaftliche Maschinen AG in Wil (SG) in 1936. At the beginning, the small production site had seven employees and produced mainly horse-drawn grass tedders and hay rakes. From 1964 to 1970, both the private dealer Hilb and the GVS Agrar imported Fendt tractors to Switzerland.

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60 years Luxembourg

The Fendtimporteur Agricins A.S. in Luxembourg is celebrating an anniversary this year. 60 years of Fendt in Luxembourg. Since Fendt was introduced in Luxembourg in 1954, some 2,200 Fendt tractors were delivered to farmers and contractors in Luxembourg by the Agricom S.A. and its predecessor Lehnen. Fendt has been one of the most sold agricultural equipment brands in Luxembourg for many years. Today, Agricom offers the Fendt tractor line from 70 hp to 390 hp and also sells combines, forage harvesters and balers from the Fendt brand. The anniversary was already celebrated in March 2014 in an open house event. On this occasion, Agricom presented its company and the Fendt machinery to the general public. “In the name of the AGCO/Fendt management and all employees, we would like to congratulate our Fendt importers Agricom S.A. on their anniversary and thank them for their outstanding sales and service performance in Luxembourg,” said Roland Schmidt, Director Fendt Marketing, handed over an exclusive wooden Fendt model to Philippe Ries, Managing Director Agricultural Machinery, and Fred Crochet, Sales Manager Fendt in Luxembourg at the open house in the Landtechnik Angelbruck. The successful joint work between Fendt and Agricom will continue into the future.

Photo top right: A wooden Fendt model is handed over, from right: Roland Schmidt, Director Fendt Marketing, Fred Crochet, Sales Manager Fendt at Agricom and Philippe Ries, Business Manager Agricultural Machinery.

Aerial photo of the new branch office in Swiecie near Szczecin.

A glass sign sporting the Fendt and Korbanek partnership logo is handed over to the Korbaneks for the 20th anniversary.
“Unbelievable dimensions and extreme contrasts,” is the way Jörn Gläser describes his impression of Australia. He was in Melbourne for four months for Fendt and visited several Fendt customers during this time and asked them what they think about the brand and the products from the Allgäu. In this report, Jörn describes what he experienced at the other end of the world.

I am very proud that I had the opportunity to go to Melbourne for Fendt directly after I graduated. My internship began mid-April. One of my tasks was to investigate how satisfied Fendt customers are with the tractors from Marktobendorf in faraway Australia and how they are used – nearly 16,000 km away. I immediately received a hearty welcome in Melbourne. My workplace was in the Marketing team of the different AGCO brands. In the first few days, I learned a lot about the agricultural machinery market in Australia from my new colleagues. And then it was already time to go out – to visit real Fendt customers “Down Under”.

Premium olive production XXL with the small tractors from Fendt

In my second week, at 4:30 in the morning, my colleague Cameron Power, Digital Marketing Officer AGCO Australia, and I made our way from Melbourne towards the North in the dark morning light – as always, I had my camera with me. We arrived at our destination at sunrise: one of the largest olive producers in Australia, maybe even the entire world.
One million olive trees are planted on an area totaling 2,7000 hectares near the inconspicuous village of Boort. Two additional locations belong to the farm, which brings the total area that is cultivated to more than 6,200 hectares. Just a reminder: we are talking about an olive plantation, not an arable farming enterprise!

“Professional machinery is crucial in a farm of this size,” says Gerard Healy, Farm Manager in Boort. The farm has been relying on the 200 Vario and 400 Vario series from Marktoberdorf for six years now. There are currently 13 Fendt 200 Vario and eleven Fendt 400 Vario tractors in operation on the farms. For the running harvest, the tractors are responsible for transporting the harvested olives. Just how well they work for olive production can be seen in the olive grove, next to the gigantic harvester. The vehicle, called “Colossus”, lives up to its name. The full harvester literally swallows up the trees, the olives, however, are combed out gently. At a working speed of 0.4 km/h! The 200 Vario, which collects the harvested olives, also has to maintain this snail’s pace. It takes a good two hours until a wagon is filled and the trip over the rolling farmland to the oil mill can begin.

The distances travelled are up to 12 km. Here the top speed of 40 km/h plays a great role. The farm harvests with 19 full harvesters simultaneously and generally in a 24-hour shift. An additional 120 seasonal workers are hired for this. The olives are marketed through the farm as the most widespread olive oil in the country, “Cobram Estate”.

Gerard Healy produces one of the best olive oils in the world – with the help of “Colossus” and several Fendt 200 Vario tractors. You will find the video at www.fendt.tv

Tasmania: Opium poppy harvesting with reversing driver station

6,200 ha olive plantation. Just a reminder: This is not an arable farming business!

“Tasmania – an island full of Fendts

It is 5 pm Friday and finishing time is nearing as I get a call from Stuart Bowman. He is a farmer on the island of Tasmania and invites me to come and visit him this weekend. He didn’t have to ask twice. I packed up my gear and just made it to the 6 pm ferry in Port Melbourne with my car. After a not very rejuvenating night on a reclining chair, we arrived in the port of Devonport at 6:00 in the morning. At this point, it would make sense to rethink the term “island” in regard to Tasmania, after all, it almost has the same amount of area as Ireland. A bit later I met Stuart in Deloraine, about 50 km away. The 35-year-old is a contractor in an arable farming region. Stuart took his place in a Fendt tractor cab for the first time ten years ago at a field day.

