

# MF **NEXT** EDITION

**ISSUE #2 // AUTUMN/WINTER 2020**



MASSEY FERGUSON





# A NEW ERA BUILT TO BREAK THE RULES OF CONVENTIONAL TRACTORS



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Lindsay Haddon, Advertising & Sales Promotion Manager

## AN INTRODUCTION FROM OUR EDITOR

“Such strange times we’re living in” is a sentence I hear on a daily basis now, whether it’s from a friend, colleague, neighbour or even coming out of my own mouth! It got me thinking, as strange as these times may be, it has forced all of us to be more technology-savvy throughout our day. Working “differently” seems to be the new norm now.

As a brand we found that we had to adjust over the past few months whilst always keeping our customers at the forefront of everything we do. Communication still had to be key, our colleagues just had to find a different way to do things. So farm and dealer visits were replaced with a phone call, human contact forbidden but the spoken word was still essential, if not more important than ever before. Perhaps we have forgotten how to talk as emails seem so much more convenient, we needed to remind ourselves that we all like to chat from time to time.

Then there was the launch of our latest and most innovative pieces of machinery, the MF 8S. We streamed live to over 55,000 customers across the globe, something we could never achieve without the aid of the internet and new technology. The social media frenzy that followed was inconceivable. We’d stepped into the unknown and launched a product without leaving our desks.

Keeping sales staff up to date on the latest product was imperative. We continue to invest in our dealer network with over 3000 hours of training completed online, in the past 6 months, ensuring that all our dealer sales staff have the knowledge and commitment to help your business to grow.

Scary as it may seem, all this technology is helping us to strive and keep in close contact with our customers... so a little old pandemic isn’t going to stop us.

— Lindsay Haddon, Editor

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# MF 8S

A New Era for  
Straightforward and  
Dependable tractors  
from Massey Ferguson



We began the MF 8S project with a blank page. At the heart of it was the global 'Voice of the Customer' study; an in-depth, one-to-one interview with customers and operators in several countries across the globe.

Key feedback from you, the customer, underlined the need for comfort, ease of use, value for money, excellent reliability, intuitive and convenient controls, efficiently transmitting maximum power to the ground, 100% connectivity and the ability to work with the most demanding implements.

It was an exciting and inspirational project for all those involved and an opportunity to build on Massey Ferguson's strong heritage of straightforward, dependable machines.

The result: a Massey Ferguson tractor for a new era. The MF 8S.





### **The next level of space, comfort, ergonomy and connectivity**

The quietest cab on the market with a noise level of only 68dB offering 360° visibility. Cab and front axle suspension improves driving comfort while the new MF vDisplay Digital dashboard provides all needed information at a glance. The new armrest offers best in class control of all the tractor's operations.

### **Straightforward, smart, sustainable farming technologies. New Datatronic 5 and optional Fieldstar 5 terminal provide the latest user friendly precision farming package**

- ▶ 9" touch screen terminal created to provide a more intuitive and precise farming experience.
- ▶ New MF Guide solutions provide economy by reducing overlaps.
- ▶ MF Section and Rate Control allows you to adjust the application rate on the go, whilst automatically minimising overlap, skips and wasted product.
- ▶ MF TaskDoc creates and sends securely detailed records of jobs to the office and preferred partners through the secured Agrirouter cloud.
- ▶ MF Connect telemetry enables remote and near real time monitoring and decision making, improving efficiency and maximising uptime.

### **Ability to work faster with the most demanding implements.**

Up to five spool valves to the rear and three to the front, including front linkage, and Power Beyond installation, plus a high lift capacity hitch. The hydraulic system offers the ability to work faster with the widest implements while increasing versatility.

### **Low cost of operation**

- ▶ Engine efficiency - max power and torque at low engine revs cuts fuel consumption by 10% and reduces noise level.
- ▶ Maintenance free components.
- ▶ Easy access to daily maintenance.
- ▶ MFCare Repair and maintenance contract schemes.

### **Efficient drive-lines bring higher productivity and efficiency**

New Dyna-7 powershift transmissions and Dyna E-Power dual clutch transmission offering speed changes without torque interruption. Both transmissions come with Engine Power Management to deliver more power when it's needed most.

Perfect engine/transmission combinations provide maximum output and more power efficiency reducing power loss by up to 26%.



## INTRODUCING...

# JUERGEN SIEBER, DIRECTOR SALES, EUROPE & MIDDLE EAST

Positive news has been somewhat thin on the ground over the past few months, but the appointment, in July, of a new Sales Director at Massey Ferguson coincided almost precisely with the market launch of a genuinely new, 4-model tractor range, the MF 8S.

Here, we take the opportunity to find out more about Juergen and his views on the future. Firstly, the man.

"I grew up on a mountain farm in the Austrian Alps, where my grandparents ran a dairy herd and made cheese," he recalls. "Eventually, my father took it over on a part-time basis, together with 80 sheep to graze the steep hills.

"I maintained my interest in farming by studying agriculture at the AG University, in Vienna. However, it was at a summer school in Poland that I met the girl who was to become my wife, and we now have two teenage children."

Until recently, Juergen and his family had been based in Bangkok, where he worked for "a darker green competitor" running its Asia operation, so what attracted him to the MF position?

"Massey Ferguson is a great brand, with huge upside potential," he believes, "and, after just a few weeks here, really great people! I like to build things up, not to cut back, and I don't think there could be a better time to be joining MF!"

