



A VIEW FROM THE CAB PROFILE

A Changing Of The Guard

Having grown up on a dairy farm in Belgium, Stijn Brebels had operated a number of different tractor brands before traveling to the United States and becoming the crop manager for a large agri-business, which includes a 5,000-cow dairy in southern Michigan. So, when it came time to trade the John Deere® tractors the farm had leased for the past three years, Brebels convinced the owners that Fendt® would be a better fit. To that end, Plevna Implement Company in Nappanee, Indiana, delivered two Fendt 828 tractors, two Fendt 822 models and two Massey Ferguson® 8700 Series tractors to the farm this past November.

"We already have over 200 hours on the Fendt tractors," says Brebels, who has managed the equipment inventory and crop production at the dairy for the past four years. "They're using about half as much fuel as the John Deere models did to do the same job."

As Brebels explains, his duties include coordinating the production and/or harvesting of feed for the farm's two separate dairies — one in Scotts, Michigan, that includes about 1,800 cows and a 40-cow rotary milking parlor and another in Fulton, Michigan with around 3,200 cows and a 60-cow rotary parlor. In addition, he manages the dairy operation in Scotts.

"We grow about 1,300 acres of corn and alfalfa that is farmed for silage production," he explains. "Plus, we buy another 3,300 acres or more of standing corn and alfalfa from area farmers that we harvest for use by the dairy."

In addition to being contracted by custom workers hauling and spreading manure with two liquid and four dry manure spreaders, the Fendt tractors will be used for cutting hay with triple mowers and merging it into windrows for the forage

"WE ALREADY HAVE OVER 200 HOURS ON THE FENDT TRACTORS. THEY'RE USING ABOUT HALF AS MUCH FUEL AS THE JOHN DEERE MODELS DID TO DO THE SAME JOB."

> STIJN BREBELS, CROP MANAGER

At right (L-R): Art Vennema (operator), Stijn Brebels (crop manager), Jerry Van Ongeval (operator), Tony Kuri (operator).

harvester. Since corn plays a major role in the feeding program, they will also share time on the planter and tillage equipment.

"I've always liked Fendt the best of all the tractors I've operated," Brebels adds. "So, I thought they would be a good choice for the farm and its contractors. I particularly like the comfort and quality. The finish and construction is superior in every detail."



Brebels says the Fendt tractors are also very user friendly, which has helped the other workers adapt to them with very little effort. In the meantime, it is doubtful he will get any complaints from the farm's owners, who are still based in Europe. One look at the fuel bill is all it takes to confirm their approval.





The Fendt 800 Series Is "Just Right"

Whether they are being used for tillage, pulling a grain cart or manure spreader, cutting hay with a triple mower, powering a big square baler or a host of other chores, Fendt 800 Series tractors have proven to be the perfect size for a number of U.S. and Canadian producers. For them, a Fendt 800 Series model is "not too big, and not too small; but, just right."

"Available in four models from 220 to 280 maximum engine horsepower, the Fendt 800 Series is the ideal size for a large percentage of North American farms," says Josh Keeney, Fendt Tactical Marketing Manager for North America. "Yet, it includes virtually all the same features and options as the larger 900 Series. So, customers give up nothing when selecting a smaller-sized tractor that better fits their needs."

The thing potential customers need to realize, Keeney adds, is that a lot of the comfort and productivity features found on other tractors in this power class are optional. On the Fendt 800 Series, most of those features are standard. That includes the Vario® CVT transmission, which is still the best in the industry; self-leveling front axle suspension, cab suspension; stability control; reactive steering; a 10 ½-inch touch-screen color terminal and an extremely powerful

800 SERIES STANDARD PACKAGE

- ✓ INDUSTRY-BEST VARIO CVT TRANSMISSION
- ✓ SELF-LEVELING FRONT AXLE SUSPENSION
- ✓ CAB SUSPENSION
- ✓ STABILITY CONTROL
- ✓ REACTIVE STEERING
- ✓ 10 ½-INCH TOUCH-SCREEN COLOR TERMINAL
- ✓ POWERFUL 3-POINT HITCH SYSTEM WITH DOWNFORCE CAPABILITY

"...IT INCLUDES VIRTUALLY ALL THE SAME FEATURES AND OPTIONS AS THE LARGER 900 SERIES. SO, CUSTOMERS GIVE UP NOTHING WHEN SELECTING A SMALLER-SIZED TRACTOR THAT BETTER FITS THEIR NEEDS."

> JOSH KEENEY
FENDT TACTICAL MARKETING MANAGER
NORTH AMERICA

3-point hitch system that offers down force capabilities.

