

Fendt FOCUS

MAGAZINE FOR PROFESSIONALS

Giants meet at the Tractor Pull

► Visit to the Tractor Pull
in Grimmen

From field to red carpet

► An Oscar for
Gerd Nefzer and Fendt

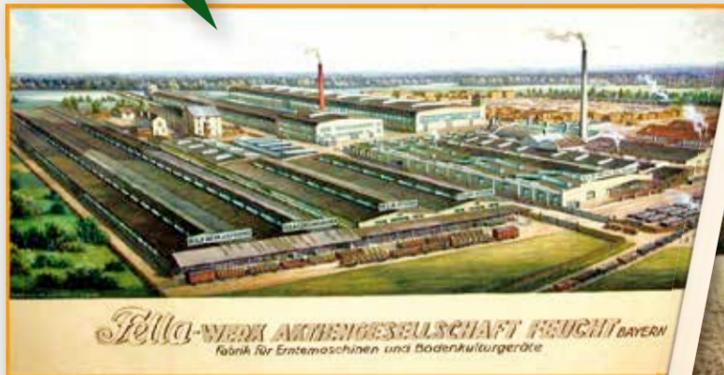
The land where pistachios grow

► Visit to the Ceylanpinar Farm
in Turkey

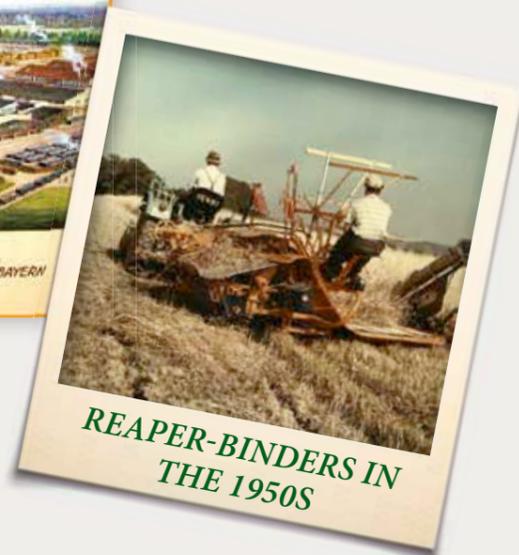


News from the world of Forage Harvesting

1918



View of the plant in 1936



As the First World War drew to a close, demand for agricultural implements grew from the metalworking industry. Josef Hackl and Albert Löffler saw the opportunity to establish Bavarian company Eggenfabrik AG in 1918 in Feucht near Nuremberg in southern Germany.

Back in 1932, the product range included mowers, tedders, hay rakes and reaper-binders. 1953 saw the first conditioner with tine rotor, which picked up the DLG Bronze Award straight away.

100 years of agricultural equipment in Feucht

The centre of excellence for forage harvesting in Feucht has been owned by the AGCO Group in the US since 2011. As 2015 drew to a close, Fendt announced that, for the first time, forage harvesting equipment would be produced in Feucht under its own trademark. Fendt Slicer and Cutter mowers, Fendt Twister tedders and Fendt Former hay rakes have been available to customers since August 2016, since when forage harvesting equipment has been a permanent part of the Fendt product range. **F**

2018



The product groups at Fendt are named:
 Drum mowers:
 Fendt Cutter
 Disc mowers:
 Fendt Slicer
 Twisters:
 Fendt Twister
 Hay rakes:
 Fendt Former



Peter-Josef Paffen in the new AGCO Digital Centre in Marktberdorf.

DEAR READERS,

Once again, it's almost time for the grand Fendt Saaten Union Field Day to be held on 23 August 2018, and we will have a full report in the next issue.

Four years have now passed since the last Field Day in Wadenbrunn, four years in which Fendt has significantly expanded its product range. Forage harvester equipment, round balers, loading wagons, plant protection equipment and track tractors have been added to the familiar tractors, combine harvesters, shredders and square balers.

Our benchmark, of course, is that all machines that bear the Fendt logo also utilise Fendt technology. This means that every product is of top quality, guaranteed by advanced, innovative technology. Just as important to us is the wide variety of models, ensuring that customers can find the right machine for their needs.

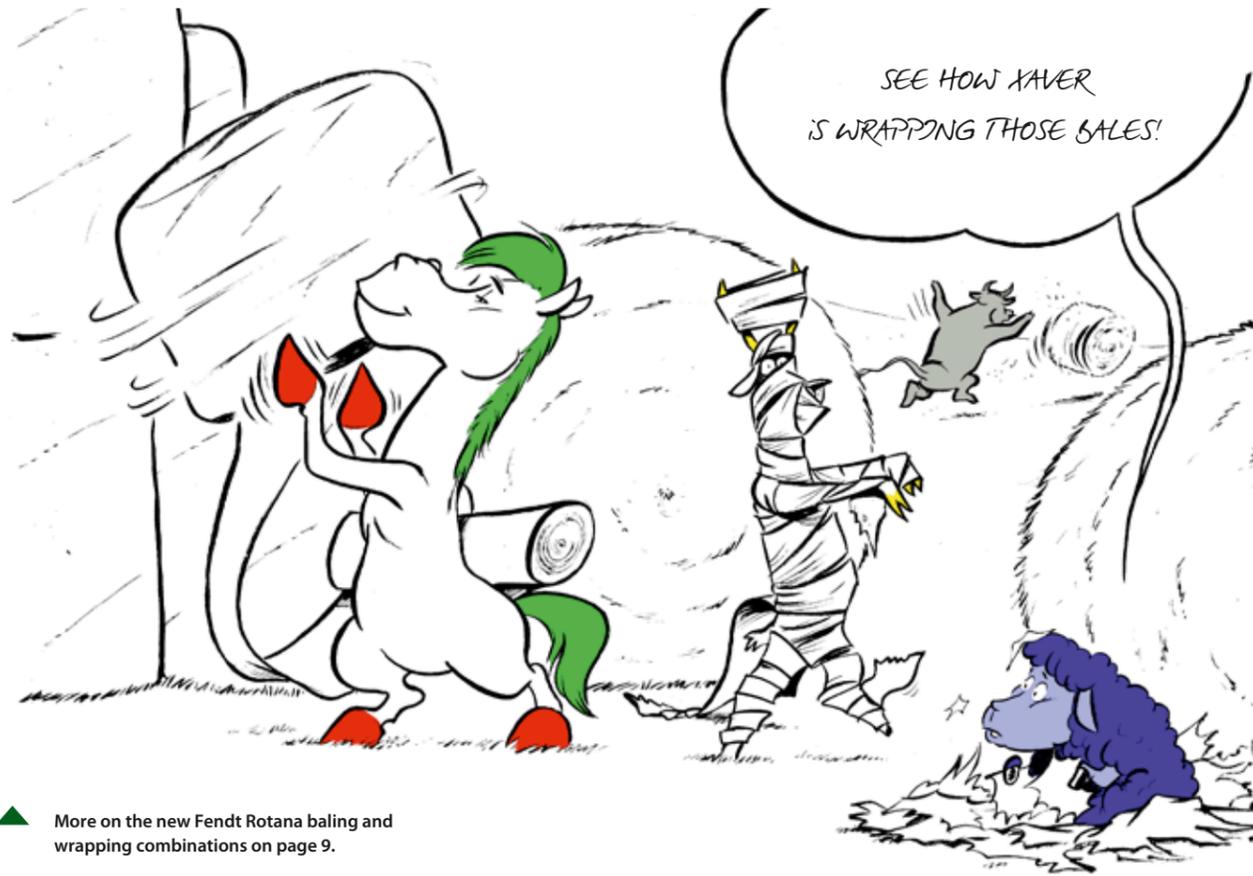
This is why we continue to develop all aspects of our series and models, from tractors to harvesting equipment and even electronics, not forgetting of course, digital assistant systems. As usual, this issue contains all the information you need on our new machines, but we also look ahead to give you an idea of where agricultural technology is headed over the next few years.

Amongst all the digital hype though, quality remains our number one priority. This means that we shall develop only those products which really do make your work easier.

Kind
 Regards

Peter-Josef Paffen
 Chairman of the AGCO/Fendt Executive Board





More on the new Fendt Rotana baling and wrapping combinations on page 9.



COVER STORY

06 Intelligent. Efficient. Flexible.
The new forage harvesting equipment from Fendt.

FENDT WOMEN

14 "Repairing tractors instead of boring office work." –
Lea Virnekäs, BayWa Technik Bamberg

FENDT ENGINEERING

26 Fendt Smart Farming

INTERVIEW

22 "The most important thing for us is transparency",
Peter-Josef Paffen, Chairman of the AGCO/Fendt
Management Board.

FENDT SERVICES

42 "Care" means looking after your interests

REPORTS

30 Fir Green on Rügen
36 Giants meet at the Tractor Pull

FENDT INTERNATIONAL

18 From field to red carpet
44 Renting instead of buying
52 The land where pistachios grow

REPORTS

50 Widening the gateway to the world of Fendt:
Extending Fendt Forum
50 New pickup, easy to use, longer service life:
Further development of the Fendt Katana
51 Fendt at
INTERVITIS INTERFRUCTA HORTITECHNICA
51 65th World Ploughing Championship



INTELLIGENT. EFFICIENT. FLEXIBLE.

The new Fendt forage harvesting equipment models will be unveiled for the first time at the grand Fendt Saaten-Union Field Day 2018 in Wadenbrunn. Whether balers, loading wagons or hay rakes – Fendt develops products in order to best support farmers and contractors in their work.



FENDT TIGO

	Volumes in accordance with DIN 11741 m ³	Permissible overall weight kg*
Fendt Tigo 40 MS	26	12,000 / 15,000
Fendt Tigo 50 MS	30	12,000 / 15,000
Fendt Tigo 60 MS	35	12,000 / 15,000
Fendt Tigo 70 MS	39	12,000 / 15,000
Fendt Tigo 40 MR	26	12,000 / 17,000
Fendt Tigo 50 MR	30	12,000 / 17,000
Fendt Tigo 60 MR	35	12,000 / 17,000
Fendt Tigo 50 MR Profi	31	12,000 / 17,000
Fendt Tigo 60 MR Profi	36	12,000 / 17,000

* depending on configuration



“Thanks to the 25 mm wide rotor tines and the small cutting gap, the Fendt Tigo MR and MR Profi models really do chop all forage short, and score top marks with their outstanding quality of cut – just like the large Fendt Tigo PR and XR models.”

**Roland Schmidt, Vice President
Fendt Marketing EME**

Mid-size professional solutions: The new Fendt Tigo MS, MR and MR Profi loading wagons

All three model series are equipped with a 1.8 m wide automated and oscillating pick-up. They run quietly and provide an even crop flow even at high speeds. The pick-up pivot results in excellent ground following even over difficult terrain. An additional sensing roller protects the pick-up and prevents the tines from piercing the ground by accurately guiding the pick-up, no matter how uneven or wet the ground is. For a continuously high quality of cut, all three model series are fitted with the Trimatic spring-based tripping system. The innovative single knife guard protects the blade and rotor against potential foreign bodies.