While his previous experience has been outside Europe and the Middle East, Juergen has total confidence in William Judge, National Sales Manager, UK & IRE, and his team. Asked how he felt to be arriving at Massey Ferguson just days before a major new product launch, Juergen says it will be something he remembers for a long time.

"My parents bought their first television so they could watch the first moon landing in 1969 and they told me that I did watch too – at the age of one! The marketing team has done a tremendous job to make this a true benchmark event – something that many of us will still remember in 50 years' time."

Turning to the new MF 8S tractors, Juergen believes it would be wrong to categorise the types of farming operation that might be targeted. "For sure, segmentation for marketing purposes makes sense in the car industry, and with consumer goods, but I would not spend too much time analysing who our potential customers might be," he states.

"Across the farming sectors – mainstream arable, livestock and contracting, for example – I would say 'just drive it, and you will be amazed!' The biggest reactions will come over the cab and the engine – incredibly quiet and comfortable inside, while the power and stable torque from 1000 to 1500rpm is quite breathtaking.



"In fact, on one occasion I called a test driver and had to ask him if he was really driving the tractor during the call, as there was complete silence apart from his voice!"

Looking into the future, where does Juergen see the agricultural machinery sector moving in the coming years – larger/smaller machines, electric or hybrid power, and so on?

"Once, an Austrian chancellor answered a question about his political visions with the statement: 'Once I have a vision, I go to see my doctor.' There was a time when some big farm machinery manufacturers believed that tractors below 100hp would one day become a thing of the past – but they were wrong.

"I believe comfort and reliability are the key factors, with telematics and diagnostics also playing an important role, but the proof of the pudding – if I may pretend to speak proper English – is the efficiency of the dealership."

It's difficult these days to talk about any subject without mention of the pandemic effect, so how does Juergen see it influencing the farming industry?

"Firstly, I believe that when large areas of supermarket shelves were suddenly empty, even the most urban societies became sharply aware of who actually feeds them.

"My brother is a toolmaker in the automotive sector where they saw demand suddenly dropping by 80%. Over the same period, the agricultural machinery market remained relatively stable."

As soon as the pandemic allows, Juergen is keen to visit the UK to meet the MF team here, the dealerships and, indeed, customers. "I love being in the field," he enthuses.

"But most of all at the moment I want to thank the whole AGCO team for the warm welcome I've received since arriving, and to say do give me a call if you want to know about me and the exciting times ahead!"



“We feel you would have to go a long way to find a better loader/tractor combination: the sloping bonnet makes for great forward visibility to the MF loader”



## NEWS

### DAN LYDIATE LIFE OUTSIDE THE MF AMBASSADOR ROLE

As Massey Ferguson Ambassador for Wales and an illustrious member of the Ospreys rugby team, Dan Lydiate's time on the family farm near Llandrindod Wells is, of necessity, limited these days. So how does he fit everything in?

“The farm covers roughly 500 acres, of which 140 is newly-created woodland,” he explains. “My brother and I are the fifth generation of the family to be involved. My parents still run it, with my brother working part-time, and I pop back on days off from rugby training.

“The farm has been organic for the past 18 years, supporting mainly sheep, but two years ago I invested in a small herd of pedigree Welsh Black cattle which I'm adding to each year. They have been a good addition to the farm, complementing the sheep in the way they graze the land, and also the manure has boosted grass growth. The farm sits 1000ft above sea level, rising to 1800ft, and they have thrived on the rough hill pastures and in the harsh winter climate of an upland farm.

Since joining forces with Massey Ferguson, Dan has thoroughly enjoyed his role as ambassador for the brand. “The MF 5713S that we've had on the farm has been a great addition and has become the principal tractor on the farm,” he reports, “from it's winter duties of feeding round bale silage to the cows and sheep, to summers months harvesting.

“We feel you would have to go a long way to find a better loader/tractor combination: the sloping bonnet makes for great forward visibility to the MF loader, which comes in very



handy for mucking out sheds in tight spaces. The loader comes off within a couple of minutes for days out topping in the fields and it's great that everything can be controlled from the joystick.

“The MF 5713S is a 130hp tractor and has more than enough power for what we have thrown at it, putting out muck in winter, pulling the 2000kg muckspreader up hills. I would recommend this tractor to anyone looking for a compact loader tractor.”

The pandemic has greatly hampered what Dan has been able to do in his ambassador role. “It's taken a hit in terms of events I was hoping to attend, especially the Royal Welsh Show, where, in 2019, I was on the stands of both RWW Pugh and Brodyr Evans, where I chatted to customers and handed out miniature rugby balls to the children,” Dan recalls.

“It seemed to go down well and it was nice to see the smiles on peoples' faces, and to chat about my interest in farming and rugby – and the MF machines on show. It took me back to when I was a child, going on stands and sitting on the new tractors!”



## DEALERSHIP PROFILE: PEACOCK & BINNINGTON

Few privately-owned companies in any sector are still thriving after more than 125 years of existence. One of these elite businesses, Peacock & Binnington, has been serving British farming since 1894 and is now one of the largest machinery distributors in the country.

Established in Hull by the present chairman's grandfather, Henry Peacock, and supported by John Binnington – an investor – the business moved two years later to the Brigg, North Lincs, site that it still occupies today.

Managing director Graham Main takes up the story. "The company developed a long-standing relationship with Massey Harris and, in 1958, was appointed North Lincs distributors for the then newly-formed Massey Ferguson.

"Since that time, we have continued to expand steadily – with depots at Corringham, near Gainsborough, Louth, Selby and Halsham in East Yorkshire – to the extent that we now employ 140 staff, a figure that's still growing, and we currently have 22 budding technicians on our apprenticeship scheme."