That apparently left a strong impression on him: after the first two Fendt 700 Vario tractors, the current fleet includes a Fendt 820 Vario, a Fendt 822 Vario and a Fendt 922 Vario. As I arrived, Stuart was just about to start working with the Fendt 822 Vario and a 5-metre Lemken disc harrow. I leapt up directly into the instructor seat. Stuart tells me he loves his Fendts. That is why he spends a lot of time in the driver seat, even though he has an employee and temporary operators. In addition to cultivation work, the tractors are used a lot in grassland operations. Furthermore, he also has a job harvesting opium poppies with two tractors. The Fendts are equipped with reversing driver stations and, fitted with a header and transport wagon, they turn into self-propelled harvesters. Opium poppy cultivation, for example, for producing morphine, is strictly controlled by the government. The climatic conditions, but certainly also the geographical remoteness of this area, make it perfect for cultivating this precarious crop.

The next day, before I visit another rig from Stuart’s contacting business, I travel to one of the largest vegetable producers on the island. Harvest Moon produces carrots, leek, broccoli and much more in 6,200 ha.
Northern Tasmania, but it also markets products from other farmers. Things are relatively quiet right now. Sowing and cultivation is done with two Fendt tractors. Both work on very impressive, scenic fields. The cab is a “room with a view” with a panorama of the Tasmanian Sea. Steven is sowing with his 716 Vario above the steep coast and Geoffrey is working with his Fendt 939 Vario in the interior of the land on a slope with a 6-metre Kuhn rotary harrow. In the background is the typical primeval Tasmanian forest, which covers nearly 30 percent of the entire island and is unexplored in many areas.

Vegetable grower in paradise

July is one of the coolest and most unattractive months in Southern Australia. An ideal time to organise a tour to the farmers in the North. A three-hour flight takes me to the holiday town of Cairns in Queensland. The year-round summer temperatures and the coast near to the Great Barrier Reef make this region my highlight. Besides citrus fruits and sugar cane, vegetables are also cultivated here. After a two-hour car drive on dirt roads, I meet Don Murray, who uses a 211 Vario on his farm for cultivating organic vegetables. Pumpkins and zucchini are the main crops. “On my farm, the Vario is driven by me and four different employees. We all managed very well with the new continuously variable transmission from the very beginning. It really simplifies operation and work,” praises Don.

A contractor relies on Vario Power

Duncan McNeil is a very busy man. Only on the next to last day of my internship in Melbourne, were we able to arrange an appointment to visit him – although his business is only 1.5 hours by car away, practically “next-door”. Duncan has 22 Fendt tractors in his fleet, ranging from the Fendt tool carrier and the Xylon up to the 800er Vario and the 900er Vario. Duncan started in the 1980’s, with a Farmer 309. In the meantime, he has grown to become the biggest service provider in the region. And, thanks to their reliability, the Fendt tractors have played a great role in the success of his company, he says. The tractors prove themselves with high speeds towing a Tridem loading wagon and, last but not least, with RTK systems for precise tillage and seeding.

The four months were a fantastic experience for me and the insight I gained about Australian agriculture will be a lasting memory. See you, Australia!

Don Murray is an organic farmer and cultivates zucchini, pumpkins, maize and onions – not far from the world’s largest barrier reef. You will find the video at www.fendt.tv

Duncan McNeil is a contractor near Melbourne. He visited the Fendt factory in Marktoberdorf in 2014. You will find the video at www.fendt.tv
“That is Fritz, Fritz Hofer. He makes sure that all colleagues in administration are supplied with fresh apples every day,” explains Jürgen Ardelt and slaps him on the shoulder. Fritz beams. Here in the sorting hall at the Stiftung Liebenau on Lake Constance, he packs ten apples in each bag and brings them to the individual offices. That is his job and although he is already retired, he still feels it is his responsibility.

To have a purpose and to be needed, that is especially important for disabled people,” says Ardelt, who is responsible for farming, fruit-growing and horticulture at the Stiftung. To give disabled people a home was already the goal of the founder of the Stiftung, the St.-Johann-Verein and Adolf Aich, chaplain in Tettnang. Aich bought the “Schlössle” (little castle) in Liebenau in 1870 to create a refuge for the disabled and terminally ill. “He could no longer watch how these people were treated at that time. Together with a couple of nuns, he renovated the Schlössle. First they lived there together with the other residents. It’s easy. With some cows, pigs, sheep and goats.”

The Pfleg- und Bewahranstalt Liebenau (Liebenau hospital and custodial institution), as it was called at that time, soon established an excellent reputation both regionally and further afield. By the end of the 19th century, it was home to over 400 people. Today the Stiftung Liebenau comprises 29 companies and has some 6,400 employees. The pillars of the Stiftung Liebenau are assistance and support for the disabled and elderly as well as education and training for young people with special needs.