On the smaller model series, two scraper floor chains, with a breaking load of 25 t, help precise loading and unloading of



FENDT TIGO MS

- Gentle loader unit with comb bar
- Lubricating bars as standard for conveyor rotors
- 2 rows of up to 33 blades with a potential cutting length of 38 mm
- ISOBUS control
- Combined suspension tandem chassis

FENDT TIGO MR AND MR PROFI

- Individually interchangeable rotor segments
- Small distance between pick-up and rotor
- 31 blades with a potential cutting length of 45 mm
- Small cutting gap for better quality of cut
- ISOBUS control
- Combined suspension tandem chassis
- 80° multi-functional moving bulkhead (MR Profi)
- VarioFill (MR Profi)

FENDT ROTANA

	Bale chamber diameter m	Bale chamber width m	Bale chamber volume m ³	Power requirement kW/HP
Rotana 130 F	1.25	1.23	1.5	45 / 60
Rotana 130 F Xtra	1.25	1.23	1.5	60 / 80
Rotana 130 F Combi	1.25	1.23	1.5	100 / 140
Rotana 160 V Combi	0.70 – 1.60	1.23	2.5	100 / 140



“Following improvements to the baler roller arrangement and the new bale chamber geometry, the Fendt Rotana fixed chamber models are now set to improve forage output, increase bale density, and provide safer bale rotation.”

Roland Schmidt, Vice President Fendt Marketing EME

the feed. The larger model series, including the Tigo MR Pro and all models from the Tigo MS 60 up, are equipped with 4 chains with a breaking load of 50 t and offset rails. When the loading space is completely full, the scraper floor automatically stops and the operator receives a signal to prevent possible damage. Like its predecessors, the new Fendt Tigo models also use a spur gear drive. Absence of a chain drive sharply reduces maintenance work and eliminates potential forage contamination from chain lubrication.

Perfect bales every time: The Fendt Rotana series.

To keep wear and tear as low as possible, all Rotana models have a freewheel sprocket that can rotate a full 360°. The new free wheel function protects all chamber and drive components from additional wear in the event of a jam. The main drive is now divided between two tracks, meaning that the force is more evenly distributed and the drive can be even better protected against abrasion. Baler rollers on all new

Fendt fixed chamber models have also been redesigned and the diameter at the chamber inlet reduced. The new position of the rollers means the bales rotate safely, bales are denser and feed throughput is higher. The additional installation of a sensor holds out the promise of perfect bales: From the last 30% of the baling, an indicator on the terminal shows how to follow the swath to achieve a uniform bale shape.

Baled and wrapped: Fendt Rotana combi machines

The sophisticated transfer system on Rotana models ensures that every bale is safely fed from the bale chamber to the wrapping station. A moving transfer arm pushes the bale onto the lower table. To prevent the bale from slipping and to ensure a safer bale transfer, the bale transfer ramp is also equipped with moving side parts. Even with a combi machine, the customer remains flexible: Bales can be wrapped or unwrapped. The wrapping station has two side support rollers on the left and right, which ensure a good position hold dur-

FENDT SLICER

	Working width m	Mower disc x blade	Power requirement approximately PS
Fendt Slicer 313 TKC	3.00	6 x 2	90
Fendt Slicer 313 TRC	3.00	6 x 2	90
Fendt Slicer 3575 TKC	3.50	7 x 2	120
Fendt Slicer 3575 TRC	3.50	7 x 2	120

ing wrapping. For more flexibility in wrapping, all Rotana Combi machines are equipped with a film preload as standard. Customers can choose between three different tensions, taking account of the type and quality of film. Flexibility is also a factor when delivering bales. The customer has the choice of two variants for careful delivery: Front delivery or delivery using a bale mat.

Pulling power:

The new Fendt Slicer TKC & TRC disc mowers

The centre-mounted drawbar hitch ensures flexibility when working. The mower can be pivoted in the middle as well as on the left or right behind the tractor, making it easier to work in convoy. There is less load on the tractor compared to a three-point mower, which means you can use relatively small tractors. The compact angle drive of the Fendt Slicer T models results in a clean cut, as each mower disc is driven separately with the same force. With the towed hitch and the traction point being way out front, the mower is easy to use and scores highly with its low fuel consumption.

FENDT SLICER TKC AND TRC

- 3.0 m or 3.5 m working width
- Switch from tine to roller conditioner
- Centre-mounted drawbar hitch for greater flexibility
- Three-dimensional ground adjustment
- Compact angle drive
- Crank to adjust the central cutting height without tools
- Easy to pull and fuel-efficient
- Swivel gear that's gentle on the implement driveline

"The cutterbed has also been fitted to the outer points of the support frame on all new Slicer T models. This protects the sward, prevents the cutterbed from twisting, and creates the right playing field for the perfect cut, namely three-dimensional ground following."

Roland Schmidt, Vice President Fendt Marketing EME

New to the Fendt Alpine range:

The conditioner Fendt Booster 285 DN

The new tine conditioner with a pick-up width of 1.82 m results in a high feed throughput thanks to its large rotor diameter, even at high flow rates. Flexible tines with notching ensure a more gentle feed intake. The checker plate and V-shaped counter comb with four different intensity levels mean the wax layer of the leaves and stems can be removed more efficiently. The new Fendt Booster 285 DN is a conditioning machine for the rear three-point hitch, particularly suited for Alpine use due to its compact and lightweight design. The good weight distribution of the assembly ensures the all-important stability on the slopes.



FENDT BOOSTER 285 DN

Working width [m]	1.82
Approximate weight (kg)	564
Approximate power requirement (HP)	35



Flexible tines with notching and a checker plate support careful forage pickup and efficient removal of the wax layer on leaves and stalks.



FENDT FORMER 1502

Working width (m)	6.30 / 7.00
Rotor diameter (m)	2.96
Tine arms per rotor	12 / 12
Double tines per arm	4



Precise swathing made easy: The new Fendt Former 1502

The new Fendt Former 1502 allows the swath shot to be adjusted individually to the feed quantity and feed type. Choose between different working widths as standard and a 1 or 2 swath shot. An adjustable cam track provides the required swath form. The lightweight implement is equipped with 12 tine arms per rotor, and has a rotor diameter of 2.96 m. The rotors are independent of the frame, with the result that they can be adjusted both longitudinally and diagonally to suit the terrain. This means that crops can be salvaged from cropped terrain without loss, and forage contamination minimised. **F**



FENDT FORMER 1502

- 1 or 2-swath shot
- Variable working width for 1-swath shot of 3.60 m to 6.30 m, for 2-swath shot up to 7 m
- Cardanic rotor suspension and torsion-resistant frame for better ground following
- Parallel lifting of the rotors
- Standard sequence control
- Adjustable cam track
- Transport width with inserted tine arms is under 3 m



“REPAIRING TRACTORS INSTEAD OF BORING OFFICE WORK.”

When you walk through the doors of BayWa Technik workshop in Bamberg, there’s a good chance that you’ll be greeted by a friendly young woman, as this is where 17 year old Lea Virnekäs from Ebelsbach in Upper Franconia is training to be an agricultural and construction machine mechanic.

It’s not the classic career choice for a young woman, but it’s the right one for Lea: “When my secondary school certificate (Realschulabschluss) exams were coming up and I started looking around for training, I did a bit of work experience in various offices. I considered doing commercial sales or something similar, but I just

machinery workshop. “I had my doubts about taking on a young girl, as this work is really quite demanding. When I asked my team whether she could manage and also whether they could help Lea out if she needed it, there was no hesitation. Everyone said they would be prepared to help her,” says the master tradesman in his charming Upper Franconian dialect. “My colleagues reacted really well and accepted me straightaway, which I was very pleased about,” confirms the trainee, who is in the first year of her training.

“YOU CAN LEARN A LOT FROM LOOKING AT THE FAMILY.”

found it all really boring somehow. I wanted to do something with my hands, and, since I’d always been interested in tractors, I registered for an apprenticeship at BayWa. From that moment, I knew that I wanted to do my training here.”

A genuine tractor fan from an early age

“One important factor in deciding to take on Lea was that I could see that she really wanted to learn. I’ve also known her parents for many years and you can learn a lot from looking at the family set-up,” says the trainer, drawing on decades of experience. “I never regretted my decision for a second. Lea has been with us for almost a year. She

Workshop manager Siegfried Seeber remembers Lea’s application well, as it’s not every day that a young woman is interested in doing an apprenticeship in an agricultural



▲ Florian Schuster, operations manager of BayWa Technik in Bamberg (left) and workshop manager Siegfried Seeber (right) agree that a good team always needs at least one woman. The female support in this workshop team is provided by trainee Lea Virnekäs.



is not afraid of hard work, is a fast learner and has a very positive attitude.”

Lea has no regrets either, for she’s been a genuine tractor fan from an early age. “I always enjoyed riding on the tractor with my dad and uncle, and I got my tractor driver’s licence when I was just 15, so I’ve been allowed to drive myself since my 16th birthday. BayWa in Bamberg has been part of my life for as long as I can remember. Whenever we needed to repair a tractor or the service was due, we always came down here to the workshop.

From vintage tractors to GPS-controlled high-tech machines

BayWa is not only the place to go when it comes to agricultural equipment, but it’s clearly a great location in which to train. “We’re very versatile here in Bamberg. We cover everything from cars to small engine services, to tractors and harvesting equipment, and this ranges from vintage models to GPS-controlled high-tech machines like the Fendt 1000 Vario,” says Siegfried Seeber, describing the extensive workshop portfolio. “So there’s something for everyone and our apprentices learn about every aspect of the job.”

When we asked Lea what she liked the best, she said: “Electronic features are of course important and they’re also interesting, but I’m more into the nuts and bolts and working on the machine itself. I also get a lot a pleasure out of the things that I can now do

by myself, like changing tyres or servicing small engines. I feel really proud when I can do this work well and do it properly without help.” In her spare time, Lea also likes to help out on the small holding, and together with her parents, farms around 15 hectares of land.

The boys think it’s great

As this is a dual education programme, Lea also regularly attends the vocational college in Bamberg. “I spend two weeks here in the workshop and then do one week’s theory at the college. I’m also taking some special courses at the Chamber of Trade, where, for example, I learn welding.” No one is surprised that Lea is the only girl on her training

“EVERY GOOD TEAM NEEDS AT LEAST ONE WOMAN.”

course at the vocational college too. “The boys think it’s great and are amazed when they see how I really commit to something and make a good job of it. “Yes, some lads are a bit lazy and a bit careless at the start of their training, but Lea has been like a breath of fresh air in that regard, and that’s no bad thing. She’s lifted the mood of the whole team as well,” says the workshop manager appreciatively, and adds, “I believe that every good team needs at least one woman, and so we’ve taken on another young girl together with a young lad for the next training year.”



▲ Running diagnostics on the laptop and troubleshooting errors in the electronics. This is now standard procedure in any agricultural equipment workshop, and is therefore an integral part of Lea’s training.

