



A VIEW FROM THE CAB PROFILE



Fendt 1000 Series Owners Share Positive Experiences

HIGHLAND CUSTOM FARMING

Wayne Metzger was already impressed with the Fendt 1000 Series tractors when he saw one at the National Farm Machinery Show in Louisville, Kentucky, nearly two years ago. However, now that Metzger, who operates under the name Highland Custom Farming near Proton Station, Ontario, owns a pair of Model 1038 tractors that he purchased last fall from Maple Lane Farm Service, he is even more impressed.

In addition to custom farming about 9,000 acres and hauling manure, Metzger farms about 2,000 acres of his own where he grows everything from wheat and winter barley to corn, soybeans and canola.

"The biggest thing has been the fuel savings," he says. "In fact, we had a funny thing happen earlier this year when my bookkeeper asked me what was going on. She asked if we were having problems and wondered if business was down, because she had noticed that the fuel bill was a lot lower. I told her that business was actually up and that it was because I had traded our four-wheel-drive articulated tractors for Fendt® models."

Pointing out the savings, Metzger says one of the 1038 models spends nearly all its time

"DON'T TELL FENDT MARKETING, WE'RE GOING TO SAVE OVER \$20,000 A YEAR WITH THESE TRACTORS, JUST ON THE FUEL BILL."

> WAYNE METZGER, HIGHLAND CUSTOM FARMING, PROTON STATION, ONTARIO

on a manure tanker, which typically hauls and spreads about 20 loads a day.

"It's not a big job, but you need a lot of power and traction," he admits. "Prior to trading for the 1038s, we were using one of the articulated four-wheel-drive tractors on the tanker and using about 500 liters (132 gal.) of fuel per day. With the 1038, we're using about 300 liters (79.3 gal.) a day.

"Don't tell Fendt marketing, but we're going to save over \$20,000 a year with these tractors, just on the fuel bill," he adds, noting that he already has a third 1038 on order.

Metzger says the other thing he likes about the 1000 Series is that the control layout is the same as his other nine Fendt 700, 800 and 900 Series tractors. That means that any of his 10 employees can get in one of the newest models and not have to question how to operate it.

WALLET CUSTOM FARMING

Randy Wallet, who operates Wallet Custom Farming near Harley, Ontario bought a new Fendt 1042 from Dey's Equipment Centre, Inc., and purchased a new six-axle, tandem manure tanker as well. As a result, he went from hauling 7,000 gallons at a time with a Fendt 927 to moving 14,000 gallons per trip.

"We've already put 600 hours on the 1042 since May," Wallet says. "This tractor just works fantastic on the tanker. We could probably pull it with the 927," he adds. "But you might be in trouble if you had many hills."

Wallet says he has also been using the 1042 for fall tillage, pulling a 9-shank ripper.

"The tanker is where it really shines, though," he adds. "We're going from zero to 50 kilometers per hour all day long without ever having to shift gears. It's also heavy enough

A View from the Cab, Continued on Page 2

"THE TANKER IS WHERE IT REALLY SHINES. WE'RE GOING FROM ZERO TO 50 KPH ALL DAY LONG WITHOUT EVER HAVING TO SHIFT GEARS."

> RANDY WALLET, WALLET CUSTOM FARMING, HARLEY, ONTARIO

to handle the Quad Train, which can be as important when you're going down a hill with a load as it is pulling it up the hill."

COUNTRY FOLK DAIRY

Kent Folkema and his son, Kyle, who operate Country Folk Dairy near Fremont, Michigan, found another benefit of the Fendt 1000 Series over a comparably sized four-wheel-drive tractor. Since their 1038 and 1042 are both reverse-station models, they put duals on the tractors and mounted a blade on the rear 3-point hitch so they could use them for packing silage.

"This allows the blade to raise a little higher, which we like," says Kyle. "Having the radiator in the back when operating in reverse seemed to be an advantage, too.



Kyle Folkema enjoys the comfort of the Fendt 1000 Series cab with his one-year-old daughter, Ellis, and three-year-old son, Anders. His son is the only one who typically shares a ride, though.

But the greatest benefit of using reverse station is the visibility. I could put the silage wherever I wanted. I also really liked using the foot pedal mode with the Tractor Management System (TMS) to control my speed," Kyle adds. "That allowed me to always have my hand on the blade control. I didn't have to switch gears or adjust RPM."