Farming plays a central role
“Farming has always played an important role in the Stiftung,” explains Ardelt, a farmer. “Especially for supplying healthy and fresh food. This ensured the survival of the community during the war. And even today, the Stiftung places great value on farming.”

The Stiftung now cultivates 590 hectares, some 240 ha fields and some 230 ha grassland. In addition, there are 81 ha for the production of apples and 7 ha for vegetables. “Modern technology is essential for cultivating areas of this size. Overall, we have twelve Fendt tractors in operation.

Starting with the smallest, a GT 235, up to our biggest, a 924 Vario.” Answering the question of why the company relies on machinery from Fendt, Ardelt smiles and says: “On the one hand, because we are convinced by the technology, and on the other, because we must perform an immense volume of work with very little personnel, and that is only possible if the employees are satisfied and motivated. Günther Reitter, who is responsible for agricultural machinery for us, has already publicly announced this in Fendt TV: “The Vario transmission is simply a dream to drive.”

Grazing with a view to Lake Constance
Some 300 cows from the Limousin breed graze on the farm’s grassland half of the year – some with a view of Lake Constance. “We have five herds right now, with a total of 150 mother cows,” explains
“We actually came to mother cow husbandry in a round-about way. Originally our farm was planned as a dairy cow farm. At the beginning of the 1980’s, we built stables for 190 cows. At that time, as Brown Swiss breeders, we had the ambition of not buying cattle, but rather filling our stables with our own calves. And then came the quota limitation and that hit us really hard. At that time, the quota was based on the amount of milk that was currently being produced on the farm. For us that was milk from about 80 cows. At that time there was no quota trading and we therefore could not use our stable completely. At the end of the 1990’s, we decided to give up dairy farming, “ recalls Ardelt, who has been with the stiftung over 30 years. “I don’t know of anyone that has left farming, except for those that had to retire, “ he answers laughing, if you ask about his long staff membership.

The animal husbandry, especially the traditional stable work, offers good opportunities for handicapped people to work. In addition to mother cow husbandry, the green area of the stiftung also has a horse farm. It accommodates boarded horses and some rescued horses. “There is a lot of work to do here, such as grooming the horses, which can be done without stress. These people cannot deal very well with too much pressure. We also care for the animals from the adjacent Ravensburger Spieleland amusement park. Self-marketing of products “In general, we aim to include disabled people in all the work we do. A good place for this is our farm shop.” The name farm shop may be a bit understated, because it is a store with a sales area of 650 m² and an adjacent café. “We sell most of our products there and offer a complete range of products, comprising meat, vegetables, flowers and fruit, but also books and small items for decoration.”

The flowers and vegetables offered there also come directly from the Stiftung. More than 40 different types of vegetables are grown on 6 ha of open land and in the hothouses of the Liebenau Nursery. “Root and leafy vegetables, cabbage, tomatoes, cucumbers, peppers and herbs, even melons, thrive here next to cut flowers and potted, bedding and balcony plants. There is a lot of manual work required here and that is why many disabled people work in the nursery. When I started here, I knew about disabled people, but not how to treat them. But you get used to it quickly. Then it’s a lot of fun to work with these people, these special people. You get so much out of it. And it is very satisfying to see how they develop here with us.” A great example for this is Marc Bulach. Like Fritz Hofer, he works in the sorting hall. In the three years that he has been working at the Stiftung, he has moved up to become a fork lift driver and is now responsible for loading the modern sorting facility. The farm’s entire apple harvest is stored on the farm and prepared for marketing in the sorting facility. “The entire track, from the cultivation of the apples to their marketing, is in our hand. We take the last apple out of storage in June and, at the end of July, we already start harvesting the new apples. That means there is only a time period of about four weeks where we don’t have our own apples.” Another source of income for the company, besides traditional farming and support for handicapped people, is providing training for young people with learning disabilities. “The young people can attend a three-year training programme after they finish the special needs school. They get a skilled worker degree from our business areas farming, fruit-growing and horticulture. The trainees live here and receive practical as well as theoretical training here on location. This is often a real challenge for our teachers, since the trainees have very different skills and talents. For example, one student may not be able to add one and one together while the student next to him is autistic and a genius with numbers. One thing all of our trainees have in common is their enthusiasm for Fendt tractors,” says Ardelt, smiling.

You will find more information about the Stiftung Liebenau online at www.stiftung-liebenau.de

Jürgen Ardelt, agricultural engineer and head of the business areas farming, fruit-growing and horticulture at the Stiftung Liebenau, checks the mother cow herd every day.

Everybody likes to help us, not least because of the modern machinery.” For example, a former trainee and Jürgen Ardelt’s son help with seed bed preparation and sowing.

You get so much out of it.”
Power contest in the arena

Each year in the summer, the Dutch municipality of Putten in the eastern province of Gelderland is the pilgrimage site for local engine and machinery freaks and those that would like to become ones. Last year in July, some 15,000 people made a pilgrimage to Nulde Beach. Where water sport fans usually meet, there is now a deliberate state of emergency on two days in an arena that was purpose-built for this event. Screaming engines and the hustle and bustle of a colourful folk festival mix here for the Total Agri Beachpull.