Selling the tractors themselves

“After I complete my training, I definitely want to stay on here to work as a mechanic in the workshop,” says Lea, outlining her plans for the future. “I don’t know where I’ll be in ten years’ time, but I can imagine switching over to sales at some point. Selling tractors – especially those from Marktoberdorf of course – that would be great,” says Lea, who enjoys going out with friends after work, when she is not helping out her dad on the farm.

“Everything’s possible here. Our staff can switch departments or focus on their own development,” explains Siegfried Seeber, and adds with a smile: “The best salespeople usually come from the workshop.”

“We are very open to this kind of career development here at BayWa. Quite often, we have people who complete their technical training and later move into a commercial position. Personal development is one of our main priorities at BayWa. There are

“THE BEST SALESPEOPLE USUALLY COME FROM THE WORKSHOP.”

plenty of opportunities for further training and for promotion. Programmes which underpin these opportunities include a talent pool or the leadership workshop,” adds Florian Schuster, operations manager at BayWa Technik and sales coordinator for the Northern Franconia region.

Attractive employer

The many people interested in training there are testament to the reputation of BayWa in Bamberg – headquarters for the entire BayWa Franconia region – as a centre for training. “We focus on good training, and when skilled workers are in short supply you have to offer something extra to attract young people such as Lea early on and to retain their loyalty,” stresses Florian Schuster. “A site such as this one in Bamberg with 50 employees is extremely rare in the agricultural engineering sector,” he says rather proudly. It’s not just in the workshop where we can see that those in charge place great emphasis on teamwork and loyalty, and that there is a positive feel to the company. If you walk through the administration block around lunchtime,

you’ll see employees enjoying their lunch around tables in the middle of the complex, and quite happily spending their break together. “We created a space in which colleagues can not only sit down and chat, but also invite customers and visitors to come and have coffee,” says Florian Schuster, explaining the building concept featuring an open area in the middle of the complex.

Lea’s excitement at going into work each morning at BayWa Technik in Bamberg is evident from the fact that she interrupted her holiday for a day to speak to Fendt Focus.

F

FROM FIELD TO RED CARPET

For many years, Gerd Nefzer has provided special effects for action scenes in the film industry. In March of this year, he even received an Oscar in Los Angeles for his work on the science fiction film "Blade Runner 2049". To get the right power on set, this qualified agricultural engineer likes to take a special vehicle to work with him: a Fendt tractor, which has even carried stars such as Harrison Ford and Ryan Gosling.



▼ The Fendt tractor made its debut during the river god scene in "The Chronicles of Narnia: Prince Caspian".



Sometimes he can't believe it himself, then he picks up the 3.9 kg gold statue and still has to pinch himself. "You won an Oscar," he says to himself. "I, a farmer with a lower secondary school certificate, won an Oscar."

Around six months after the ceremony, Gerd Nefzer still struggles to grasp what happened on the evening of 4 March 2018 in the Dolby Theatre in Los Angeles, the evening on which he and his three colleagues were awarded the Oscar in the category of "Best Visual Effects" for the Hollywood film "Blade Runner 2049". Unbelievable

because the competition was tough, and he himself had not expected to be nominated. Also incredible because the 52 year old from Schwäbisch

"I, A FARMER WITH A LOWER SECONDARY SCHOOL CERTIFICATE, WON AN OSCAR."

Hall had initially followed a quite different career path, that of a farmer.

As a child, he always spent the holidays at his relatives' mixed farm near Heilbronn. He enjoyed working outdoors



“The Vario transmission allows me to pull something with a tow rope, without having to stop to shift gear and with no weight shift on the rope itself. You just accelerate nice and smoothly, which is hugely important for our type of work.”

Gerd Nefzer

with animals, and of course tractor driving. He trained as a farmer and then studied agricultural engineering. His apprenticeship was served on an arable and pig farm in Öhringen near Heilbronn, and on a dairy farm in his home town of Schwäbisch Hall. It's a period on which the cheerful Swabian looks back with great fondness, although he soon moved on from farming.

From field to film

It all started with his girlfriend at the time. Her father hired out vehicles and cos-

▼ A vehicle which should also be familiar to Jennifer Lawrence. Gerd Nefzer with his team on the set of “The Hunger Games – Mockingjay Part 2”.



umes to film productions. The farmer's original plan was to just to help out his future father-in-law by managing vehicles and props for a three-month project. Gerd Nefzer had thought ok, it's only three months. Those three months became 31 years, and his girlfriend ended up as his wife. Today, his father-in-law's prop hire company is a genuine family enterprise, with two companies specialising in special effects for film productions: Nefzer Special Effects GmbH based in Schwäbisch Hall and Nefzer Babelsberg GmbH based in

the Babelsberg film studios. “A classic family-run firm with all the advantages and drawbacks, You often find in a farming business, too,” says Nefzer playfully.

The special effects artist really does have a blast in his work. Explosions, overturned cars, vehicle crashes, hail storms and blizzards – Gerd Nefzer is always on set when Hollywood needs spectacular effects. Effects which are created directly on set – real and with no computer animation. They are physical effects which often require lots of

power to pull off, and that's when the qualified farmer calls on his assistant to provide the power he needs.

Fendt tractor pulls “flying car”

A Fendt tractor alongside Hollywood stars? Not at all unusual when Gerd Nefzer is working on an action scene. He used his first tractor in 2008 for a scene in “The Chronicles of Narnia: Prince

“I HAVE NEVER USED ANY OTHER TRACTOR FOR MY PROJECTS.”

Caspian”, when he needed a high-power hydraulic pump for his special effects. The slack from the electrical-powered pumps is taken up by the hydraulic pump which has been converted for the PTO. Since then, the Swabian has worked time and again on

set with Fendt tractors, as in “Blade Runner 2049”. For the final scene of the science fiction movie, Nefzer and the 60-man team had to slowly sink a flying car that had crashed into the ocean. The scene was made possible by a reversing Fendt 724 Vario, which slowly sank the “flying car” into a huge tank of water with the aid of a tow rope. For his international film projects, Gerd Nefzer rents the Fendt tractors and takes them round the world with him.

“I have never used any other tractor for my projects,” says the 52 year old. Fendt tractors are a vital part of Nefzer's work mainly due to the Vario transmission, the unique speed settings, power and EHS valves. “As in Blade Runner 2049, when you have Hollywood stars such as Harrison Ford and Ryan Gosling in a flying car like this, you have to be able to rely on the technology. I know exactly what Fendt tractors can do and that they deliver what they promise,” he says.



“Many effects can be created relatively cheaply with a little ingenuity, and you always need to keep the costs in mind – I'm a Swabian after all.”

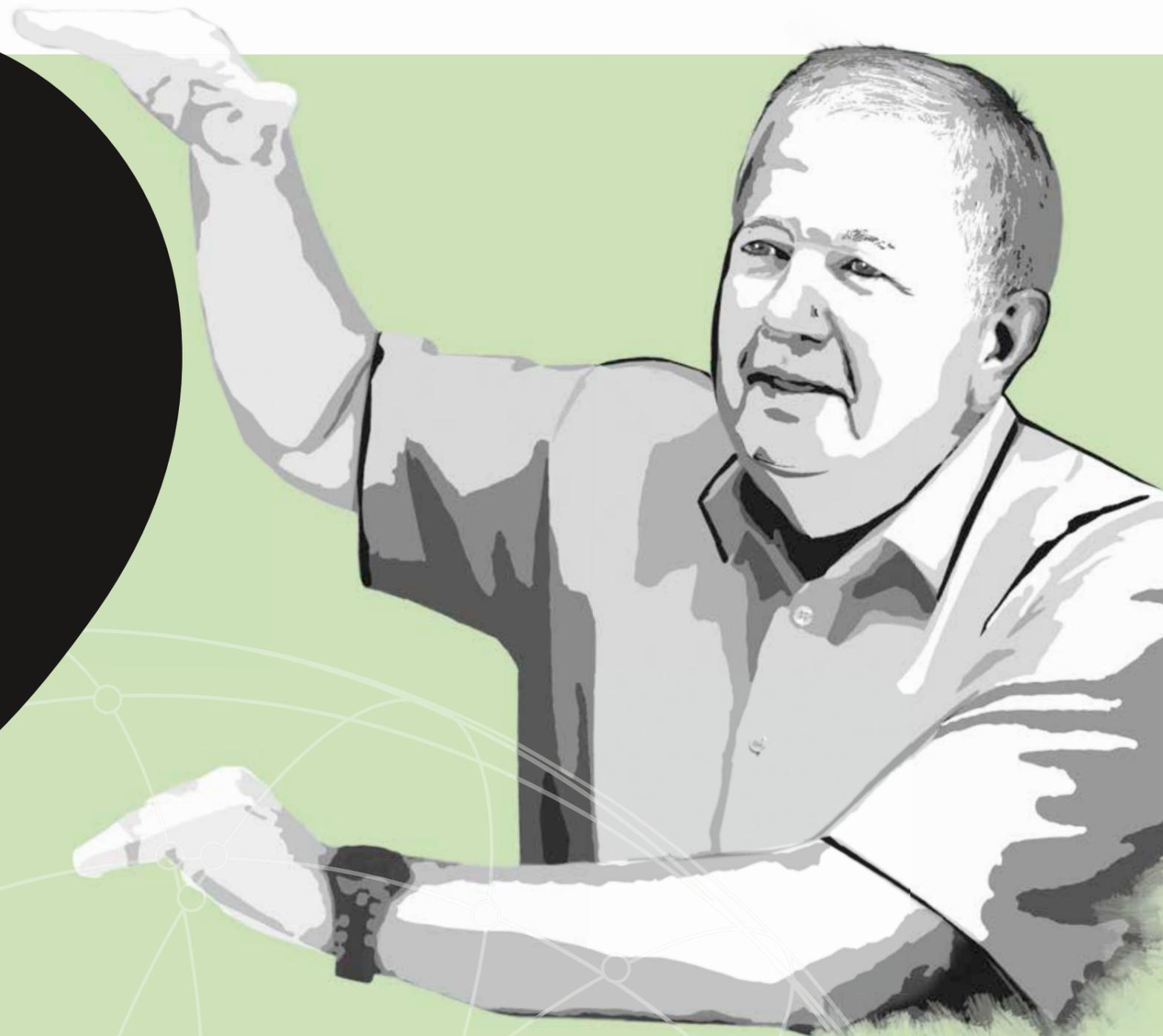
Gerd Nefzer



Apart from that, Nefzer admits that he is simply a Fendt fan. The next role for the tractor from Marktoberdorf is already in planning. A large wind machine will be hitched to the Fendt tractor and then set running. Even an Oscar winner cannot rest on his laurels, and so film sets everywhere will continue to echo to the words: “Here he comes again, the madman with the tractor.” **F**

THE MOST IMPORTANT THING FOR US IS TRANSPARENCY

A glimpse into the future with Peter-Josef Paffen. The Chairman of the AGCO/Fendt Executive Board responds to questions regarding the digitisation of agricultural technology. Conclusion: Farmers' work is going to change, it will get easier!