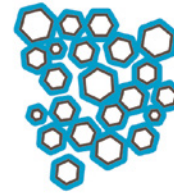
"Like the Fendt 900 Series, all 800 Series models are also available with a front 3-point hitch and PTO, integrated automatic guidance and Fendt's unique VarioGrip™ integral tire pressure regulation system, making them even more versatile for a wide range of applications," Keeney continues. "There is even the option of a front loader designed specifically for the 800 Series."

Customers also benefit from an unladen weight as low as 9,300 pounds on the 822 and 824 models, which translates into high payload reserves. This means the tractor is not carrying unnecessary weight for transport applications; yet it can be ballasted for heavy draft work. At the same time, the Fendt 800 Series offers as many as 24 connections at the front and rear, which is more than any other tractor in its power class.

Don't let the 800 Series' compact size fool you, either. The 3-point hitch boasts an astounding 11,308-pound lift capacity, while the hydraulic system offers a standard flow rate of 40 gallons per minute or the optional 51 GPM with the high-volume system. It is little wonder that more and more producers are finding that the 800 Series is the right machine for their operations.

A Successful Crop Requires A Proper Seedbed

Ideal soil composition



50% Soil Particles,
25% Water, 25% Air

Compacted soil composition



Less than 50%
Water & Air

When someone thinks of the ideal seedbed, the first thing they probably think of is how it is tilled, but in reality the ideal seedbed encompasses several things.

Soil composition—Seed germination requires both water and oxygen so different enzymatic processes can occur. The optimum soil makeup is 50% soil particles, 25% water and 25% air. The seed needs to have enough contact with the soil to absorb water but enough space around it where oxygen can be present. This is why we typically want a loose soil as a seedbed. Loose soil also allows for the carbon dioxide formed during respiration to escape.

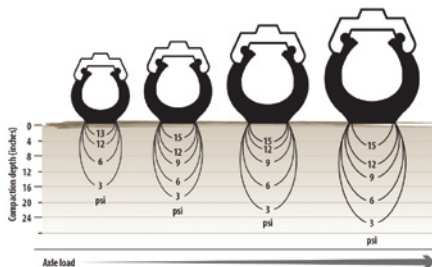
Occasional deep tillage, commonly known as subsoiling, can help break up hardpan, which can cause roots to struggle, while installing drain tile can help wet areas. Meanwhile, a simple ribbon test can help determine if you should till or plant. If you can create a ribbon, the soil is too wet; if it crumbles, the soil is ready for tillage.

Disease—Many diseases that affect dicot plants like soybeans, sunflower, cotton or canola are different from those of a monocot like corn, wheat, barley or rye. By rotating crops, the disease life cycle has a better chance of being broken.

Weeds—Many people do not realize just how long weed seeds can remain dormant in the soil. Black mustard seed, for example, can survive over 40 years. That's why removing weeds before they can produce seed is so critical.

Plevna Implement Sells Return-On-Investment

Insects and Nematodes—The ideal seedbed should be free of major pests such as corn rootworms, which can proliferate in continuous corn, or soybean cyst nematodes, which can thrive in back-to-back soybean crops. By alternating crops, you limit the primary food source for the pest, causing the population to decrease.



Tillage and Compaction—Compaction can do damage for years. Hence, farmers need to be mindful of how many passes they perform, how heavy the machinery is and how dispersed the weight of the tractor/sprayer/etc. Tracks distribute weight better than tires, and duals distribute more weight than single tires. The depth of compaction also increases as the axle load increases. The larger the surface area of the tires/tracks, the better spread out the weight will be.

Determine which type of tillage tools and attachments to use to manage residue and compaction and to ensure proper seed to soil contact. When possible, use lighter weight equipment that can still perform the job. Also, either drive over a field less, or create designated paths for the equipment to travel — 80% of compaction occurs on the first pass, so additional passes add little additional compaction. Finally, make sure you properly inflate tires and consider on-the-go tire inflation technology like Fendt's VarioGrip system to easily adjust between field and road inflation pressure.

It's been more than seven decades since Plevna Implement Company began business as the Plevna Garage in Plevna, Indiana. Today, that small dealership, which sold Oliver tractors to farmers returning from World War II, has grown into full line dealerships in both Plevna, a rural community near Kokomo, and Nappanee, Indiana.

One of the keys to their growth has been the fact that the Shrock family, which is now into its third generation of management, has always been looking ahead, even as brands like Oliver, Minneapolis-Moline® and White disappeared and new ones emerged. That's one of the reasons Plevna Implement Company added Fendt to their lineup as soon as it became available in 1999.