Nearly 280 tractors and trucks from all over Europe – tuned or fresh from the field – started and drove to their limit with their drivers. As one of the sponsors, Fendt contributed to the success of the event for the 13th time. A strong Fendt pool with a Beachpull staff of 30 and 30 Fendt tractors from the Fendt importers De Vor Achterveld ensured perfect organisation and coordination on the 6-hectare event grounds.

It is Friday, shortly before 6 pm. Everyone in the Fendt pool is waiting for the starting signal. Koos Luik from the Fendt importers De Vor Achterveld is a bit restless. Will everything turn out alright? Soon everything will have to have to be up and running smoothly so that both the starters and spectators will be satisfied. “For us, as Fendt representatives, the Total Agri Beachpull is more than just motor sport. We take this opportunity to meet with customers and dealers and to convince them of the performance of the Fendt machines,” he says. This year, the Fendt Crew even had to add an organisational talent. For the first time, she is responsible for making sure the race runs smoothly on the two tracks in five grand national classes, one farm stock class and two truck classes. Furthermore, additional master classes on the European level will be starting. To manage these numbers, the competition is held on two days. For the Fendt pool that means: a full programme around the clock. “We work with bundled power and 30 different Fendt tractors, including the 211 F Vario, 209 Vario, 211 Vario, 313 Vario, 513 Vario, 516 Vario, 720 Vario and 724 Vario,” reports Koos Luik. This evening, these tractors will pull the starter machines off the track after every race and immediately prepare the lanes for the next start. Tomorrow, when the power houses compete against each other, they will be pulled to the scales to be weighed, then to the starting place and back again after the race. “All in record time, so that the competition stays exciting – a huge challenge for us.”

In one pull to a “full pull”
The stadium announcer calls the start. The tractors and trucks are ready, divided by power, weight or modifications. On the first evening of the Total Agri Beachpull, tractors in the standard classes 3.5 to 9 t (not modified) will battle for the “full pull”. The strongest tractor with the most skilled driver wins, when it manages 100 m on the 10 m wide, clay track in one pull. That is the rule. However, it will be pulling a weight transfer sledge, which makes everything much more difficult. The further from the tractor it is, the more difficult it becomes to pull. There is a weight box on the wheeled rear axle and a runner (metal pan) in the front. As the sledge is pulled, the weight box, driven by the rear wheels, slides forward.

Fendt tractors pull the starter from the track immediately after the race.
onto the pan. The centre of gravity of the sledge shifts forward and thus increases the pulling resistance. The weight and parameters of the sledge are adapted to the different weight classes, so the same sledge can be used with both small and large tractors. If several drivers manage the “full pull”, more weight is added to the sledge. Only the winner qualifies for the Dutch Championship. In addition, the sledge also has a push-down system, which decelerates the tractor within the shortest distance possible, in the case that the driver loses control over his vehicle. Despite all of this craziness, safety remains top priority! "Each of our Fendt tractors has a number, which matches the number of the driver and key. That way I can keep an eye on all of them and make good use of them,” he explains proudly. While he is saying this, he is constantly keeping an eye on what is happening on the course. “Take a look at those machines. They've got unbelievable power behind them!” He's not referring to the truck on lane 2, which just failed at 80 m, but rather the two Fendt S:16 Vario and 724 Vario tractors, which are pulling the loser from the course, while simultaneously smoothing the race track. The next start is already being announced. Peter Hijwegens, one of the drivers, is taking a breath for just a moment. “Each year I look forward to a Fendt 720 Vario for the Beachpull. I have to move quickly between lanes and each time I am thrilled about its turning circle and agility. The electronics function perfectly, even though they are in continuous operation. The comfort is top. I really love Fendt! For me they are the best tractors in the world.” He says and he's already back in the noise-protected cab and speeding over the track with a grading blade to smooth out the churned up ground for the next starter.

Tractor in optimal balance

The “art” in tractor pulling is in correctly estimating the competition track in advance and bringing the tractor in optimal balance. Speed does not play a role,“ says Wim Torsius, 58. He volunteers his help every year to prepare the Total Agri Beachpull in Putten. “My hobby and my liking for Fendt have now become my job. I was a Fendt salesperson for many years. Only Fendt – because for me these machines are the Rolls-Royce amongst tractors. “I always want to be on the winning side,” Wim Torsius says this so enthusiastically that you really believe him when he says: “I often dream about Fendt tractors, somehow they are in my blood.”

The coordination is perfect, also thanks to Bart Calis, Fendt salesperson at De Vor’ Achterveld from the Fendt pool. Bart Calis from the Fendt Crew coordinates the operations of the Fendt tractors on the track.