Sales volumes also maintained an upward trend over the last financial year with the number of MF tractors sold totalling 86, giving P&B a 14 per cent market share. The past 12 months has also seen deals involving six MF IDEAL combines, six Delta combines, 25 grass machines and three telehandlers. "This has shown us that the MF Full Line strategy is clearly opening doors," Graham comments.

"This growth trend has carried forward into the current year, where we are delighted to see that our share of the tractors sector is already sitting at 16.9 per cent."

On a less positive note, would it be reasonable to assume that the on-going pandemic situation will slow this rate of growth? Not the case, according to Graham.



Managing Director, Graham Main  
and Brand manager, Dan Woodall

"We have seen little effect on the level of business done," he states. "Yes, we took emergency measures in the form of staff working from home and following safety guidelines when on-farm visits were necessary.

"The real pressure on our business is imposed by the weather. Last year, North Lincolnshire experienced unprecedented autumn flooding, which has seriously affected cropping. Growers were then hit by two major storms, in January and February, which resulted in the busiest spring cultivation period I've ever known.

"The effects of all this on yields and farm incomes have yet to be calculated."

Meanwhile, back among the positives, P&B staff as a whole are becoming hugely excited about the recently-launched, all-new tractor, the MF 8S. "The existing, proven range has enabled us to achieve great share growth," Graham says, "thanks to its excellent reliability and to the MF UK team's proactive approach to the retail business and new customer conquest.

"The 8S retains the heritage of the MF brand while creating an attractive, extremely user-friendly tractor, with the very latest technology," he states. "This will help us to retain existing customers and to forge new relationships with farmers who, for some reason, have previously left MF off their preference lists!"



Ian Hopper, Area Salesman for Peacock & Binnington



“Customers have described how easy it is to get a good sample with these combines, while still achieving higher output and fewer losses”



Andrew Whiteley, Harvest Brand Manager, Peacock & Binnington.

#### HARVEST FOCUS

## RIISING TO THE CHALLENGE

Andrew Whiteley, P&B's harvest brand manager, reports that the MF IDEAL combines they've sold this year have tended to replace competitor machines – Claas Lexion 770 & 780, NH CR9.80 and a Case 8230, for example. “Having said that,” he adds, “we’ve also made inroads with our established combine models with new purchases replacing NH 9080 and Case CT5080 machines.”

Early feedback from new IDEAL owners has been very positive: “Customers have described how easy it is to get a good sample with these combines, while still achieving higher output and fewer losses,” Andrew states. “Also, the feeding of the crop into the machine from the Superflow headers is giving them a substantial benefit over their previous machines.”

Generally speaking, early yield levels have been lower through most of the area covered by P&B, but Andrew makes the point that it's usually the poorer crops that tend to be ready first. “We're still hoping that there will be a steady improvement as we move into the later fields, as there are some very good-looking crops around.”

Along with the rest of the company, harvest machinery business has continued to thrive through the pandemic restrictions, with negotiations over deals being done remotely. Working from home, Andrew was asking customers to leave their machines in fields, with the keys in, so that valuations could be carried out. “I didn't notice

any downturn in the levels of business being done,” he recalls. “Farming has to continue!” In all, more than 40 new and used combines have been sold.

Unsurprisingly, much of the combine chat this summer has focussed on the new IDEAL range, but Andrew reports that there's been a big increase in interest expressed over the smaller Activa and Beta models, as P&B's combine business grows. “They are fantastic combines for the smaller farming operations; very reliable and with an excellent residual value.”



Graham Main and Andrew Whiteley, Peacock & Binnington.





George Basey-Fisher

## GRASS SPECIAL

# THE RIGHT PRODUCT FROM **THE PREFERRED BRAND**

Since the 1970s, Massey Ferguson products have dominated the machinery fleet of Norfolk-based farmers RR Basey-Fisher & Son. However, this is the first year that a Massey Ferguson round baler has been used, following a succession of Welgers.

The family farming business operates from two sites, at Carleton St Peter and Langley, near Norwich, and is run by George Basey-Fisher with his parents Richard and Enid, and his son William. Approximately 400ha is owned of which most is arable cropping including 15ha of marshland, with a further 105ha of the marsh used for grass. Until five years ago there was a dairy, but this was replaced by a 380-head beef fattening enterprise. Calves are locally sourced and breeds include Friesian Holstein, Limousin, Angus and Belgian Blue crosses. The Friesians are field-grazed but other breeds are indoor-reared and fed on grass and maize forage with home-rolled wheat and barley.

Apart from a few conventional small bales for young calves, all the grass silage and straw is round baled. For the farm's own use, approximately 3,000 straw bales are made each year including wheat, barley and oilseed rape, plus 350–400 bales of silage. The farm also provides a silage and straw baling contracting service for neighbouring farms. Variable chamber balers are operated, as the Basey-Fishers use 4ft diameter bales for their own farm finding them easier to move by hand in the yard, whereas 5ft are preferred by several contract customers.

## TRUSTED BRANDS

The farm's balers are updated every four to five years and, since the first round baler arrived in the early 1980s, the brand selected has nearly always been Welger. "We like Welger balers as they make good, uniform bales. They are

easy to use and maintain, and in our experience they are extremely reliable," explained partner George Basey-Fisher. "We have always looked at other options when upgrading, but Welgers were reasonably priced and we had no reason to change brands. Even those which were more expensive didn't appear to offer advantages."