Kent Shrock, general manager of Plevna Implement Co., insists that even though the dealership has sold several AGCO predecessors, and continues to sell other AGCO brands, Fendt has a special niche with Indiana producers.

"We've done a lot to grow the Fendt side of the sales business," Shrock says. "That includes conducting several on-farm and in-field demonstrations with the specific goal of illustrating Fendt's unique capabilities."

One case in point was the sale of a Fendt 930 to a farmer who also has a snow removal contract with the FedEx office at the Indianapolis airport. Thanks to Fendt's reverse station option, he will use the tractor with a rear-mounted snow removal equipment, including a rotary broom, to keep the tarmac clear.

In the meantime, Wade Symons, manager of the Plevna dealership in Nappanee, says he sees a totally different market in his area. "We have more dairies in our sales territory than they do at the Kokomo location and that seems to be where the greatest sales potential lies," he says. "The real key to selling Fendt models for us is to emphasize the versatility, efficiency and long-term value. Dairies are the type of operation that use a tractor year-round, putting a lot of hours on a machine annually."

"...THE REAL KEY TO SELLING FENDT MODELS FOR US IS TO EMPHASIZE THE VERSATILITY, EFFICIENCY AND LONG-TERM VALUE. DAIRIES ARE THE TYPE OF OPERATION THAT USE A TRACTOR YEAR-ROUND, PUTTING A LOT OF HOURS ON A MACHINE ANNUALLY."

> WADE SYMONS, MANAGER, PLEVNA IMPLEMENT CO., NAPPANEE, INDIANA



"So it's much easier to sell a dairy or livestock operation on the versatility that Fendt offers," he continues, noting that the 800 Series accounts for the majority of their Fendt sales. "A Fendt can do most jobs more quickly and more efficiently ... and certainly more comfortably ... than any other tractor."

Symons says he also emphasizes the return-on-investment, which is all encompassing for someone who puts a lot of hours on a tractor.

"Right from the start, the Fendt Gold Star Care coverage means the customer won't have any expenses for scheduled maintenance for the first 36 months or 3,000 hours," he says. "That includes oil, filters, belts and other maintenance items. In addition, Fendt tractors have the best total fluid efficiency in the industry. That also factors in some of the longest service intervals in the industry, which translates into less downtime for fluid and filter changes."

Factor in the total reliability and exceptional service life and several of Symons' customers have found that despite the higher purchase price, a Fendt tractor is actually less expensive to own in the long run.

RATES AS LOW AS
0%
NEW – 36 MONTHS
USED – 12 TO 24 MONTHS

New Fendt Tractors –
U.S. and Canada:
0% for up to 36 Months

Used Finance Rates –
U.S.: 0% for up to 12 Months*
Canada: 0% for up to 24 Months*

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

Whether you're in the market for a new or used Fendt, now is the time to lock in a zero percent lease or finance package on select Fendt models. This limited-time offer expires March 31, 2017 and may be subject to change without notice, so don't delay.



FINANCE AT ZERO PERCENT

CONNECT WITH FENDT

IN THE FIELD – IN THE NEWS – ON SOCIAL MEDIA



FENDT FANS! SIGN UP TODAY FOR THE FENDT E-NEWSLETTER

Sign up for the new Fendt eNewsletter for timely updates on products, events and more about all things Fendt! Go online to www.fendt.com/us/newsletters.asp and get started today.



AGCO is a premier manufacturer of agricultural equipment, providing high-tech solutions for professional farmers feeding the world. The company is dedicated to delivering superior customer service, innovation and quality. AGCO products are distributed in more than 140 countries worldwide.

©2017 AGCO Corporation. Fendt is a worldwide brand of AGCO. AGCO, Fendt, Massey Ferguson, Vario, VarioGrip and Varioterminal are trademarks of AGCO. John Deere is a trademark of Deere & Company. All rights reserved. FT17P002JB (03)



See the cover story about a Michigan dairy farm (shown left). Fendt Dealer feature on page 3: Plevna Implement Co., Wade Symons, (left), Manager, Nappanee, and the Kokomo team (right, L-R) Trent Shrock, Kent Shrock, General Manager, and Kyle Shrock.



UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
March 28–30, 2017	WPS Oshgosh Farm Show	Oshgosh, WI
August 15–17, 2017	Ag Progress Days	Pennsylvania Furnace, PA
August 29–31, 2017	Expo De Champs	Saint-Liboire, QC
September 12–14, 2017	Canada's Outdoor Farm Show	Woodstock, ON
September 19–21, 2017	Farm Science Review (AGCO)	London, OH
November 12–18, 2017	Agritechnica	Hannover, Germany
Visit Fendt.com for the latest information about Fendt at equipment shows in your area.		