“Tractor pulling has a long tradition”

Tractor pulling is gaining in popularity in the farming-oriented Netherlands. After all, the country has five European champions. More and more visitors come to the qualification races each year, including to Putten, to experience this exceptional motor show. Henri Ouderdom, 36, from Harderwijk, for example. He is a passionate autocross driver and comes to the Total Agri Beachpull because “it's just a lot of fun.” Some 200 volunteers spend their free time to help to prepare the festival. Jeanette de Vries and her brother Wim from Putten for example. They were already fans at a tender young age, when their father took them to the tractor races. Wim de Vries: “It is now tradition for me, to set up the track and then to cheer on our local matador “Bandit” from Putten.” His young daughter and 71-year-old father join him. Koos van Kesteren, one of the many Fendt dealers, sends one of his mechanics, Jos Korijn, into the race again with a "self-designed" Fendt 828. In the past two years, he took first place in the 3.6-t top super sport class. Koos van Kesteren: “We put so much of our free time into the design of this machine, so much effort and so much money – you know who owned the strongest tractor. At first, two tractors were chained together and competed against each other. Later boulders were pulled. The weight transfer sledge developed at the end of 1960 brought the sport to a new level and enabled higher speeds. Spectacular competitions with DIY tractors, which had engines from tanks, airplanes or helicopters, began and also found enthusiasm in Europe. On the occasion of the world ploughing championships in 1997, the first tractor pulling started in Flevohof and continued its triumphant success through Europe from there. Now there are national associations, which specify a comprehensive system of technical rules and safety provisions for the tractors.

The weight transfer sledge is brought to the starting place.

“Fendtpool proves itself again”

Saturday, 3 pm. The seats in the tribunes along the track are completely filled. Everybody is wearing ear plugs or headphones. Because today the true giants of the vehicle world are making their appearance. New this time is a 4-tonner in the unlimited class – with more than 9,000 hp! For the Fendt pool this also means going to the limit non-stop. The well-rehearsed team steals the show with the Fendt 930 prototype ten years ago. The technology enthusiast bought a used Fendt, removed the transmission and built a "new tractor" out of both of the 828s. He also started successfully with it. “I have a lot of respect for the performance and quality of the Fendt” Today Arco Sterk supports the Total Agri Beachpull as the stadium announcer.

The idea comes from the USA

Tractor pulling is in no way a recent invention. Already 80 years ago, American farmers wanted to
Rife with power

The Reiff contracting company has its headquarters in the northern part of Luxembourg. The friendly family-run business has grown rapidly in the past years. With tremendous commitment, the family has managed a lot with their staff. A reliable fleet of Fendt tractors has contributed their success.

Luxembourg, with 130,000 hectares of agricultural land, may only have a fraction of the farm land of its neighbour Germany, but regions such as the north of the country are very intensively used for farming. The Reiff contracting company is located at the edge of the small town of Troisvierges, 10 km from the Belgian border. The family-run business inaugurated its new business location at the beginning of 2014. The previous business, about 2 km away, became too big for the premises in the village.

The enterprise is managed by 28-year-old Jeff Reiff. His mother Josette is responsible for bookkeeping and accounting, his father Josy takes care of the organisation of the workshop and the new construction. Besides the traditional contract work with combines, forage harvesters, loading wagons and balers, the services offered also include earth-moving and municipal operations. Their own farm also has 450 ha for the cultivation of potatoes and grain. All in all, this is quite a bit of work for the 16 permanent employees and the tractors. Reiff has been relying on Fendt for many years already, which any guest can quickly see during a tour through the huge, cantilever machine hall. Several different Fendt generations are in service here: from the Favorit 500 and 800 to the latest models from the Fendt 800 Vario and 900 Vario high-horsepower tractor series. But a true cult tractor, such as the Fendt tool carrier or the first models of the 926 Vario tractors with continuously variable transmission still have their place in daily business. The mix of several decades of tractor design from Marktoberdorf fits to Josy Reiff’s philosophy. “In our workshop hall, we can complete most repairs on tractors quickly and with short distances. The spare parts stock is well organised. Even whole engines can be replaced within a few hours, depending on the case,” he says proudly during a tour of the workshop. With 15,000 hours, some of the tractors already have a proud history at the Reiff contracting company.

Fendt tractors, however, are not just tools for the Reiffs, they are a true passion. This manifests itself in the large Fendt vintage tractor collection, which comprises 90 tractors that Josy collected from all over Europe. Most of the tractors have already been restored, true to the original. These include the two meticulously restored rare Favorit 626 LSA and 622 LSA, affectionately called “Nasenbären” (coati) by Fendt fans. The two tractors were the most photographed machines at the farm festival at the end of March. The one-day event on the occasion of the inauguration of the new location was a real major event. More than 10,000 visitors, high-ranking politicians and company representatives came to see the contracting business and celebrate with the Reiff team in the evening.

The public relations work is clearly from Jeff Reiff’s hand. “When I discussed my ideas regarding marketing activities with my parents two years ago, they were not convinced. Sure, my father presented new machinery and services at small customer events. Newspaper and radio interviews as well as the company film, which I wanted, however, were virgin territory.” But both the film and the event were a complete success.