Out of seven tractors owned, five are Massey Ferguson. A nearly new Massey Ferguson Beta 7360 PL combine has been purchased for this harvest, and other recent purchases include an RK 662 twin-rotor rake. "We are surrounded by good dealers for all the major brands, but we get on especially well with our local Massey Ferguson dealer Thurlow Nunn Standen," continued George. "We have always depended on Massey Ferguson combines and we find the tractors reliable and easy to use so, when we are looking for new machinery, it's the first name we consider."

## PROVEN DESIGN

AGCO announced its acquisition of the Lely Welger forage machinery division in 2017, and products were displayed in Massey Ferguson colours for the first time in the UK the following year, where they immediately proved popular. Thurlow Nunn Standen Product Support & Sales Specialist Ben Hockley looks after the Basey-Fisher's account and he commented, "It's great having an already established baler manufacturer brought into the Massey Ferguson portfolio. Welger's proven track record with users across the country has enabled us to further develop our relationships with customers and bring benefits to their farming operations. Since AGCO's acquisition, we have already seen improvements to the balers' designs, and with continued investment in research and development we believe the brand has an exciting future."



“Our five-year-old Welger RP45 baler was due for updating this year, so last harvest we started looking at options,” explained George. “The Massey Ferguson RB 4160V variable-chamber model appeared the obvious choice as it had the Welger heritage we trusted plus back-up from Thurlow Nunn Standen and Massey Ferguson. However, choosing the best baler for our situation is important to us, so we looked at what else was available and had demonstrations of two alternative machines.”

George said that all three balers worked well and, although both of the other balers were considerably more expensive than the Massey Ferguson, there was nothing to separate them in terms of bale quality or work rate. He also consulted several local farmers already using similar Massey Ferguson models who all recommended the machines, so he placed his order for the new baler which arrived in time for first cut grass silage and hay baling.

### WELGER PERFORMANCE RETAINED

“Massey Ferguson has kept all the features we liked so much about the previous Welger balers and improved on them,” added George, “and our new baler has several useful upgrades over our previous model including adjustment of most baler settings using the in-cab control box, rather than having to stop and get out each time. The new baler is also Isobus-compatible so we could operate it direct from the controls of our MF 7720 tractor, but as we also use the baler behind a smaller tractor occasionally which doesn’t have Isobus, we find it easier to transfer the control box from cab to cab.

“ I’ve always liked Welger balers, but I’m even happier now that they are part of the Massey Ferguson range with the back-up of my local dealer ”

“The wider tyres are also an advantage, especially on our marsh land where ground conditions are usually soft and wet. Maintenance is easier with central lubrication, and a one-piece side cover provides great access for checking and cleaning.”

### ATTRACTIVE PACKAGE

A three-year warranty, and finance options which suit the farm were also considered advantages of the Massey Ferguson brand. “Compared to other manufacturers we have always found Massey Ferguson straightforward. Products come with what you expect and there are no hidden extras, and parts and repairs are reasonably priced. Previous balers have been updated every four to five years, but we will try to keep this one slightly longer, although we still expect it to hold its value well.

“I’ve always liked Welger balers, but I’m even happier now that they are part of the Massey Ferguson range with the back-up of my local dealer,” confirmed George.







Adrian's new MF 6718 S

## A SURPRISE AT THE END OF THE LINE

A Massey Ferguson factory tour included a surprise for a West Sussex farmer and contractor, when he was able to see the tractor he had ordered several months before being assembled on the production line.

Adrian Scott was part of a group of approximately 30 farmers and contractors invited by Massey Ferguson main dealer, Yeowart Agricultural to visit the Beauvais production plant earlier this year.

Trading as Scott Plant Hire and based at East Grinstead, Adrian set up his own contracting business in 1985 following the death of his father who had also run a contracting operation. Adrian's business was originally based at Danehill and specialised in manure handling and application, but in 1993 the business moved to its current 50ha site, from where Adrian farms 80ha including rented land.

Adrian specialises in grass harvesting from mowing, tedding and raking to baling and wrapping. Other activities include fertiliser applications, hedge and verge cutting and manure and slurry spreading. He also carries out site and construction work using two 360-degree tracked excavators, and has set up a successful 30-horse livery yard adjacent to his farm buildings.

### LOYAL TO BRAND

Massey Ferguson tractors are favoured, and nine have been owned and operated since Adrian took over the business. The first was a 1980-registered Massey Ferguson 590, then he owned a 595 4wd and a 1200, followed by a succession of newer models which were typically updated every three years. The current fleet includes a new MF 6718S plus a wheeled tractor of another brand, and the two excavators.

"I have always got on well with Massey Ferguson and have been dealing with members of the Yeowart Agricultural sales and service teams for many years," explained Adrian. "I know them well and always feel valued as a customer."

"The current Massey Ferguson tractor range is proving extremely popular," said Yeowart's area sales representative Tom Moon. "The brand has a really strong reputation for reliability and performance and, despite the generous standard specification, it remains competitively priced. We have always enjoyed strong brand loyalty from existing users, but as the range has improved we have seen a significant increase in the number of enquiries and requests for demonstrations from users of competitor machines."

The new Massey Ferguson 6718S was ordered in late 2019, to replace Adrian's three-year old MF 6616. This had been purchased in 2017 as an ex-demonstrator, replacing the second of two 6480 tractors and had since worked 2,200 hours during which it proved almost totally reliable. The MF 6718S was ordered with a mid-range Efficient specification cab, but Adrian upgraded to a premium heated seat. Dyna-6 transmission was chosen - the same as on his previous tractors, as he finds it ideal for transport and field tasks.