FENDT

In Germany
(around 5,000 employees, six plants):

- **Marktoberdorf:**
Gearbox and tractor plant
- **Asbach-Bäumenheim:**
Cab plant
- **Wolfenbüttel:**
Round balers
- **Waldstetten:**
Loading wagon
- **Feucht:**
Forage harvesting
- **Hohenmölsen:**
Tractor parts, forage harvester and plant protection equipment

International:

- **Breganze (Italy):**
Combine harvester
- **Hesston (USA):**
Square balers
- **Jackson (USA):**
Track tractors

Mr Paffen, the issue of "digitisation" is on everyone's lips. Which areas of Fendt does this affect?

The new digital world will completely transform companies, even Fendt. It won't happen

Ultimately, digitisation should give people time and space, and enable them to make decisions.

all at once, but gradually – and it's not going to stop. Digitisation in itself, or at least the initial steps we are taking, have no added value in themselves. Only the use of digital tools, processes or intelligent algorithms creates added value.

Everything we do with regard to digitisation must always have a benefit for customers, e.g. the benefit of a better, faster service. We can advise customers – assuming that they want advice – to help them create more productive and effective processes. The customer can have a consultant on-hand, who he can ask about any topic, e.g. relating to his machine, land management and processes, and get a professional reply back at any time.

Will it make the customer's life more complex and complicated? Or will he find it easier?

If the customer feels it is complicated or is somehow uncomfortable with it, then we're doing the wrong thing. Digitisation should give people time and space, and help them to make decisions. Manufacturers and dealers

would rather set aside more time to interact directly with customers. This means that, in future, any time-consuming tasks everything which still rely on tables and systems, will run in the background, and will provide us with on-time information, ultimately giving us more time to talk to one another face-to-face. Digitisation will not change our business model into a more automated model. Although we want to have the best digital tools, people will always be our main focus, because they keep us ahead of our competition.

Here we are in the new "AGCO Digital Centre" in Marktoberdorf with the Uptime Centre. What is the purpose of the work you are doing here, and why is it of interest to Fendt customers?

We are testing the new systems we are currently developing, and the lessons we learn from the data we gather can help us provide customers with good information, e.g. by telling them to change the oil filter to prevent damage. The whole thing is a learning-by-doing process. To underpin this process, we

have machines in the field fitted with electronics and sensor systems which can talk to us. This is a key issue for us and we are providing resources, employees, buildings and systems for research, development and training. We really need to engage with this new learning process which will be both intuitive and revolutionary.

How does Fendt handle the issues of data security, data protection and data sovereignty?

No question about it, there is a tangible fear of being tracked, of being watched. For us, absolute transparency is the key to everything we do. The customer needs to know exactly what we're doing. New ideas always meet with

“For us, absolute transparency is the key to everything we do. The customer needs to know exactly what we're doing.”

resistance at first, but this will be overcome as trust is established. This trust can never be abused so our top priority is transparency and compliance with the data protection regulation.

If the customer knows which data we process, where this is kept, what we do with it, then our future relationship will be built on trust and close collaboration. We want to offer the customer new solutions, which satisfy his

own very specific requirements. He wants a machine that is always 100% ready for action. In today's highly complex systems, we use certain information to guarantee that we meet this promise, but to do that, we need access to his machine's data so that we can help him. This will only work however if we continue to be transparent and above all trustworthy, and if the customer reaps some benefit from this.

Fendt, and especially AGCO, is entering into partnerships in the digital field, e.g. with organisations like DKE-Data. Why are such partnerships with other manufacturers necessary?

Customers want to be able to work in different ways and have alternatives. We see it as our job to ensure that our machines and solutions fit in with the infrastructure of farming enterprises. I don't believe for a moment that Fendt has a monopoly on agricultural technology and solutions, but I know that I am part of this world. Of course we want to develop models which are more interesting and exciting than those of our competitors, but we're not going to close the door on other manufacturers. Also, if I want to attract new

customers, I cannot expect them to simply scrap the data they have gathered over the last few years and start again from scratch. We want to offer solutions where the customers see the benefits straightaway. Our openness makes us quicker and more interesting, in every respect.

How do you see the agriculture industry changing due to digitisation? What sort of timeframe are we looking at?

That's a really interesting question, but I'm not sure I can answer it. We can all make predictions of course, but I'm personally convinced that we're not on the brink of an evolution, but a revolution. Together with other industries, we are still in the early stages of digitisation. Smartphones are now commonplace of course. They've been on the market for ten years, but the speed at which digitisation will progress is very difficult to gauge. There's little doubt however that any technological developments in the "digital world" will also find their way into agricultural equipment and management, because apart from anything else we face the huge challenges of feeding a growing population,

and we will need as much smart technology as possible to do so. It is therefore vital that our company gets these first few steps right. We are currently building the infrastructure, the "road map", which needs to be in place so that we can continue to expand. Translated, that means we are currently creating broad, complex infrastructure, which we will utilise in future to move forward with digitisation at the required pace and to the required extent. These things are extremely complex to implement and future-oriented, and will generate new business models in the agriculture sector.

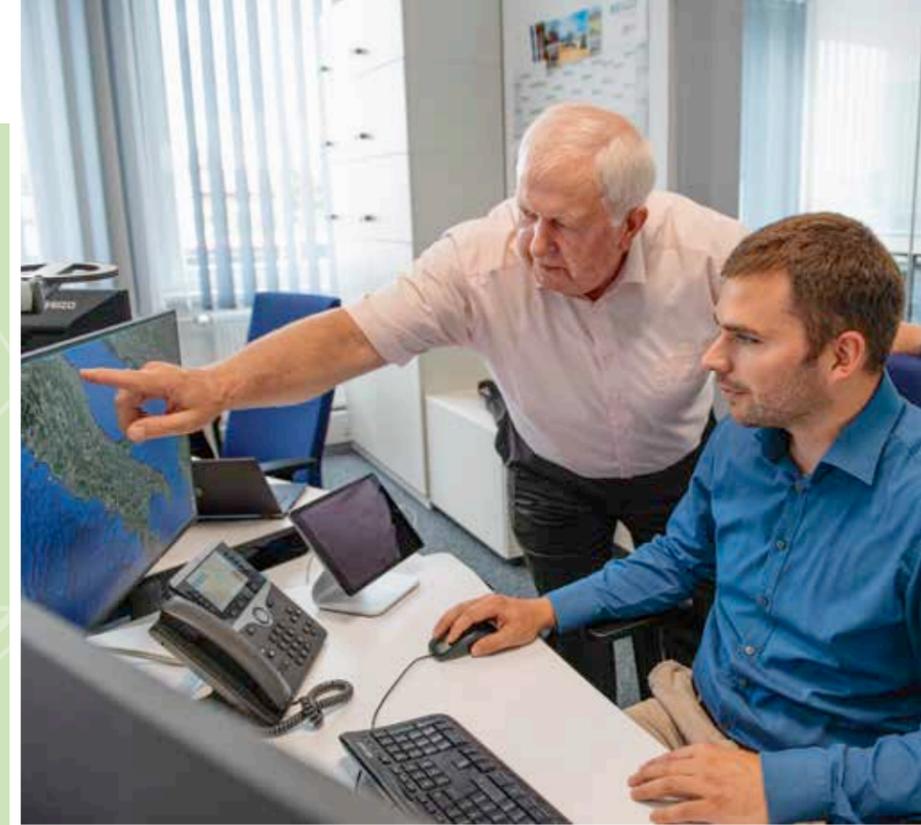
What do you personally use from the digital world, and has this changed your life significantly?

My children gave me a voice-controlled "Alexa", an internet assistant. It wasn't exactly on my Christmas list, but it's really nice to listen to the news in 100 seconds when I'm sitting at the breakfast table, without having to switch my radio on as well. I can also pick its brains if I want to do the crossword. I just open up this "know-all". *(laughs)* And that's what I expect from our products. If a farmer

“There's little doubt however that any technological developments in the 'digital world' will also find their way into agricultural equipment and management.”

buys a Fendt tractor or combine harvester, he shouldn't have to take a six-week course first. Ideally, he shouldn't even have to read an operator's manual, but operate the whole thing intuitively. That's the real power of digitisation – supplying customers with machines which are easy to operate, handle complex tasks and offer customer-oriented solutions.

Many thanks for talking to us!
Interview conducted by Manja Morawitz.



ABOUT THE PERSON

- Born in 1954 in Baesweiler, near Aachen
- Married with three children
- Trained farmer and Master's degree in Mechanical Engineering
- Hobbies: Hunting
- At Fendt since 1998
- Chairman of the AGCO/Fendt Executive Board since 2012





The main purpose of Fendt Smart Farming is machine management for networking, control, coordination and operational readiness of the fleet, saving resources such as seed, fertiliser and fuel, as well as development and control of standalone units.

Fendt Smart Farming provides intelligent technologies for future-oriented farming, benefitting producers, consumers and the environment.

NEXT Machine Management: Planning, controlling, analysing and documenting

The six agricultural machinery manufacturers AGCO, Krone, Kuhn, Lemken, Pöttinger and Rauch and the agricultural software company FarmFacts have joined together to provide farmers and contractors with a manufacturer-independent solution for their machine data management.

» TRACTORS WITH PROFIPLUS AND THE VARIODOC PRO DOCUMENTATION SYSTEM, AND ALL SELF-PROPELLED MACHINES, CAN USE ALL THE FEATURES OF NEXT MACHINE MANAGEMENT.

NEXT Machine Management allows farmers to easily integrate any machine into their production processes, including planning and scheduling orders, legal documentation, field mapping and wayline administration. The farmer has more trans-



agrirouter™ is a data exchange platform, which can be used by farmers and contractors to seamlessly transfer data between their machines and agricultural applications. The platform can be controlled and used with any internet-enabled device.

The user compiles his personal agrirouter™ and sets rules to determine who exchanges which data with whom and to what extent. The basic parameters are set just once and simplify handling, but can be changed at any time. Fendt machines are linked to the agrirouter™ through the VarioDoc Pro interface in the machine.

Since November 2017, the VarioDoc Pro documentation system has come as standard with the ProfiPlus variant in all series, from Fendt 500 Vario to Fendt 1000 Vario and all self-propelled Fendt machines. This enables seamless transfer of data from field databases, which are linked via agrirouter™, between different machines.

FENDT SMART FARMING

Fendt Smart Farming stands for the use of innovative technologies from areas such as digitisation, robotics and electrification, which enable farmers to work faster, more efficiently and, above all, more profitably. It is all about the networking and optimisation of operational agricultural processes in an open digital system, and also applies to mixed fleets and different farm management systems.