Some tractors have 15,000 hours behind them

800 to the latest models from the Fendt 800 Vario and 900 Vario high-horsepower tractor series. But a true cult tractor, such as the Fendt tool carrier or the first models of the 926 Vario tractors with continuously variable transmission still have their place in daily business. The mix of several decades of tractor design from Marktoberdorf fits to Josy Reiff’s philosophy. “In our workshop hall, we can complete most repairs on tractors quickly and with short distances. The spare parts stock is well organised. Even whole engines can be replaced within a few hours, depending on the case,” he says proudly during a tour of the workshop. With 15,000 hours, some of the tractors already have a proud history at the Reiff contracting company.

Fendt tractors, however, are not just tools for the Reiffs, they are a true passion. This manifests itself in the large Fendt vintage tractor collection, which comprises 90 tractors that Josy collected from all over Europe. Most of the tractors have already been restored, true to the original. These include the two meticulously restored rare Favorit 626 LSA and 622 LSA, affectionately called “Nasenbären” (coati) by Fendt fans. The two tractors were the most photographed machines at the farm festival at the end of March. The one-day event on the occasion of the inauguration of the new location was a real major event. More than 10,000 visitors, high-ranking politicians and company representatives came to see the contracting business and celebrate with the Reiff team in the evening.

The public relations work is clearly from Jeff Reiff’s hand. “When I discussed my ideas regarding marketing activities with my parents two years ago, they were not convinced. Sure, my father presented new machinery and services at small customer events. Newspaper and radio interviews as well as the company film, which I wanted, however, were virgin territory.” But both the film and the event were a complete success.
Safety first on the Porsche race track

32° C, glistening sunlight, the air above the asphalt is scintillating. The deafening sound of a screaming engine cuts through the quiet morning. A Porsche shoots past on the track. Faster than hardly any other vehicle can. In the inside of the circuit of the Nardò Technical Centre, on the dynamic surface, a Fendt 720 Vario makes it rounds, comparatively slowly. The special white paint job has a precious gleam in the sunshine. The Fendt is the latest purchase of the Nardò Technical Centre.

The world-renowned testing track lies in the vicinity of the city of Nardò in Southern Italy. This region of Apulia is mostly even and therefore perfectly suited for a high-speed track. With only a few rainy days and hardly any frost, vehicles can be tested 365 days a year in Nardò. The banked curve compensates for centrifugal forces so that speeds of up to 240 km/h are permitted, even 500 km/h would be possible. The Nardo Technical Centre is considered to be one of the fastest test tracks in the world.

The identifying feature of the centre is the 12.6-km long circular test track with a 4-km diameter. It was built in 1975 by Fiat with the aid of public funding to subsidise the economically weak region. Today Porsche Engineering is responsible for the Nardo technical Centre, which is open to all automobile manufacturers for testing their vehicles.

In addition to the round track, the 700 hectare area also has different sections, for example, there are gravel and off-road stretches. Manufacturers can test their vehicles on sections with different road surfaces. Since January 2014, the white Fendt 720 Vario has been in service for the facilities. The Fendt tractor is used for the maintenance and repair of the grounds. Primarily preventative measures are performed to protect the testing grounds. For example, the machine assists the fire brigade in combating forest fires. “We combated a forest fire, which covered 20 hectares, here a few months ago with the help of the Fendt,” relates Edmund Sander, engineer and General Director of the Nardo Technical Centre. “We chose a tractor in this high-performance class especially for transporting the huge water tank.” The fire brigade only has enough water for four minutes. After that it must rely on the 25 t water tank that is towed by the Fendt.

When there is a fire, Fendt comes.

Forest fires are not rare in Southern Italy. Heat and drought make it easy for fires to break out. The Mediterranean vegetation of evergreen bushes and shrubs is flammable. While test vehicles and prototypes race by, the local farmers cultivate the areas within the circular track. Offside of the tracks, the farmers cultivate vegetables. To get to their fields, the farmers go through a number of underpasses to access the grounds in the middle of a nature preserve.

The track maintenance is also maintained with the assistance of the new tractor. Tyre residues are removed regularly from the test track. The Fendt pulls a high-pressure cleaner over the asphalt, which removes even the smallest bit of tyre residue.

“Thanks to the Vario transmission and the cruise control, the Fendt is exactly the right vehicle for working with a high-pressure cleaner,” says Sander. “After all, the specialty machine requires a precisely adjusted speed to clean the test track.” This maintenance measure is very important for general safety at the high speeds that are driven on this test track. "After thorough and detailed comparisons and tests, we decided in favour of the German company," explains the General Manager. “Cutting edge technologies and bundled competence in power transmission and hydraulics guarantee versatile operations and a long lifetime for the tractor.” Edmund Sander thinks the 720 Vario is clearly the all-rounder amongst tractors. The machine is an excellent addition to the fleet at the Nardo Technical Centre.
As dense as an English lawn

Two well-cared for tractors are standing on the left in the farmyard: a 2014 Fendt 512 Vario, which is rented for training, and his own 2012 Fendt 724 Vario. The quiet breathing of the cattle can be heard from the opposite stall and every so often also some loud mooing. The building is connected directly to the house; in front is a paddock for the young cattle. The family-run farming business also has 75 ha of arable land and grassland, which lie on the outskirts of the municipality of Ehlenz in the southern Eifel. This property has been used for farming for more than 100 years. First just part-time, since the founder, the-odor Gilen, was a teacher in the village school from 1895 to 1935. He had four cows and two pigs for his own family’s use. After all, he raised 15 children. “My father then expanded the farm to 25 dairy cows,” says Alfons Göbel, explaining the history of his grandparents’ and parents’ farm. The accurate looking middle age man explains that he now has 40 dairy cows and their offspring. He does not want to increase the number just now, since the successor for the farm is not yet clear at this point in time. What Alfons Göbel is constantly developing further is his knowledge and experience in grassland management.