### PERFECT TIMING

The tour of Massey Ferguson's plant in February this year was Adrian's first tractor factory visit, and he was accompanied by his part-time machinery operator Andy Green. "We both found it fascinating," commented Adrian. "Buying a new tractor is a big investment but having seen the production process I have a greater appreciation now of what is involved, including the many quality checks carried out at every stage to ensure long-term reliability."



"I was aware that my new tractor was due to be built at around the time of our visit, but it was while we were at the factory I was informed that, purely by coincidence, it was on the assembly line that day. I was allowed behind the barriers for a closer look and had my picture taken beside it. Being able to see it being built was certainly a surprise."

## NEW MODEL IMPROVEMENTS

Adrian's MF 6718S was delivered in March, and he commented that the new model includes several improvements over his previous tractor. These include a smoother ride, improved visibility, better right-hand cab steps, and a pressure release system for the rear spool valves making it easier to attach and remove hydraulic couplings.

The MF 6718S produces 180hp, and up to 200hp with Engine Power Management (EPM). "It's approximately 20hp more powerful than the MF 6616 for most tasks, but with EPM boost there is an even bigger difference," said Adrian. "The extra power improves performance for field work and transport, although the tractor is no larger than before. I prefer Massey Ferguson's 4-cylinder models with their short wheelbase to 6-cyl alternatives, as they are more manoeuvrable for working with a loader in tight spaces, such as around our stables."

## THE RIGHT TRACTOR AND DEALER

"I'm very pleased with the new tractor," he confirmed. "With my previous experience of Massey Ferguson and my local dealer's back-up, I didn't consider any other brands before placing my order this time, and I think it's likely that when this MF 6718S is due for updating, it will be replaced by another Massey Ferguson."

A Massey Ferguson factory visit earlier this year arranged by Yeowart Agricultural provided a surprise opportunity for Adrian to see his tractor on the assembly line.



Adrian is pictured with Yeowart Agricultural area sales representative Tom Moon, who looks after his account.



## BRUNO SAP – THE MAN BEHIND OUR FUTURE

If any global manufacturer was destined to elevate the design, operation and performance of the agricultural tractor to another level, it's Massey Ferguson.

The all-new MF 8S does precisely that, and is the culmination of more than a decade of research, innovation, construction and testing.

The man driving this extraordinary project to its fruition was MF's Chief Design Engineer, Bruno Sap. He recalls the early days, which stretch back to 2007: "At the start, there were no specifications laid down," he recalls. "We had just finished working on the MF 8600 Series, which went on to win the tractor design award when it was released in 2009.

"This tractor was designed in response to market demand, but was not 'revolutionary' enough for me. I wasn't able to put all my ideas into this machine., so I started working on a tractor concept that seemed 'ideal' to me," Bruno states.

"When it came to defining the main lines with the marketing people in 2012, I showed the concept to Managing Director Thierry Lhotte., After some interesting discussions, the main specifications were agreed to build a no-nonsense tractor that would be straightforward in operation and easy to use."

Given the go-ahead, the design process for the MF 8S started in the following year, and by the end of 2014 scale models had been created. Subsequently, the go-ahead was given by senior management in relation to the overall exterior design of the tractor, together with cab ergonomics in terms of space.

"Following the creation of these models, MF Engineering began its work, much of it in parallel with us on a range of components," Bruno recalls. "It's a lengthy process, taking into account the technical constraints and a good deal of compromise. We were sometimes forced to review our ambitions, but always at the forefront of our thinking was what does the customer want."

Bruno makes the point that there have been many new inventions in the agricultural world, making it increasingly challenging to come up with genuinely new concepts. "There's no point in inventing new things for the sake of it – the aim is to find the design that best meets customer desires in terms of reliability, visibility, ergonomics, etc.

"If there is something truly original within the MF 8S, I would point to the 24cm gap between the cab and the engine, which is greater than on any other model. It's not there merely for the sake of change from other designs – it's principal purpose



is to isolate the engine from the cab in terms of noise, heat and vibrations, and to accommodate a parallelogram wiper that clears the entire windscreen surface.

"This, to me, is an essential element of the operator environment. With noise levels reduced to a maximum of just 68dB, it is one of the quietest cabs available, and with an interior volume of 3.4 cu m it is one of the most spacious.

"The cab glass area is a huge 6.6 sq m, creating a light and airy workspace with unmatched visibility and space" states Bruno. "Another simple detail: when the cab is moved back, it is always going to be a challenge to connect the hood to the cab, but we have achieved it seamlessly," Bruno points out.

"Within this concept, in both the smaller and larger models, the continuity between cab and bonnet is never a problem – it's flexible."

But amid all the leading-edge technology that goes to make up the MF 8S, there are subtle acknowledgements to Massey Ferguson's illustrious heritage. For example, aficionados of MF tractors through the decades will recognise a new interpretation of the iconic, grey Sabre stripe that runs along the side of the bonnet of the new model.

At the very start of the project, a wide-ranging brainstorming event was organised embracing personnel from marketing, sales, after-sales, product management and service, in order to establish and prioritise a list of potential features and designs to be brought together in the new model.

"With these ideas, we put together two tractor concepts that we displayed at the Vision of the Future event in 2012/2014 in virtual reality," says Bruno. "During the course of the event, we met hundreds of farmers from all over the world and canvassed their opinions. The allowed us to consolidate our ideas, based on the clear requests we had received.

"We then knew which way to go."