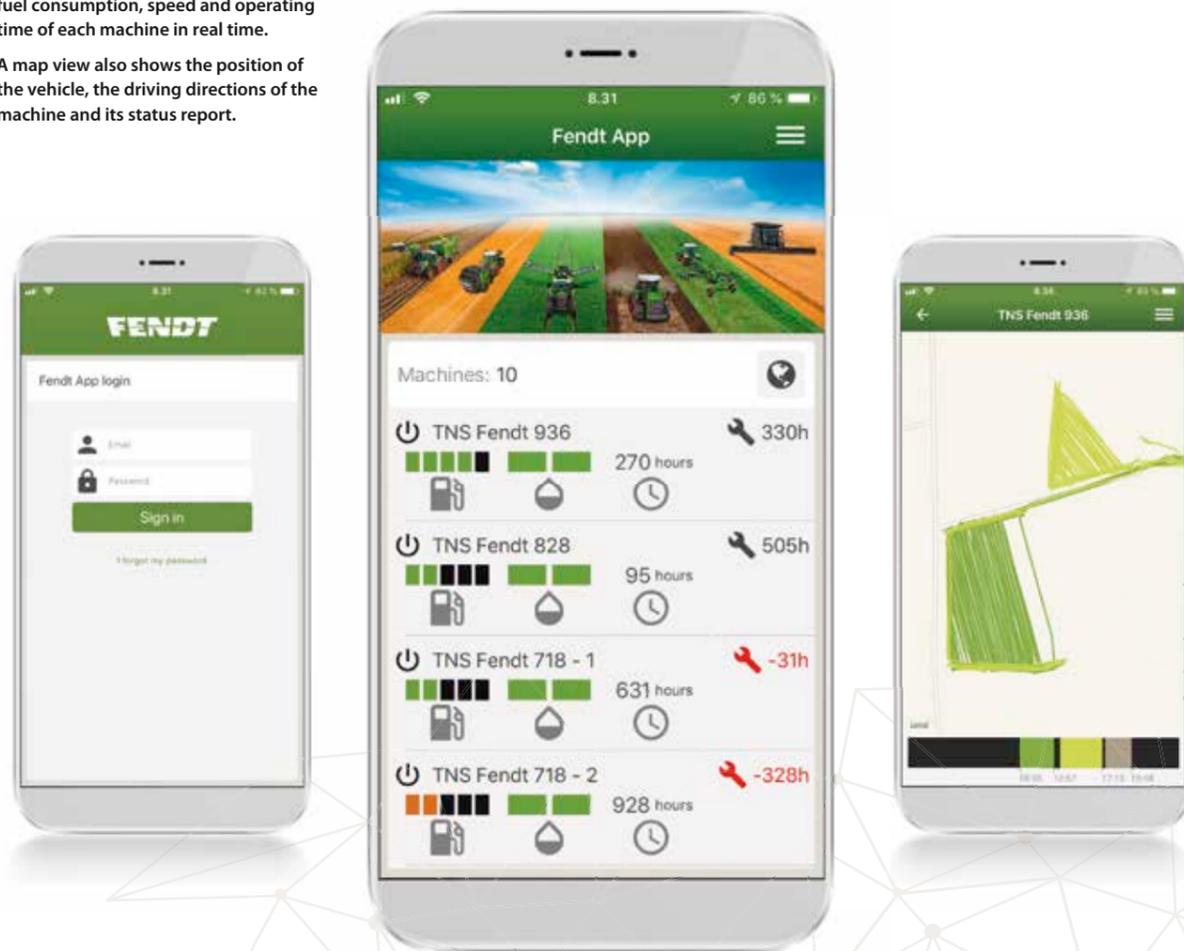


► **Next Machine Management: This allows customers to print a wayline data report, which contains machine data (area coverage, fuel consumption, etc.), as well as agronomic data (seed quantity, delivery accuracy).**



► Use the Fendt Connect app to view the fuel consumption, speed and operating time of each machine in real time.

A map view also shows the position of the vehicle, the driving directions of the machine and its status report.



parency and a basis for future improvements in their operations. This is essential for automated, process-oriented data use, especially for companies with mixed fleets. Agronomic machine data is made available in the system via connection to the agrirouter™ data transfer platform and the option of processing other interfaces, even those specific to the manufacturer. Fendt customers with a ProfiPlus tractor and the documentation system VarioDoc Pro, or any self-propelled Fendt machine (combines, Fendt Katana, Fendt Rogator 600), have both the right equipment in their machine, as well as the corresponding data processing system to take full advantage of NEXT Machine Management. As such, they can easily use the system to transfer field boundaries or waylines for the VarioGuide system as well as application maps for VariableRateControl.

This modular, open overall concept lets the farmer store key data and a digital management system based on it, which they can adapt to their own needs. Web technology makes location-independent working possible: With mobile devices, farmers can access their data anywhere and at any time.

Intelligent machine management with Fendt Connect

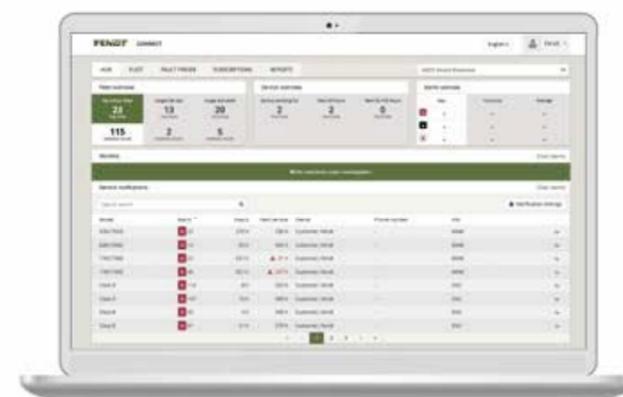
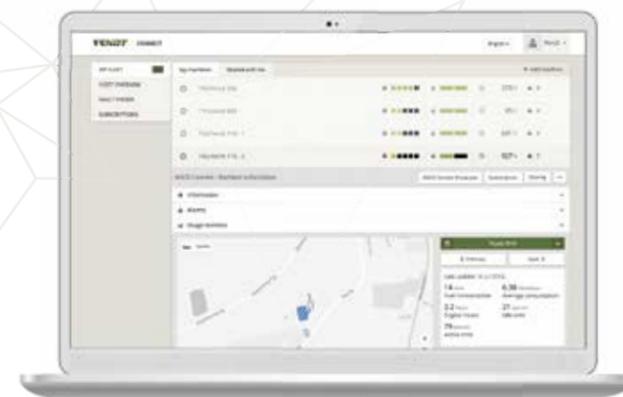
The new digital platform Fendt Connect will help farmers and contractors to monitor, analyse and manage the condition and use of their machines.

Farmers, plant managers and contractors can check the activities and data of their own Fendt machines on the PC, via the

» **TO USE FENDT CONNECT YOU NEED AN INTEGRATED ACM BOX, WHICH TRANSMITS RELEVANT CAN BUS PARAMETERS AND MACHINE DATA TO THE DIGITAL PLATFORM.**

smartphone app or tablet: Where are my machines? How long do they need for specific work? How profitably are we using our machines? Use the Fendt Connect app (for iOS and Android) to view fuel consumption, speed and working time of each machine in real time.

A map view also shows the position of the vehicle, the driving directions of the machine and its status report. The Fendt Connect user can get information about upcoming service intervals or error messages from the machine. By documenting the machine activities, you can organise a company's or contractor's entire fleet. Operating times, uptime and machine utilisation are better managed by evaluating the data. Dates for maintenance intervals can be planned effectively from your desk. With Fendt Connect, farmers and contractors are in a position to analyse and optimise how their machines are used. This increases economic efficiency and saves time and resources. Fendt Connect will be trialled in 2018 by 100 selected customers. To use this app you need an integrated ACM Box (AGCO Connectivity Module), which transmits relevant CAN bus parameters and machine data to the Fendt Connect digital platform. The ACM Box comes as standard for the Fendt IDEALcombine harvester and as an option for the Fendt 500 to 1000 Vario tractor series, track tractors and the Fendt Rogator 600 self-propelled sprayer. **F**



▲ With Fendt Connect, you can track the activities and data of individual Fendt machines on the PC, via the smartphone app or tablet.

FENDT VARIOTRONIC

Fendt also offers you a range of options to enable your machines to be controlled more easily and more accurately, and careful records of machine use. A brief summary of the various systems:

LANE GUIDANCE

VarioGuide with various receiver options	Choice of two receiver options, NovAtel or Trimble
VarioGuide Contour Assistant	"Contour Segment" and "Single Track" types added to the familiar waylines.
Automated guidance system for Fendt 200 Vario	PSR SONIC steering by ultrasound PSR SKY-GNSS steering via satellite

DOCUMENTATION

VarioDoc	All relevant field data is recorded and documented in the field database
VarioDoc Pro	In addition, a GPS position is recorded every 5 m with additional machine data. VarioDoc Pro is a basic requirement for working with VariableRateControl (VRC)
Wayline converter	Field boundaries and AB lines can be easily and conveniently imported in different manufacturers' formats

ISOBUS

Variotronic implement control	ISOBUS is a universal standard for linking tractor terminals and implements
Variotronic TIM ready	Implement can automatically control certain tractor functions
SectionControl (SC)	Automatic section control for ISOBUS implements
VariableRateControl (VRC)	Section-specific resource application rate control

HEADLAND MANAGEMENT

Variotronic^{TI}	This comprehensive, fully-integrated headland management system is already available as standard on all Fendt Vario tractors from 300 Vario ProfiPlus. With up to 15 function groups, 74 functions and 5 different triggers, you can simply and intuitively increase your productivity even on headlands.
Variotronic^{TI} automatic	Networking Variotronic ^{TI} automatic with VarioGuide automatically triggers individual sequences (e.g. lowering the rear hydraulics) on headlands after the required position has been reached.

More information available at: fendt.com

FIR GREEN MACHINES ON RÜGEN



Anton Reetz is a young, dynamic entrepreneur in his field. In 2012, he founded a contracting company, Agrarservice Rügen, with just one tractor, a liquid manure tank, a shredder and one employee. With a genuine feel for the needs of customers and careful selection of its fleet, Agrarservice Rügen has been a major player now for a good few years.



After training as a farmer, the young entrepreneur ended up in Münsterland. He never intended to stay long though and planned to return home to Mecklenburg-West Pomerania with his wife. “We found ourselves on Rügen by pure chance, it could easily have been the lake district instead,”

goals are very clear – focus on yield, sustainability and quality awareness. “What is good for Agrarservice, also benefits customers and employees,” says Reetz, explaining his philosophy. To make his dream come true, he needed efficient machines, which were state-of-the-art, environmentally friendly and reliable. He has to leave customers with a positive impression. This not only secures more orders, but is also the best advertisement for his company. “We just get on with our work, but we love what we do and customers notice that,” says Reetz, describing the strategy followed by both himself and his workforce, a workforce which is continually expanding. At present, he has 20 employees and rising. The team works long hours and it’s hard work, especially during harvest time, and harvest time is all year round for contractors who specialise in sowing, liquid manure spreading and digestates, as well as harvesting and tillage.