The farmer did not want to content himself with this problematic situation. He searched for solutions and asked the Chamber of Agriculture Rhineland-Palatinate for advice. After an appraisal, he put together a plan with the consultants, for optimising the quality and yield of the sward. With success. Today the business harvests 100 and 110 dt/ha DM grass with the same amount of fertiliser, because the grass now grows with 8,000 to 10,000 shoots/m² on Göbel’s grassland. “That is a density similar to that of an English lawn,” he compares proudly. It has a tremendous affect on the profitability of the milk production: before, 1,000 to 1,500 l milk/cow were produced from the staple feed. Today it is 5,000 l and more per cow and year, which means an overall annual milk production of 8,250 l/cow. That saves on costs for concentrated feed.

“Step out of your boots and get in front of the monitor” Alfons Göbel learned farming from the bottom up. As the youngest of six children, he helped his father in the stable and in the field at an early age. “It was a lot of fun. But I actually wanted to study mechanical engineering,” he says. But that didn’t turn out. His childhood experiences form a good foundation for his agricultural training, the vocational school, the examination for the master craftsman’s certificate, and finally his studies for business administration, where he specialised in the area of grassland improvement and management. Now, as the Chairman of the Grassland and Fodder Production Committee of the Chamber of Agriculture Rhineland-Palatinate and member of the DlG technical committee for Grassland and Fodder conservation,
he gives lectures on successful grassland cultivation for colleagues. For this, he travels throughout Germany and Poland. “Why should I keep my knowledge to myself? When I am buried in the cemetery some day, my knowledge will go with me,” he laughs. One reason why his lectures are always well attended is surely not only that he imparts theoretical knowledge, but because he also applies this knowledge himself. “Step out of your boots and get in front of the monitor!”

The company has been providing training for 15 years

As he steps out into the farmyard, he is met by Elena Keller, 1st year trainee for farming, coming the other way. She is in the process of completing her one-year practical training and had to work in the stable. The company has been offering a training programme since 15 years. Today, however, some other pupils will be coming to Ehlenz. The Chamber of Agriculture Rhineland-Palatinate has sent them to learn how to teach grassland management. Alfons Göbel, whose farm has also been a training business for colleagues. For this, he travels throughout Germany and Poland. “Why should I keep my knowledge to myself? When I am buried in the cemetery some day, my knowledge will go with me,” he laughs. One reason why his lectures are always well attended is surely not only that he imparts theoretical knowledge, but because he also applies this knowledge himself. “Step out of your boots and get in front of the monitor!”

The company has been providing training for 15 years

The annual 900 machines hours of the Fendt 724 Vario are not only spent on his own land. A third of the hours he provides grassland maintenance services to his colleagues: stock-taking, hauling, grooming, sowing and rolling. Each year he visits 40 to 50 farms, from Saarbrücken to Aachen and from Bad Kreuznach to Luxembourg. Often he has to stay overnight. “I always have a suitcase in the tractor for this,” he says.

In any case, he likes driving the Fendt 724 Vario in the ProfiPlus equipment version. “I’m looking forward to working with this machine, because it offers so many options and everything works with the precision of a Swiss clockwork,” he says proudly and admits that he has already read through the operating manual six times. Not because it is so complicated. No, Alfons Göbel wants to exploit everything the Fendt is capable of. He has been a loyal Fendt customer for decades already. The well cared for 1984 Favorit 512C to a Fendt 724 Vario; it actually has twice the power. I am fully satisfied. It was the right decision,” he sums up and explains why: Thanks to the pneumatic cab suspension, he no longer has a backache after work, the ergonomics are super, that all elements are easy to operate and the hydraulic lateral stabilisation enables safe work in the hilly terrain of the area. This is all rounded off with the active climate control works perfectly and plays an important role in the well-being of operators during warm weather and long operations. The fuel consumption is sensational with an annual average of 11.3 litres of fuel per hour.

Ten years ago, Alfons Göbel began making farmers in the southern Eifel aware of the need for good grassland management. As a result many farms have clearly improved both quality and quantity and have become more profitable. The use of Fendt tractors makes it possible for Alfons Göbel to extend his circuits. The profitability and, not least, the comfort of the Fendt 724 Vario help the popular grassland expert to meet the expectations and demands placed on him.