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## MF TH TELEHANDLERS

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## MF TELEHANDLERS WITH ANDY COLLIER, MASSEY FERGUSON SALES SUPPORT SPECIALIST

Massey Ferguson's TH telehandler range includes models with capacities and lift heights to suit all types and sizes of farm and has proved popular with customers and dealers since it replaced the previous models.

There are two short wheelbase semi-compact models, both with 3,000kg lift capacity and lift heights of 5.90m or 6.75m, and four larger models with lift capacity from 3,400kg to 4,300kg, and maximum lift heights from 6.5–7.5m. All have similar Doosan D34, 4-cyl, 3.4-litre power units, meeting Stage IV Final emissions regulations using a DOC and SCR, and producing 100 or 130hp.

Massey Ferguson telehandler product specialist, Andy Collier says the TH range offers exceptional performance. "Hydrostatic transmission is standard and provides precise stepless speed control which is ideal for working in confined areas," he explained. "The smooth operation is also an advantage for shifting loads such as potato boxes or buckets of grain and avoiding spillages. Hydrostatic drive also allows the drive torque to be regulated - reducing wheel slip and allowing the user to make the most of the available traction. This has benefits on wet, slippery concrete in yards where tyre wear is reduced, on soft ground around muck heaps, and on silage clamps where climbing ability and pushing force is maximised. The four larger models also have a limited slip differential which ensures torque is always applied to the wheels with most grip."

TH-series handlers have quickly gained a reputation for fast loading cycle times, and three of the long wheelbase models are equipped with a 190-litre/min hydraulic pump. Hydraulic flow rates are adjustable to suit the application, allowing smooth and accurate operation. Control is through a progressive multi-function joystick, and up to three functions can be operated simultaneously, with four electro-hydraulic load-sensing valves supplying oil precisely where it is needed. "Boom and attachment operating speed is usually regarded as a key factor," continued Andy. "The Massey Ferguson system provides very fast operation and our handlers can achieve a complete lift and extend, retract and lower boom cycle up to nine seconds faster than the leading telehandler manufacturer. For typical customers engaged in handling tasks for several hours per day this results in considerable time savings."

A cushion retract system is standard, reducing the boom's travel speed just before it is fully retracted to improve operator comfort and reduce wear and tear. Automatic boom suspension is available.

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## **GREAT VISIBILITY**

Good all-around visibility is another priority for most handler users, and the TH-series design optimises the view from the seat while achieving a low cab height which makes them ideal for use in traditional low-roofed buildings. “Most handlers have a very limited view to the right-hand rear wheel, but the asymmetrical rear window of the larger Massey Ferguson models means there is no rear right-hand cab pillar to obstruct the vision, and a clear view is provided through the curved screen,” explained Andy. “TH handlers also have a low boom pivot point - allowing a clear view over the boom to the right-hand side. The low cab also means only one step is needed for access, which is a particular advantage for situations where operators are getting in and out frequently.”

## **EXCELLENT STABILITY**

Massey Ferguson’s handlers all feature a long wheelbase for their lift capacity and height, which contributes to exceptional stability and operator comfort and also reduces overhang past the front and rear axles. Despite the wheelbase length manoeuvrability is excellent, and the two smaller models have a tight 3.71m turning radius while for the four larger machines it’s 3.82m. The chassis is box-formed for strength and 8mm plate protects the underside from damage. There are no exposed prop shafts or universal joints for string or bale net to wrap around, and steering rams are located behind the axle beams to protect them from ground contact.

## **CONVENIENCE**

TH-series handlers are available from the factory with attachment mountings compatible with JCB, Manitou and Merlo systems, allowing existing tools to be used and also making it easier to operate mixed fleets.

The boom head hydraulic couplings all come with an integrated pressure release system making it easy and quick to swap attachments. “The design is from a skid-steer loader so it’s extremely rugged and reliable,” said Andy. “The user simply pushes the coupler in for five seconds before removing it and the pressure is released, allowing the connectors to be attached or removed easily even with the engine running. It also helps prevent oil leaks and spillages.”

## **COST OF OWNERSHIP**

Andy commented that it isn’t only the TH-series’ handling performance and operator comfort that makes them so popular. “They are competitively priced and available with extended full factory warranties for up to five years, so they make sound business sense too. There is fantastic sales and service back-up through our specialist dealer network so when maintenance is needed or if breakdowns occur any downtime is minimised.”



# HANDLING THE FAMILY BUSINESS WITH MASSEY FERGUSON

A Kent family farm with a diverse range of enterprises invested in its first Massey Ferguson telehandler earlier this year, replacing another brand. Six months after delivery, the new machine continues to impress.

Trading as EH Holdstock & Son, and based near Canterbury, the farm is spread across five sites and includes combinable crops, potatoes, forage maize, pumpkins, top-fruit and sweet-chestnut coppice.

Livestock include 200 pedigree Sussex cows plus followers, with progeny reared to sell for breeding or fat. More recently a flock of 300 Kent ewes was established which graze grass under solar panels, and on cover crops which are increasingly being used to improve the arable land. The ewes are put to Lleyr rams and lambs are sold finished.

## DEPENDABLE BRAND

Farmer James Holdstock runs the farm alongside three family members, and five full-time employees. The farm's modern tractor fleet consists of six Massey Fergusons – all with Efficient specification cabs and Dyna-6 transmissions, and the most recent addition to the line-up is a new MF 7720 which joined the fleet this autumn. There are also six older Massey Ferguson tractors, and two small orchard tractors of another brand. "We used to run a split tractor fleet," explained James. "But we decided to move to a single brand to increase our operating efficiency and make it easier for operators swapping between machines. We have always had Massey Ferguson on the farm - the tractors are reliable, and we receive excellent back-up from Agwood Ltd, our local main dealer, so as tractors were updated the Massey Ferguson fleet has grown."