“WE JUST GET ON WITH OUR WORK, BUT WE LOVE WHAT WE DO AND CUSTOMERS NOTICE THAT.”

said Anton Reetz in retrospect. The dream of running his own contracting company or agricultural enterprise was always there, and was fulfilled in 2013.

He started off quite small on the largest island in Germany, as Agrarservice Rügen didn’t need a large company base at first. From the start, it was clear that Anton Reetz and his employees would be working in customers’ fields every day. The company’s

▼ Maik Bülow has 517 HP under the bonnet and the Fendt logo on his cap.



“Head tractor” wanted

Part of the team’s working day includes meetings in the evening to discuss equipment and expanding the fleet. Everyone on the team contributes to the discussion. At the end of 2016, they decided to look for a “head tractor”, a maintenance tractor which could be used for any type of work on the company premises, and which Anton Reetz could use to maintain his motocross course. The decision had actually already been made, they planned to go for a small 160 HP machine and front-end loader. Yet before contracts were signed, Frank-Carsten Kapke, sales consultant for Raiffeisen Technik North-East, and Daniel Wolf, Fendt plant representative in Mecklenburg-West Pomerania, caught



▲ Operator Nico Rohde has been the “main operator” of the Fendt 720 Vario for a good year now.

wind of the plans and brought a demonstration model to the yard.

The Fendt 514 Vario was too small, but impressed with its features and quality, and so the originally-planned purchase was put on ice. The Agrarservice Rügen team decided that the Fendt 720 Vario was just the right size for a main tractor. The purchase contract was signed – for the time being. By the time the machine had been delivered in February 2017, the contract had been amended twice. Initially, the reason for this was to upgrade to the ProfiPlus, but the second change came

about largely as the result of a half-serious idea among the team, as confirmed by Anton Reetz, to order the tractor in its own exclusive livery, namely Fir Green in combination with chrome.

After the first Fendt had arrived in the yard, it was put through its paces. The new arrival had to prove itself and come out on top against the market leaders. The head maintenance and yard tractor quickly became a valuable employee. “Every tractor has its strengths and weaknesses. However, as a business owner, you have to know how to use them properly,” admits Reetz looking at his own XXL

equipment. He knows the brands well and focuses on premium brands. That's never going to change, as his choice of equipment guarantees reliability for the customer. Reetz is now a frequent customer in Marktoberdorf, because the customer database is growing, as is the fleet. The small Fendt has now been joined by a 1050, a 933 and an 826, all fully equipped and in Fir Green. "The colour has already become a hallmark of Agrarservice Rügen," reports the contractor, who works with the machines on Rügen and along the coast of Mecklenburg-West Pomerania. We asked whether the other vehicles were going to be repainted. "Fir Green is kept exclusively for our Fendt

Neither manure spreading nor planting could be carried out as planned. As the weather turned warmer at the end of April, the jobs began to stack up. The two powerful Allgäuers worked together to spread the liquid fertiliser, with the 933 acting as a delivery vehicle for the 1050, which was hitched in front of a Veenhuis slurry tank. With 30 m³ of liquid manure on board and a working width of 36 metres, between 80 and 120 m³ per hour was applied. Here's where the Fendt Variotronic comes into its own. Precise following during liquid manure spreading is only



"THE CUSTOMER DATABASE IS GROWING, AS IS THE FLEET."

models, because we don't want to confuse anyone," adds Reetz with a smile. This also applies of course to the 4160 V variable round baler which was delivered punctually in time for the start of the harvest. Though the baler will have to be used initially in Nature Green, we've already made an appointment with the workshop for the respray. The latest addition to the team should then be able to take its place alongside the Fendt family.

Liquid manure spreading with automated guidance system

After replenishing the fleet over the winter, it was time for the machines to swing into action in spring, in difficult conditions. The wet autumn of 2017 was followed by a cold 2018 spring, reaching a peak with snowfall over Easter.

possible with the VarioGuide guidance system. The RTK signal which is picked up by the NovAtel receiver puts the liquid manure spreader on the right track.

The Fendt 720 Vario also saw more action with the 12-row maize drill during the exceptional spring of 2018, leaving dead straight tracks with the Horsch Maestro, both day and night. It was high time to plant the maize in the soil, so SectionControl was worth its weight in gold. The section control reduced the chance of duplicated tracks during single grain planting, therefore also reducing the seed quantity and taking the pressure off the operator. "This alone convinced us that our investment in the Variotronic would pay dividends very quickly," summarised Reetz. Yet he also like to be the

tech-savvy farmer with his tractor. The night shift has become the "boss' time" so that he can work with manufacturers to enhance the technology.

Adjust, control and monitor everything

Using an RTK signal, VarioGuide always steers the tractor on the right track, reducing overlapping, and keeping gaps to a minimum. As not all tramlines are rectangular, even on a large farm, the automatic SectionControl can implement your preferences for controlling the maize seed drill units. With SectionControl, maize seeds can be planted with exceptional accuracy – fully automatically without having to enter the sowing parameters manually, but just by linking the implement to the ISOBUS interface. An analysis is first run

by staff to see whether the workflows can be optimised. This is then passed on to the manufacturer. This is how Agrarservice Rügen works each day with its Fir Green fleet.

As to the question of why he went for a Fendt 18 months ago, Reetz simply shrugs. "Heino, why did we buy the 720," he shouts across the vehicle shed. His employee shouts back straightaway. "It's quite simple really – leaders drive Fendt!" The boss can only smile and agree. **F**

GIANTS MEET AT THE TRACTOR PULL

On Father's Day, it's off to the tractor pull in the charged atmosphere of the Grimmen stadium (Mecklenburg-West Pomerania). The team from Agrarservice Rügen is also lined up at the start with a Fendt 900 and 1000 Vario.

Thousands of people stream into the Mecklenburg-West Pomerania technology park on Father's Day. High-horsepower tractors are the main

"HIGH-HORSEPOWER TRACTORS ARE THE MAIN ATTRACTION."

attraction, bringing more than just "tech heads" to the dirt track located 25 km from the Baltic Sea. Many contractors use the tractor pull com-

petition as a company outing to thank staff after completion of spring planting and before the start of harvesting.

In the north: Trecker Treck (tractor pull) in the south: Tractor-Pulling

This unusual motor sport has continued to grow since the 1940s. Alongside customised tractors with tank and aircraft engines as well as helicopter turbines, the meet usually features plenty of ordinary tractors too. An

extensive rule book exists with technical specifications. These include the height of the hitch point for the sled. For series production tractors this is 80 cm. The main criterion however is perfect traction. The front axle of the tractor should remain as close as possible to the ground. With the right tyre pressure and additional weight, tractors can be adapted to the ground conditions before the start. It's all in a day's work for Maik Bahr and

▼ The charged atmosphere of Grimmen stadium on Ascension Day – around 30 km south of Stralsund.





▲ Father's Day at the Grimmen technology park features the "tractor pull" and "vintage rally"

Max Stuwe from Agrarservice Rügen, as they normally have to do this for standard field work.

Whether they can do it at the legendary Tractor Pull is another matter altogether. The tractor had in fact just finished in the fields the previous evening, with the last tank of liquid manure carried and the last row of maize planted. Just in time. After the day's work was done, the two Fendt operators put in an extra night shift to get the 933 and 1050 looking spick and span, because first impressions count at the contractors' gathering.

Early next morning, the two tractors are kitted out in

"THERE'S PLENTY TO SEE - NEW TRACTORS, VINTAGE MODELS AND LOTS OF CUSTOM PAINT JOBS."

Samtens on Rügen for the journey across the Rugia Causeway (Rügendamm) at the foot of the imposing Strelasund Crossing. The 4 km long bridge links Germany's largest island with Stralsund. Registration for the competition begins at 8 am, then the wait begins. Which contractors will finish their field work and make it to the start line in time? Have we entered the right class? Should we leave it to luck or try to pick up some last-minute tips?

There's already plenty to see at the start line. There are lots of modern tractors, but few manufacturers. One thing stands out - the many custom paint jobs and decals. It's not just the Fir Green of Agrarservice Rügen which catches the eye, but also the two "Black Beauties", the 718 and 936 Varios belonging to Agrarlohn Müritz from Ankershagen.

The machines are more than just two black beauties: The tractors are black apart from

the "bp" brand on the roof - from the rims to the cab roof, the wheel nut to the headlight housing. "There's a bit of a story behind this," admits Managing Director Philipp Herbrich. Remembering the 2017 tractor pull, he says that the Fendt entered in the competition was painted in the company's colours the night before in a cloak and dagger operation. The roof was coated, the rims and chrome parts painted. In black of course. "We turned our last minute operation into a trademark, as you can see from Facebook, and our employees identify with our look," says Herbrich, justifying the operation.

Then we have the 826, almost camouflaged in Fendt Nature Green, yet it draws plenty of interested looks. Angélique, one of the few female drivers, leans nervously on the tyre. Her friend had persuaded her to join the four-man team from Agrarservice Rustow. Kai Behm, managing director of the Loitz contractor, is there to support his staff. "This is the third time we have entered a team. It is both a welcome change to the everyday routine, and also a reward for our employees." Angélique quickly agreed to take part, though as she admits shortly before the start, maybe too quickly. Angélique now waits nervously at the start of the tractor pull. "My life is all about

tractors, so I'm really going to give it a go!", says Angélique, trying to get the adrenalin flowing once more. Then it's time to climb into her Fendt 826 Vario.

Vintage machines also help create the atmosphere in the stadium

The atmosphere is felt by all those taking part. They stand slightly to the side by the start line. From the Belarus to the Kirovets - all these representatives of the past go to the start. The old Eastern Bloc racers pump clouds of black soot into the air, the acrid smell of diesel making spectators' eyes run. As these giants make their way to the start line, older fans clap and cheer.



course. Thanks to the weight transfer on the sled, the sled can alter its tractive resistance. The weight at the start is on the axle, and depending on the course, transfers in the direction of the brake shoe on the front end of the sled, driven by the sled's back wheels. This increases the traction to the ground and the tractive resistance steadily rises, until the traction machine with its spinning tyres sinks slowly into the dirt track.

Max then goes to the start in his Fendt 933 Vario. In total, he will complete three runs down the 80 metre course.

Shortly after, it's time for the top category tractors to make their way to the start. Maik Bahr is riding the 1050, and the conditions remain the same – a freshly prepared ten metre wide dirt track awaits the tractor operator, who has already coupled his Fendt to the sled. The chain is pulled tight, and he's ready to go. After 60 metres, the stadium announcer tells the crowd to cheer Maik on. He's going well, as is the Fendt. "Full pull" is the cry from the loud-speaker system, and it's mission accomplished for now. But will it be enough to win? Jan Mulder from the Mulder dairy farm stands on the start

“THE NOISE ALONG THE DIRT TRACK GETS LOUDER. THE STADIUM ANNOUNCER WARMS UP THE CROWD AND CREATES THE ATMOSPHERE.”