The collaboration with Fendt deepened, when he presented his work to the AGCO/Fendt management and Fendt staff three years ago in Marktoberdorf. For some time now, he also has a family tie to Bavaria: Göbel’s son Maurin, a technology enthusiast, is studying mechanical engineering within the dual education system (work/study) at Fendt. It is quite possible that soon even more practical expert knowledge from the southern Eifel will find its way into tractor production in the Allgäu.
Fendt News

Fendt tractor is awarded a silver medal in Russia

The biannual AGROSALON international exhibition for agricultural machinery was held in Moscow. The AGROSALON is the largest exhibition for agricultural machinery in Russia. Fendt presented its machinery within the framework this year. Fendt was awarded a silver medal by the independent jury. The Fendt 933 Vario Profi Plus received the award for its overall design concept. The tractor features several innovative technologies, such as the S0803 implement control, Fendt Section Control or the continuously variable ISOBUS implement control, which ensures the perfect combination of driving safety and ride comfort.

Some would say: Marcel Rémant is a crazy guy – or a good sailor. When the 66-year-old decided he wanted to spend the golden years of his life in sunny Southern France instead of Belgium, he promptly made his way south, but not with a car. The Fendt tractor took on the tour of more than 1,000 km with his Fendt tractor. His trip started on 30 September 2014 in Walcourt, Belgium and continued over winding roads, mountains and valleys to his destination, La Môle near St Tropez.

Marcel Rémant is moving into a house in Southern France. That is why he has loaded a small trailer behind the Fendt with all of his possessions. By jet, train, plane and road, furniture – everything is steered away under the white tarp on the trailer. Marcel Rémant quickly disposed of the idea of renting a van. “The Fendt is unflappable and fail-safe,” he says. He drives the Fendt tractor six days long at an average speed of 30 km/h. Along the way, the friendly Fendt dealer made many new friends. When he got tired, he just took a nap on the steering wheel of his tractor, says Marcel Rémant. “I have a pillow and blanket with me and always try not to drive too long.” The long-distance truck driver knows about the risks of the trip, but only small things happened with the Fendt. The heat of the summer in the cab took its toll. And the navigation system wanted to use the motorway, although it is prohibited for tractors. He says he went by his feeling to follow the way to La Môle. He guided them behind him with a sign, which was mounted on the trailer. In front “Route – go further”, gpsteering. He got to know many people on this unusual trip, such as the Schmidts from Darmstadt. Marcel Rémant immediately invited the new Fendt friends to his house near St Tropez. Hardly arrived in Southern France, Marcel Rémant is already planning his next big trip with his Fendt – to Dakar.

We will be presenting our new machinery at the following important trade fairs in 2015.

The demopark + demogolf in Eisenach is important for municipal operations: 21–22 June 2015.

The trade fair year 2015 ends with the world’s largest agricultural exhibition, the Agritechnica in Hanover: 10–14 November 2015.

You are invited. Visit us at the Fendt Stand in 2015. We would be happy to present our new products and services to you.

Important trade fair dates 2015

Fendt Katana on tour through Europe and online

The Fendt Katana Eurotour starts promptly for the maize harvest. From 8 September to 3 November, the 650 HP Fendt Katana 60 harvester will travel through five European countries. Individual demonstrations for selected customers, well highlight the special technical features of the forage harvester from Fendt. Jan Christoph Hoffmann is Fendt product engineer Katana International. He accompanied the forage harvester during the two-month trip. “We drove to certain importers or dealers for one week. These had already contacted potential customers in advance,” reports the product engineer. “We mostly drove to the customers’ farms and presented the Fendt Katana to them in a familiar environment. The customers then always had the opportunity to drive and test the forage harvester for themselves.” In the rhythm, three customers per week could experience the advantages of the Fendt Katana. In total, for a one-month period, the Fendt Katana will travel through five European countries, besides Germany, the route included Austria, Luxembourg, the Netherlands and Poland.

What fine details make the Fendt Katana 60 so special? “We can demonstrate the chopping quality to customers very easily. We fill the chopped maize into a slacker box. It has three sections of the same size, which have big, small and no holes in the floor. The more maize that remains in the middle section, the better the chopping quality,” explains the product engineer. “The Fendt Katana 60 is equipped with the innovative ‘Cook or Cracker’ feature. We can demonstrate the effectiveness of this technology through a simple water test. The chopped maize is filled into a water-filled measuring cup with a sieve at the bottom. The maize quickly settles to the bottom. We can check and evaluate the maize kernels individually, to see how many are crushed. And as expected, the cracker quality was superb.”

Like all Fendt machines, the Fendt Katana 60 has the transparently unified operating interface. This enables trouble-free switching between different Fendt models. The ride comfort and fuel-saving maximum output control are unique selling points. A contractor from Austria did not lose time and wanted to buy it immediately. The sales contract was already signed one day after the presentation. If you would like to learn more and see Fendt machines in action, then visit our Katana Info Tour at www.fendt-katana.com.

You will find more information at www.fendt.ru
Because I love my job.

I drive Fendt.

Leaders drive Fendt. And once you have it, you won’t want to do without it. After all, you are the expert in your field. We deliver the technology. And the quality. And everything that makes a tractor a Fendt. All in all, simply Fendt.