The mixed farm provides plenty of work for the Holdstock's telehandler and when the farm's 2005 machine was due for updating earlier this year, after working almost 8,000 hours, a replacement of the same brand was considered. "It had been fairly reliable and did what we needed it to, but we also considered the new Massey Ferguson TH.8043 which was recommended by the dealer, had an excellent specification and appeared better value for money," said James. "The Agwood team couldn't have been more helpful and loaned it twice for demonstrations so that we could evaluate its performance for three of our main applications. What really convinced us was its performance loading manure in a field. Conditions were wet, but we were surprised at how well it coped on the slippery ground. It proved extremely manoeuvrable which contributed to faster loading times. It was also much more stable than our existing handler with the large muck grab raised."

## HIGH SPECIFICATION

The TH.8043 is the flagship to Massey Ferguson's handler line-up, and has maximum 4,300kg lift capacity and a maximum lift height of 7.5m. It has a 130hp engine, hydrostatic transmission and a 190-litre/min hydraulic pump.

Since the TH.8043 was delivered in February, its main tasks have included daily littering, feeding, loading the mixer wagon, mucking out, and loading manure spreaders. It has also loaded big bags of fertiliser and seed in the field, handled hay, silage and straw bales, and pushed up the maize clamp. It was ordered with a headstock to suit all the farm's existing attachments to save additional costs.

Although the new handler has only half a metre more reach than the machine it replaced, James' son George said this makes a surprising difference, especially when pushing up grain at harvest. The additional reach also saves time when adding bedding to cattle pens as bales can be dropped nearer the centre and away from the gates, reducing manual handling.



George Holdstock says the cab's simple controls appeal, but the standard specification includes user-friendly features such as automatic boom suspension and an automatic parking brake





Pictured with the new handler. (l-r) Agwood area sales representative Steve Day, George Holdstock and James Holdstock.



With the Massey Ferguson's 190-litre/min pump hydraulic cycle times are fast, and George said that loading grain lorries is quicker than with the previous machine. He said that as well as the faster boom operating speed; excellent manoeuvrability is also a factor, and that the handler is more stable which means the bucket has less tendency to sway when working at height.

## PRECISE CONTROL

For precise handling work and for hitching up attachments and trailers the hydrostatic transmission is proving popular. It provides smooth, step-less speed control and is ideal when small movements are required.

The handler moves trailers around the yard, but for transport over longer distances tractors are preferred. With work split across the five sites there is a lot of road work, and George said that the TH.8043 is comfortable at the maximum 40kph. He describes the cab as very quiet and, although there is a slight noise increase from the hydrostatic transmission over the previous handler's torque converter, he says it is never obtrusive.

## SUPERIOR

So far, the TH.8043 has proved better than the previous telehandler in almost every situation. Its main operator is Martin Russell, who has driven handlers for more than 20 years. "At the time the Massey Ferguson handler was ordered, Martin was very sceptical about replacing a brand he knew so well with anything different. But during the past six months he has become used to the controls and identified many advantages to its design and now tells us it's a far superior machine," added George.

James said that the handler's simple design and controls make it easy to use and he explained that it isn't over computerised, which makes him feel more confident of its long-term reliability.

"That is a comment we hear a lot," responded Agwood area sales representative Steve Day. "The Massey Ferguson controls are much simpler than those of many competitors, and most customers choosing a handler want something logical and easy to use."

The Massey Ferguson handler came with several user-friendly features which weren't fitted to the farm's previous machine. These include optional automatic boom suspension, which engages at higher speeds but locks for low speed handling, and an automatic parking brake which George said is an advantage although it took a while to get used to having it.

George described access for daily checks as good and said all the main grease points are easy to get at. Annual servicing will be carried out by the Agwood team, which also looks after the fleet of tractors. The handler was specified on Michelin 500/70R24 XMCL agricultural tyres and these are showing little sign of wear and provide plenty of grip for yard and field work.

"We are very pleased with all aspects of the Massey Ferguson handler's performance so far, and it's popular with everyone on the farm," concluded George. "There have been just a few minor teething problems, but the back-up from Agwood has been superb as we expected, and these were rectified quickly. The TH.8043 was competitively priced compared to the other machine we considered, but even so we are benefitting from improved handling efficiency resulting in valuable time savings."