The action kicks off at 10 am. Various tractors in 15 classes flex their muscles throughout the day in the small stadium to find the most powerful type. The small classes start the competition. The atmosphere in the stadium slowly builds, and the noise along the dirt track gets louder with each class.

The stadium announcer warms up the crowd and creates the atmosphere. Varios in classes ST 8 to ST 11 are the star attraction. After adding ballast, the contractors send their racers in the classes up to 9.5 (800 Series), 11 (900 Series) or up to 14 tonnes (1000 Series) onto the track. The aim is to pull the sled over the 100 metre

line with a Fendt 1050 Vario. He needs to get the tactics right to pull the sled as quickly as possible to the end of the track, but sadly he fails to complete the “full pull” to the end of the course. Now it's a waiting game, will another tractor make the 80 metre line? Yes. That's it for Max, but he'll always remember the trip to the mainland, because it's the taking part that counts. Now it's the turn of Agrarlohn Müritzt. Danny Michael drives his 936 over the finish line, securing second place for the black beauty. First and third places go to the two 900s from Agrarservice Rustow. But that's not all: “Four tractors, six trophies,” says Behm proudly. How come? Ballast is added to two Varios after the run, and they then start in another class.

Three - two - one - go! The farmer doesn't have to ask twice. He also battles down the course and crosses the finish line, with a lead of just two-tenths of a second. Heartbreak for Maik, who has to settle for second place. Not far behind is another 1050, entered by Agrargenossenschaft Kandelin. The participants agree that a Fendt 1050 Vario can only be beaten by itself. **F**

»CARE« MEANS REAL CARE AND ATTENTION

With the guarantee of Fendt Care, Fendt offers its customers a comprehensive package to mitigate the repair risk of new machines. This is in response to the needs of customers who want to guarantee their machine for a very long time.

To ensure that farmers and contractors can expect an operational Fendt machine at all times, AGCO/Fendt offers a customised maintenance and repair service that goes beyond the statutory warranty, which only covers the repair risk of a new machine in the first 12 months after delivery. That's where Fendt Care comes in. With flexible durations and flexible rates with and without excess, the machine can be guaranteed even after the first year.

Complete cost control

The warranty extension offers the customer full cost control and planning reliability and also maintains the value of the machine through regular maintenance. Fendt has a powerful overall plan for the entire full-line range. With a long-term cover of up to 8 years or 8,000 machine hours in the field for tractors, Fendt offers the most comprehensive coverage and duration in the industry. AGCO Original Parts are also covered, including headers or front loaders.

» LONG-TERM COVER OF UP TO 8 YEARS OR 8,000 MACHINE HOURS WHEN IT COMES TO TRACTORS.

With the Fendt Care Gold package*, other risks such as recovery and towing, diagnosis or measuring engine power in performance tests, as well as the usual repair costs, can also be covered in a complete package. With a Platinum package*, the customer is also provided with a replacement machine.



* Only at participating dealers.



FENDT CARE

Extensive full coverage for Fendt product groups:

						
Max. hours	8,000	5,000	3,000		10,000	8,000
Max. years	1+7	1+4	1+4	1+4	1+7	1+4
Cover	Full cover (except wear)					
Excess	€ 0	€ 0	€ 0	-	€ 0	€ 0
	€ 190	€ 190	€ 190	€ 190	€ 190	€ 190
	€ 490	€ 490	€ 490	-	€ 490	€ 490
ProService Gold*/Platinum*	✓	-	-	-	-	-





RENTING INSTEAD OF BUYING

Every four years, the Swiss Strickhof Education and Competence Centre changes its main fleet tractor brand. At present, apprentices, students and attendees of advanced training courses drive Fendt machines. We went along to the centre near Zurich and saw for ourselves that regardless of Swiss neutrality, everyone seems to like Fendt tractors!



“The all-rounder” – that’s how Michael Möckli likes to describe this powerful little tractor. The deputy cultivation and workshop manager especially enjoys the machine’s compact design, manoeuvrability and dynamic performance. This

“THE ALL-ROUNDER”

all-rounder of which Michael Möckli speaks is a 111 HP Fendt 211 Vario. Two years ago, the small tractor, together with a Fendt 312 Vario and 716 Vario, was delivered to

the oldest existing farming college in Switzerland, the Strickhof. Since then, the three tractors have been used by the competence centre as support in cultivation, general operations and as training machines.



▲ Stephan Berger from the Agricultural Engineering and Accident Prevention department.



▲ The Fendt 211 Vario all-rounder in action.

Four sites make up the education and research department of the state competence centre for training and services in agriculture and the food industry. The three Fendt tractors are used mainly on

“THESE ARE HIGH-TECH MACHINES WHICH HAVE TO BE EXPLAINED VERY CAREFULLY TO STUDENTS.”

the main Lindau site, where most of the 4,549 students and advanced course attendees are trained. Alongside the administration buildings, campus and halls of residence, the site houses the new innovative “AgroVet-Strickhof” livestock centre. A state-

of-the-art agricultural education and research facility with dairy, fattening and other cattle sheds, which is used for research and educational purposes by Strickhof trainees as well as students from the University of Zurich and ETH Zurich. Around 45 hectares of arable land, 20 hectares of grassland, a four hectare orchard, and a vegetable garden make Strickhof Lindau an ideal place for study and research, and the perfect place to put the three Varios to good use.

More than just tractors
Most tractors have three main tasks – pulling, shunting, transporting, and that’s just what they do at Strickhof, though the competence centre itself has one main purpose – to teach, educate and

STRICKHOF

- The leading competence centre in Switzerland for training and services in agriculture and the food industry.
- Sites: Affoltern am Albis, Au, Alp Weissenstein, Fräebühl, Lindau, Wülflingen, Zurich.
- Industry sectors: Arable farming, vegetable growing, orchards, wine growing, milk production, cattle fattening, calving, keeping laying hens, beekeeping and pig farming.
- Courses: Basic training, higher vocational training, professional development, BMS professional baccalaureate, teaching home economics in secondary schools.
- Strickhof students: 4,549 (2017/2018)
- Strickhof employees: around 500 (as of 2018)
- Strickhof is supported by dealers Gujer Landtechnik AG and GVS Agrar AG, which is a subsidiary of the Schaffhausen (GVS) cooperative founded in 1911. The GVS has been a main importer of Fendt for Switzerland since 1964.

inform. The small Fendt 211 Vario, the Fendt 312 Vario and the powerful Fendt 716 Vario therefore also act as training and demonstration vehicles for trainees, students, and conference and course attendees.

What are the advantages of these machines for students? “Oh that has to be the continuously-variable gearbox,” says Robert Sonderegger, operations manager for crop cultivation. “I recently did some mowing with a student, and all he had to do was adjust the machine and speed,” says Robert Sonderegger. “He only needs to put his foot down and then concentrate fully on mowing.”

Stephan Berger also appreciates Fendt tractors because

they complement the range of technology in machines and vehicles at Strickhof. He has been working at Strickhof for the past 11 years in the Agricultural Engineering and Accident Prevention department. As a trainer and advisor in Agricultural Engineering however, he does see challenges in innovative technology. “These are high-tech machines which have to be explained very carefully to students,” says Berger.

“With these tractors in particular, we must make sure that students don’t get the impression that they represent the general, normal level of technology.” For this reason, demonstrations and courses always include older operating machines.

All-round use

The three Fendt tractors are mainly used in normal agricultural operations at Strickhof Lindau. With 1,108 running hours, the Fendt 211 Vario is among the most frequently-used

“THE FENDT 200 SERIES CAN MORE THAN HOLD ITS OWN IN THIS WEIGHT CLASS.”

tractors at Strickhof. “The Fendt 200 series can more than hold its own in this weight class,” thinks Michael Möckli. “Indeed, the continuously-variable gearbox, the front axle suspension and compressed air system were all unique selling points for this size of



tractor when we were looking to choose one.” The 211 is closely followed by the Fendt 312 Vario with 926 running hours. This is also used for a range of applications, mostly with the 3-share plough, mower combination, muck spreader or for transport work. The Fendt 716 Vario is preferred for transporting liquid manure, drill combinations, or sugar beet transport. Sometimes lots of power is required even in small countries like Switzerland.

Deliberately neutral

An internal selection committee makes the decision on which brand will constitute the main fleet at Strickhof for four years. Using a points system, the impartial and lengthy selection process determines which machine brand can best meet the needs of the centre for the next four years. “It is of course a considerable challenge to keep on

▼ The complete Fendt fleet (left to right): An old Fendt 250S and the rented Fendt 211 Vario, Fendt 312 Vario and Fendt 716 Vario tractors.

changing the tractors,” explains Strickhof director Ueli Voegeli. “However, as an educational institution, we are also obliged to remain impartial and want to show our students different brands and the latest technologies, and the same brands don’t always have the latest technology.” In

“AS AN EDUCATIONAL INSTITUTION, WE ARE ALSO OBLIGED TO REMAIN IMPARTIAL.”

two years’ time then, Strickhof will again decide to “rent instead of buy”, so that it always has state-of-the-art machines as part of its tractor fleet. As a trainer, Michael Möckli is well aware that students often have preconceived ideas about individual brands. “Generally speaking, tractors are quite an emotive subject,” says the Swiss trainer, smiling. “Most students are either for or against a particular brand, but Fendt tractors are quite popular of course.” **F**



5 QUESTIONS TO STRICKHOF DIRECTOR, UELI VOEGELI

Mr Voegeli, what makes Strickhof so special?

“We have a long history and we are the oldest existing agricultural college in Switzerland. From the very start for example, we have established a close link between agriculture and the food industry, that’s why we are a market leader in this field here in Switzerland.”

Which topics will come to the fore in future with regard to training farmers?

“One burning issue will be learning, teaching and working in a digital environment. Of course that doesn’t only apply to

What is the biggest challenge at present for young farmers?

“One of major challenges is in choosing a career: What do I want? How hard do I want to work? What do I want to earn? To answer all this, you need to think out of the box. It’s not easy because the farming profession is also constantly changing. Previously, you had to be say, a good milker, but in future you’ll have to be a good data manager.

Does Swiss agriculture lack new talent or managers?

“It’s not a matter of quantity, but quality. We need people in farming who think like entrepreneurs. That’s where we have a deficit, but this is also something of a generational issue.

Your hopes for Swiss farming?

“At present, farming in Switzerland is quite small-scale and heavily regulated by government. There should be opportunities to expand farms and to loosen the constraints of government control.”

“One burning issue will be learning, teaching and working in a digital environment.”

agriculture, but we do want to be pioneers in this field. Resource efficiency is also a huge issue, in other words, how can I produce food at a profit and at the same time use water, air, and soil as efficiently as possible and protect animal welfare.