Because the Folkemas operate two dairies that milk a total of 1,250 cows, they also use the two tractors they purchased from Farm Depot for tillage and hauling manure with a 10,000-gallon tanker. Next spring, they also plan to use one of the models on a 12-row strip till machine.

"The Fendt 900 Series model we previously used on the manure tanker was good," Kyle mentioned. "But the 1000 Series is more stable with the tanks on the road. They have an additional stability control system that noticeably keeps the tractors going



The two reverse-station Fendt 1000 Series tractors purchased by Country Folk Dairy are ideal for pushing and packing silage.

straight without the need to be constantly correcting at higher speeds."

"It is surprising how nimble they are for a big tractor ... even with the duals on them," Kent adds. "I'm sure it looked a little odd, but we had a 15-foot grain drill on one of them a few weeks ago, strictly to test the GPS guidance; and it was surprising how easily it handled something that small. The versatility designed into these things is amazing."

MORE FENDT CONVERTS

On the other side of Michigan, near the small town of Cass City, John Merchant has a Fendt 1050 that is so new he hasn't even had a chance to use it. Moreover, it's the first Fendt tractor he has owned. He recently added another 2,000 acres to the 5,000 acres of soft white wheat and navy beans he was already growing and needed a larger tractor. He plans to use the 1050 on a grain cart, a deep ripper, snow plow and various tillage tools.

"Most of my equipment is John Deere®," he admits. "But I've become so frustrated with Deere's customer service that I started looking into alternatives."



John Merchant says there were a number of reasons he purchased a Fendt tractor instead of a John Deere, as he has in the past.

A number of other things and research pushed him to Farm Depot and Fendt tractors. First, he had noticed how many of the dairies in his area were using Fendt tractors.

"I also have a couple friends who live in the Czech Republic, who I had a chance to visit this past year," he adds. "Since I was going to be in Europe, Mark and Mike Laethem with Farm Depot arranged for me to tour the Fendt factory in Germany. I was really impressed. I've been to other tractor factories in the U.S., and I was amazed at how clean and organized it was and how much hands-on attention to detail was involved."

Merchant says he rented a Fendt for plowing snow a year ago and liked that one. When it came time to add a tractor, it seems like, all things considered, a Fendt 1000 Series was the way to go.

"If it stands up the way I think it will, I'm not opposed to adding more Fendt tractors," he concludes.

"FARM DEPOT ARRANGED FOR ME TO TOUR THE FENDT FACTORY IN GERMANY. I WAS REALLY IMPRESSED. I'VE BEEN TO OTHER TRACTOR FACTORIES IN THE U.S., AND I WAS AMAZED AT HOW CLEAN AND ORGANIZED IT WAS AND HOW MUCH HANDS-ON ATTENTION TO DETAIL WAS INVOLVED."

> JOHN MERCHANT, CASS CITY, MICHIGAN

Farm Depot Has 14-Year Fendt History

Prior to 2004, brothers Mark and Mike Laethem, owners of Michigan-based Farm Depot, had been a dealer for John Deere equipment ... just as their father and grandfather had before them. So it was nothing short of monumental when the Laethems made the dramatic switch to Fendt tractors and AGCO brands 14 years ago.

Shortly after signing on with Fendt, the dealership moved from its original location in Fairgrove, Michigan, to nearby Caro in 2006. Since that time, Farm Depot has added two more stores — Schoolcraft, Michigan, in 2008 and Ionia, Michigan, in 2013 — and taken on five more AGCO brands, including Challenger®, RoGator®, TerraGator®, Willmar and White Planters™. Mike's son, Blake, also joined the operation and is currently involved in the Ionia store. Blake worked with AGCO for four years after college in several capacities, including a stint as a Fendt product specialist in Duluth, Georgia, and as an account manager in the Pacific Northwest so he holds AGCO close to the heart.

"We have very few customers with only one Fendt," Blake admits. "They quickly discover that Fendt tractors are more durable than

other brands and they are much more fuel efficient than other tractors, including some that are smaller. Generally, our best prospects are farmers who are putting more hours on their tractors."