Richard Cox, Massey Ferguson Sales Support Specialist

## PRODUCT FOCUS

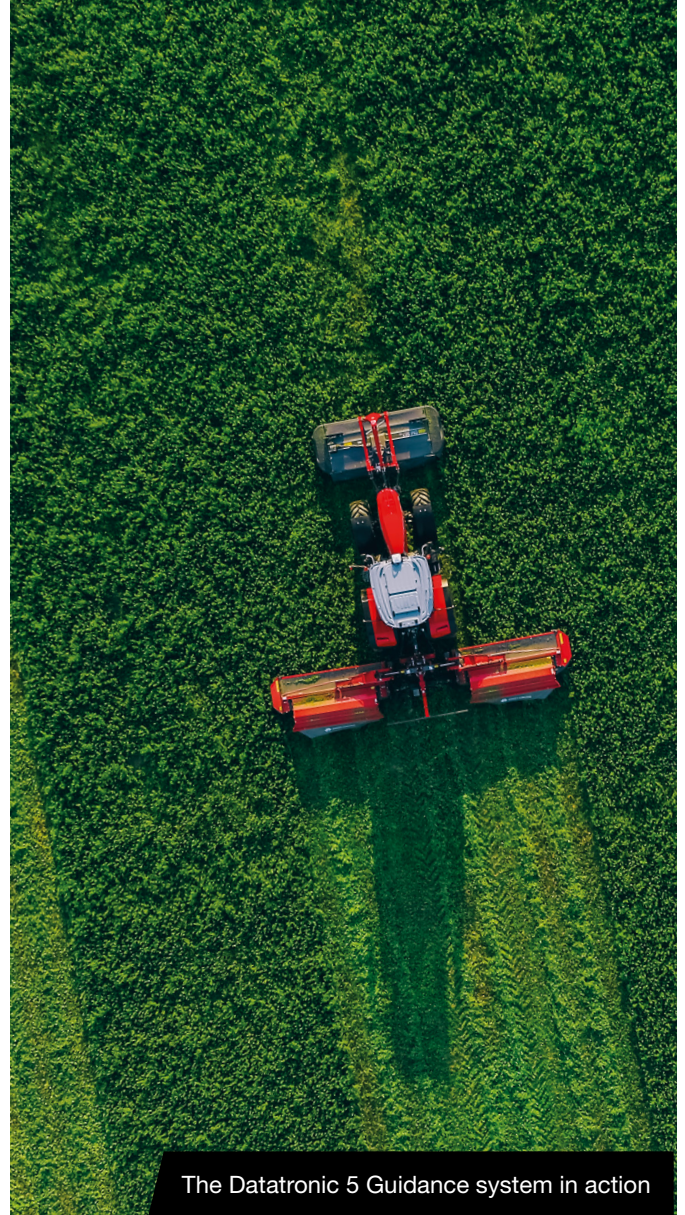
# THE MASSEY FERGUSON TECHNOLOGY TOOLBOX

For many years now, MF has been investing heavily in the development of advanced concepts that aim to heighten farmers' efficiency, reduce the carbon footprint, minimise operator stress and target precisely the use of crop inputs.

The result is the formulation – and introduction – of a range of procedures and application techniques which have been steadily adopted across the industry. MF's Richard Cox, in his role of Product Support Manager, has been closely involved in shaping and delivering the key messages to the company's customer base.

"The principal areas in which we've been particularly active include machine guidance, section control, documentation, yield mapping, prescription maps and variable rate control," he explains.

"Among the many advantages we've been able to achieve are factors such as enhanced comfort for the operator, much-reduced overlap on passes, meaningful savings in crop inputs, invaluable data generation and higher crop yields," he adds. "Overall, these systems have enabled our customer base to boost long-term sustainability through a meaningful reduction in the environmental impact of what they do."



The Datatronic 5 Guidance system in action

Of the constituent technologies, the most visibly obvious is probably the guidance element, which is now using the fifth generation of the first ever on-board terminal. With its 9" capacitive colour touch screen, it's as easy to use as any smartphone or tablet and operates within either the Datatronic 5 or Fieldstar 5 system.

"Integral ISOBus compatibility dramatically reduces clutter inside the cab," comments Richard, "allowing the terminal to provide simple 'plug 'n' play' control over a whole range of implements."



'Plug & Play' with the ISOBUS system



“Overall, these systems have enabled our customer base to boost long-term sustainability through a meaningful reduction in the environmental impact of what they do.”



Section Control and VRC

“The section control facility enables meaningful economies in seed, fertiliser and chemicals to be made,” he adds, “while, by avoiding double spraying, unnecessary damage to the crop is avoided. It also means that work can be carried out when the operator’s view of the crop is restricted, such as during the night, or where dust is a problem.”

Rate Control allows the use of prescription maps and the automated adjustment of the application rate on the implements. By working with prescription maps, Richard explains, farmers not only adhere to legal rules, but also boost both crop yield and quality by applying precisely the optimum amount for the crop.

“Then we come to the Task Doc,” Richard continues, “which provides summary data that can be transferred between the machine in the field and the office by means of a USB stick.” Task Doc Pro takes it a stage further by continually recording positional and machine data, which can be transferred via a mobile network – a real advantage for contractors and on larger farms, as the tractor doesn’t have to be in the vicinity of the yard when the data’s being transmitted.

And, finally, there is Massey Ferguson Connect – the fleet management telemetry system that collects data relating to machine location, tractor status, service codes, etc. This system allows the owner or manager to access live information, from whichever field, via the web, by phone, or through iPads or tablets.



MF Connect - ultimate connectivity



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Q	A	S	W	P	U	M	Z	O	Y	Y	I	B	M	N	L
E	D	P	B	A	M	U	M	Y	N	J	M	U	K	E	
G	H	O	S	T	R	H	Y	S	R	E	T	S	N	O	M
R	C	O	P	O	D	X	P	B	G	I	R	K	L	L	Z
T	D	K	C	F	L	L	E	A	E	F	I	F	G	Y	O
S	F	Y	A	E	Z	B	T	T	A	O	C	A	P	H	M
P	C	G	N	C	O	S	T	U	M	E	K	J	I	E	B
I	A	G	W	P	M	C	S	E	P	R	O	R	E	S	F
D	B	O	O	D	B	F	L	G	U	J	R	I	C	U	A
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GHOST  
SPOOKY  
WITCH  
MUMMY  
FUN  
BOO  
SWEETS  
VAMPIRE  
MONSTER  
SPIDERS  
PUMPKIN  
TRICK OR TREAT  
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MASK  
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