Widening the gateway of the world of Fendt by extending Fendt Forum

For dealers, customers and other target groups, Fendt Forum in Marktobendorf is the gateway to the Fendt world. It houses the showrooms, the Fendt Shop and the Dieselsee restaurant, and is the starting point for all factory tours. With the third section of the Fendt Forum opened in October 2013, construction work on the next phase starts in July 2018, and will see the Forum's showroom quadruple in size. The new exhibition and function hall will span 2,500 m² and measure more than 14 m from floor to ceiling. The entrance gateway is about 6 m tall, plenty big enough for any machine to pass through.

Over the past few years, the Fendt brand has developed into a true full-line provider.

"To present our extensive range of machines to visitors during any season and in any weather, we need to design a new hall," said Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board. "The new exhibition hall gives us the chance to train both our regional and international sales partners on the machines themselves. Extending the Fendt Forum is also part of the Fendt 2020 Strategy, as it comes with the premise of offering year-round training for our entire full-line program."

The new hall also offers plenty of space for large events and functions, seating about 2,000 people. The construction costs for the new exhibition and event hall come to 6.5 million euros, with construction starting in July 2018. Building work should be completed with the new section opening its doors to visitors in around a year's time.

New pickup, easy to use, longer service life: Further development of the Fendt Katana

For the new types of Fendt forage harvester released in model year 2019, the Katana pickup has been further developed. We have expanded the Heavy Duty package (HD) and created the option of a comfort chassis for larger maize headers.

New pickup

The new P3003 Maximum grass pickup is noted for its improved HD drive and new HD auger but also a greater distance to the front tyre of the Fendt Katana. This significantly improves access to the machine, especially around the infeed. The new HD drive chain for pickup tines and auger means the drive lasts longer. The HD wear parts on the auger flights and in the transfer area of the pre-bale roller unit offer a significantly longer service life and greater safety during the harvest.

Easier to use

In future, owners of the maize attachments 460^{plus} and 475^{plus} will also be able to equip their machine with a comfort chassis. This means you can couple and uncouple the chassis without leaving the cab, keep within axle loads and increase safety. Warning device, guard cloths and lighting are fully integrated in the chassis.

HD package extension

The Heavy Duty wear package (HD) available as an option for the Fendt Katana is extended by an HD drum floor. There is also an HD wiper for the smooth roller of the infeed unit. The HD wear parts have a significantly longer service life, which also leads to increased safety during the harvest. Of course, these HD components can also be retrofitted via AGCO parts.

Fendt at INTERVITIS INTERFRUCTA HORTITECHNICA

INTERVITIS INTERFRUCTA HORTITECHNICA for all producers of wine, fruit, spirits, and specialised crops will take place once again in Stuttgart from 4-6 November 2018. Together with its dealers, Fendt will be there to showcase its innovative technology, such as the Fendt 200 V Vario guidance system-ready narrow track tractor.

More information at:

<https://www.messe-stuttgart.de/ivifho/en/>

65th World Ploughing Championship

The 2018 World Ploughing Championship will be held this year in Baden-Württemberg on 1 and 2 September. The event was first held in Germany 60 years ago. After being held in Denmark and Kenya in recent years, the World Ploughing Championship is coming back to Germany. Fendt will be well represented there with four tractors.

Address:

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More information at:

www.weltpfluegen2018.de



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The new Fendt Focus app is available in the Google Play Store for Android devices and in the Apple Store for iPads.



THE LAND WHERE PISTACHIOS GROW

If you want to walk the Ceylanpınar Farm in Turkey, you not only need suitable footwear, but also lots of patience. The farm measures around 45 km north to south, and a good 80 km east to west. With an acreage of 163,593 hectares, the largest agricultural enterprise in Turkey manages land more than three times the size of Lake Constance. It's the ultimate in farming.



The farm is named after the region of the same name, Ceylanpınar, and is close to the Syrian border in south-eastern Anatolia. It is a region well known for extremely hot and dry summers, where summer temperatures of 45° and above are not unusual. When the first

Fendt tractors were delivered to the farm, the terminal display even showed 55°C. Working on hot days would be a real endurance test without the air conditioning in the tractor. Around 380 tractors are in use on the largest farm in the country, including 20 Fendt 900 machines.

FARMING IN TURKEY

- Around 31% of the total area of the country is farmed, corresponding to around 24,284,000 hectares.
- Almost 6.1 million people work in the agricultural sector.
- Barley, wheat and maize are the country's main products.
- Turkey is the largest producer worldwide of hazelnuts, cherries, figs, apricots and quince.
- Together with the Ceylanpınar Farm, there are a total of 37 agricultural enterprises in state hands.
- The future of Turkish farming is trending towards fewer but larger farms.





From cotton and pistachios to cattle and goats

Temperatures like these and the constant threat of summer drought are among the challenges faced by the farm. The yellowish brown soil typical to the region is actually fertile, but the lack of rain in summer quickly dries it out, leaving behind soil that is like dust. Overcoming these challenges requires much hard work and financial investment. Around 1,600 wells were drilled between 2009 and 2014. They ensure that around 37% of the total acreage can be irrigated.

Thanks to the irrigation system, a wide variety of crops are grown on the huge Ceylanpinar farm, including classic crops like wheat, barley,

maize, oilseed rape, and soya, but also cotton, pulses, sunflowers, clover and pistachios. Some of the clover and maize harvest, as well as vetch, a species of plant from the legume family, is used for forage. Cattle, sheep and goats make up the rest of the farm.

A peaceful life on the megafarm

More than 3,000 people are employed on the vast farm, with most of them living on site. A small village has sprung up in the midst of the huge fields. One of the residents is Kerem Bolat. The 31 year old has worked on the farm as head of agricultural equipment maintenance since 2014, and looks after the maintenance and repair of various machines. Like many of his colleagues, he also lives

in staff accommodation on the premises. "The farm is a big part of my life," says the qualified mechanical engineer, not least because there's

"LIFE ON THE BIG FARM – EVERYONE KNOWS AND TRUSTS EVERYONE ELSE."

just 250 metres between home and my workplace." He mostly spends his free time with his colleagues, playing volleyball and football, or in the farm's own swimming pool. A nursery, primary school and middle school on the Ceylanpinar farm premises caters for employees' children. The farm also includes a guest house for government officials and visitors, as well as a small park where gazelles

"Fendt not only enjoys a good reputation, but thanks to the early warning system, tractors are diagnosed in good time, and feature outstanding fuel efficiency and innovative technology. In Kutlucan, we also have one of the best and strongest importers in Turkey. These were all key factors in our decision to choose Fendt tractors."

Halil Ibrahim Özbayat,
Deputy Chairman of the TIGEM
Organisation (General Directorate of
Agriculture Enterprises)





“THAT MEANS THAT OUR FENDT MACHINES WORK AT FULL CAPACITY, BUT ALSO THAT THEY HAVE TO SHOULDER A HUGE BURDEN.”

▼ The yellowish-brown soil is typical to the region. Investment has been ploughed into a vast irrigation system with around 1,600 wells to combat the summer drought.

graze. According to Kerem Bolat, life on the big farm is just like that of a small village, everyone knows and trusts everyone else.

20 times full Fendt power
In all, 380 tractors work on the largest agricultural enterprise in Turkey. With 360 HP, the 20 Fendt 936 Vario tractors are the most powerful. Our farm is so vast, we're really busy the whole year through with tillage and harvesting,” says 31 year old Ker-



em. “That means that our Fendt machines work at full capacity, but also that they have to shoulder a huge burden.” This is also evident in the running hours of some machines. The tractor fleet running hours for spring 2018 were between 17,500 and 20,500.

Machines need to operate at full power, especially when it comes to ploughing these vast expanses, as they often have to work with a combination of front and rear plough. The performance capacity of the Fendt tractors is similarly put to the test when using 8 metre wide disc harrows or 12-row seeders. But for Kerem Bolat,

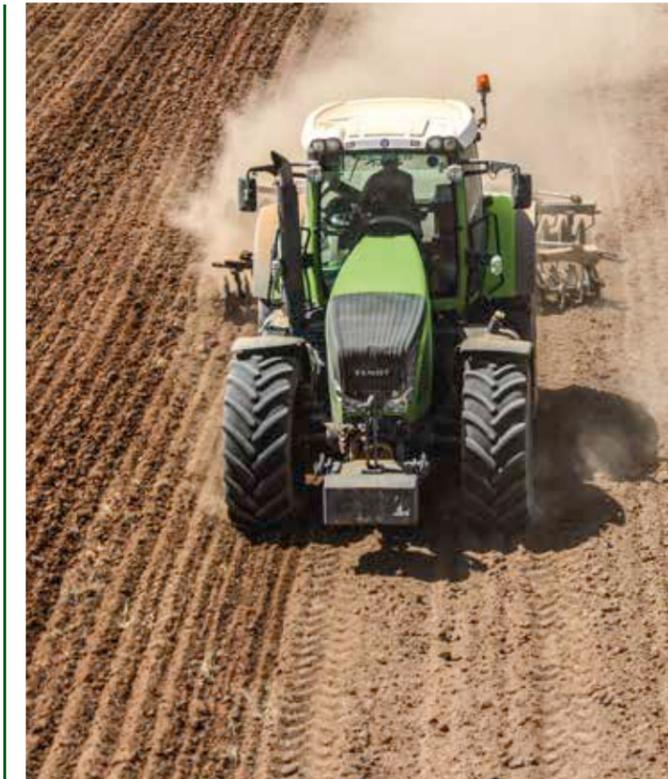
it’s not just the power that makes Fendt tractors indispensable. “Fendt tractors are enormously efficient with regard to time, quality and fuel. Our smaller tractors in combination with a 4.2 metre long plough use around 13.2 litres per hectare, while our Fendt tractors use just 9.4 litres per hectare with a 5.6 metre long plough,” explains the qualified mechanical engineer. “In the end, the figures don’t lie!”

These figures play an important role – especially with a field size of 163,593 hectares, and that’s why it’s full steam ahead with Fendt in future for the largest farm in Turkey. **F**



GROWING PISTACHIOS ON THE CEYLANPINAR FARM

- The edible light green stone fruit grows on medium-sized deciduous trees. Pistacia vera, the cultivated variety of pistachio, is a dioecious plant. At least one male and one female plant are required to successfully grow fruit-bearing trees.
- Pistachio trees grow relatively slowly, with the result that the first harvest is only expected several years after planting.
- Pistachios are harvested by hand on the Ceylanpinar Farm from the middle of August to September with a yield of around 1.6 kg per tree. A new irrigation system should increase the yield in future to 4.5 kg per tree.
- The farm produces around 650 metric tonnes of pistachios each year on its 60 hectare pistachio fields. An additional 40,000 seedlings are cultivated to sell on to Turkish growers.



▲ left to right: Berkcan Kutlucan (Vice-Chairman of Kutlucan), Bernhard Stocker (Fendt Director Sales Export), Nevzat Kutlucan (Chairman of Kutlucan), Adnan Temiz (deputy manager of the machinery department), Engin Akcam (Head of Engineering), Nesih Altundag (machine mechanic)

FENDT

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The next issue of Fendt FOCUS will be out in December 2018 – including a full report on the grand Fendt Field Day in Wadenbrunn.