"Demonstrations to end users are the best sales tool we have," Mike adds. "We can see a conversion as soon as a new operator drives it, feels the comfort and compares the fuel economy.

"Mark and I were John Deere dealers from 1993 through 2003," admits Mike Laethem. "Prior to that, our dad and our grandfather were dealers for Deere going back to 1944.

"We already knew about the Fendt tractor and its reputation for quality and innovation," Mike continues. "Ironically, we first drove one at a John Deere training school and loved the Vario® continuously variable transmission (CVT). So, when we parted ways with Deere, Fendt was the first brand we



wanted for tractors."

Those who already own a Fendt appreciate the operating cost, especially on 1,000-, 1,200- and 1,500-hour-per-year leases," he adds. "They also like the gold-medal service and three-year warranty."

Mike explains that the 930 and 933 models account for most of their Fendt sales, with the majority of them going to dairy farms, commercial feed growers, forage producers and manure haulers doing custom work for dairies."

"We only sell a few Fendt 700 and 800

"WE HAVE VERY FEW CUSTOMERS WITH ONLY ONE FENDT. THEY QUICKLY DISCOVER THAT FENDT TRACTORS ARE MORE DURABLE THAN OTHER BRANDS AND THEY ARE MUCH MORE FUEL EFFICIENT THAN OTHER TRACTORS INCLUDING SOME THAT ARE SMALLER. GENERALLY, OUR BEST PROSPECTS ARE FARMERS WHO ARE PUTTING MORE HOURS ON THEIR TRACTORS."

> BLAKE LAETHEM, FARM DEPOT, IONIA, MICHIGAN



models per year," Blake adds. "We have some dairy farmers who buy 800s to run large feed mixers, and there are always a few 700 models sold with loaders."

In the meantime, they're seeing the Fendt 1000 address a whole new segment of the high-horsepower market, whether it goes to a dairy operator or a rowcrop farmer.

"So far, the 1000 Series models have not replaced 900 Series sales," he says. "But they have replaced large track and articulated tractors that were being used to push and pack silage, perform heavy tillage and pull large planters and manure tankers.

"Once a farmer gets a Fendt, he usually switches all his tractors to Fendt," Blake concludes. "It's just a matter of getting that first one in his hands and showing him what it will do."

The management team at Farm Depot includes (l to r) Mark and Mike Laethem and Mike's son, Blake Laethem.



420 W. Lincoln Blvd., PO Box 969
Hesston, KS 67062

RATES AS LOW AS **0%***
New Tractor Financing
0% for up to 36 Months*
New Fendt Tractor Lease
1% for up to 36 Months*
U.S. and Canada

0%*
Used Fendt Tractor –
Low Rate Financing or Lease
U.S.: **0% for up to 12 Months***
Canada: **0% for up to 24 Months***

Finance: 0% for 36 months. Lease: 1% for 36 months. Offer valid on select models and subject to credit review and approval by AGCO Finance LLC. Attachments and implements sold separately. Offer applicable on retail installment contracts only. Leases applicable for 36 month minimum term, with advance payment due at signing. Restrictions may apply. Dealer participation may vary. Contact your participating dealer for more details. Offer expires March 31, 2018 and is subject to change without notice.

Whether you're in the market for a new or used Fendt, now is the time to lock in a low rate lease or finance package on select Fendt models. This limited-time offer expires March 31, 2018 and may be subject to change without notice, so don't delay.



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 <http://www.fendt.com/us/newsletters.asp> and get started today.



AGCO ANSWERS
(877) 525-4384 AGCOanswers@AGCOcorp.com

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, Challenger, Fendt, Massey Ferguson, RoGator, TerraGator, Vario, White Planters and Willmar are trademarks of AGCO. John Deere is a trademark of Deere & Company. All rights reserved. FT17P005JB (12)

Agritechnica 2017 Fendt Exhibit



UPCOMING EVENTS

January 16-18, 2018

February 14-17, 2018

March 27-29, 2018

SHOW/EXHIBIT

Salon de l'agriculture

National Farm Machinery Show

WPS Oshkosh Farm Show

LOCATION

St. Hyacinthe, QC

Louisville, Kentucky

Oshkosh, WI

Visit Fendt.com for the latest information about Fendt at equipment shows in your area.