

AGRIMAC CLIENT PROFILE

DAVID & WILL MERCER



FARM LOCATION

Vite Vite + Mingay

TYPE OF FARM

Mixed broad acre enterprise, sheep, crops (grains, oil seeds) and hay

YEARS BEING A FARMER

40 odd years David, 3+ years Will

NO. OF FARM WORKERS

1 Permanent + Seasonal

MACHINERY

3 CaseIH Tractors: Magnum 255, Puma 140, Maxxum 125, CaseIH Mower Conditioner: DX132, CaseIH Round Baler 628, Amazon Spreader

WHAT YOUR FAMILY'S STORY WITH THIS LAND? WHAT DO YOU LOVE ABOUT FARMING?

My Grandfather purchased 'Elephant North' in 1914 or so at the time there were no buildings it was just tussock and tiger snakes. The homestead was built in 1920. We're right on about the 100-year anniversary right now. I lived here all my life, now Will is coming up behind and looking forward to it. We feel very lucky to live here because it does rain here, although it's a dry season this year, most years its pretty reliable.

I think though as long as I was farming – and not in Melbourne or Sydney - I could be anywhere in the country and I'd be happy, I love the farming life – the country lifestyle is fantastic.

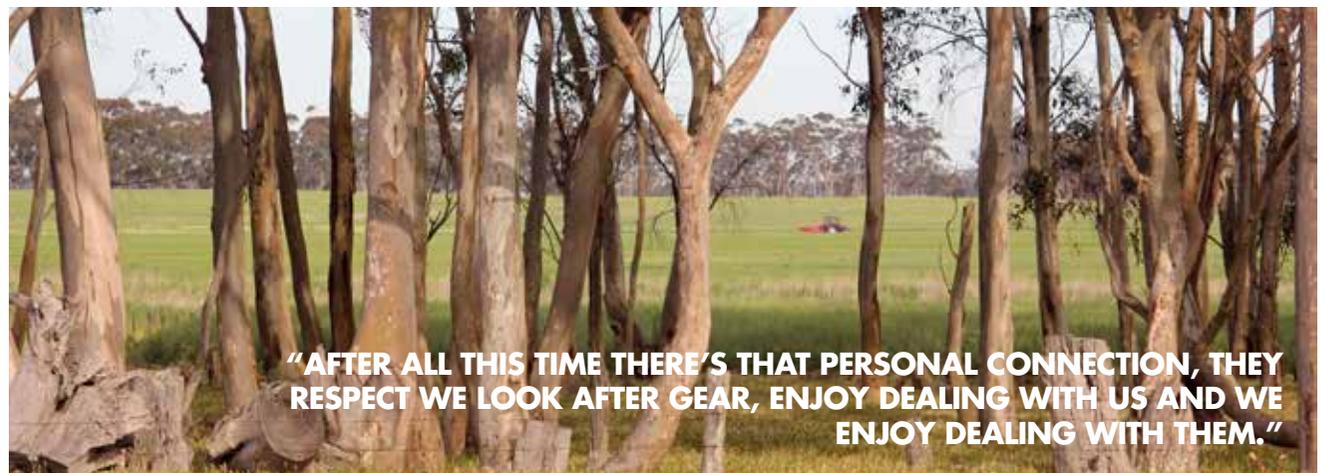
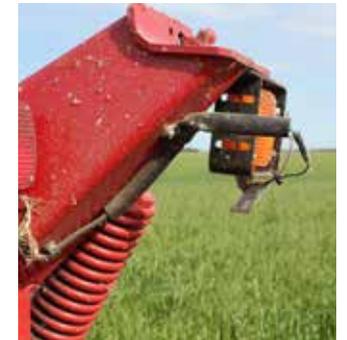
As farmers we are very lucky to have such a unique business. I see a lot of upside in the future with not a lot of young people going into farming, I really think that in years to come its going to be pretty good going, all the people that will need to be fed, China etc, I guess it's the feeding the world concept; whereas it had been pretty tough in the 60's and 70's, with interest rates, commodity prices etc but to me this seems a time to set the business up even more and get ready for the future.

WHAT HAD YOU LOOK AT A CASEIH MOWER CONDITIONER?

We grow hay due to our location – the dairy farmers just to the south of us are a great market to add to our core business of sheep. We need to condition crops and the width of cut is good at 13 feet with the CaselH. We had bought a smaller mower from Agrimac a while ago, so we wanted to upgrade, update and upsize. The point was to get greater efficiency and create higher quality hay, faster. This machine allows us to dry the hay quicker to get into the bale.

RESULTS?

It's been very good, been great. The new one is on its second season and we've gained efficiencies. We're able to have a smaller window of cutting because we have the larger machine."



"AFTER ALL THIS TIME THERE'S THAT PERSONAL CONNECTION, THEY RESPECT WE LOOK AFTER GEAR, ENJOY DEALING WITH US AND WE ENJOY DEALING WITH THEM."

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WHY RED FOR YOU?

We've always had CaselH, the first CaselH tractor we had was a 970, which we bought from Warrnambool in 1978. It's the history and connection.

I think it's the relationships through the dealership really, having ties up through the years with the people who have worked there. The team at Ballarat are all very good – Wayne, Rod and Dave, Marcus and Aaron are very good too.

WHAT MOTIVATES YOU/HOW DO YOU APPROACH BUYING NEW OR USED GEAR FOR THE FARM? WHAT ARE THE KEY THINGS THAT MATTER AS YOU MAKE THAT KIND OF DECISION?

It's key to keep the hours low and the reliability up, I believe you upgrade when you can. We are trying to have the most reliable fleet possible. You need to be able to do it and be happy with the deal itself but if we can justify it, then we will upgrade if appropriate. If you get hours on them you can end up with old tractors on farm and we don't want that.

The keys for us are:

- Reliability
- Financing – including a good trades
- Specs - making sure it has the right specs and options for that machine right for our business
- Service and back up.

HOW LONG HAVE YOU BEEN DEALING WITH AGRIMAC?

Our family has been dealing with Agrimac since 1994 – about 20 years or so. We got the 970 in Warrnambool, then we went to Lake Bolac and since about 1994 we've been dealing with Ballarat and they've been great.

WHAT'S GREAT ABOUT AGRIMAC? WHAT DO YOU LIKE ABOUT AGRIMAC?

The service is good. I think there's a genuine personal interest. We have a good relationship with the mechanics – we think they enjoy coming out here to us too. After all this time there's that personal connection, they respect we look after gear, enjoy dealing with us and we enjoy dealing with them.

Also, the guys are proactive, they think ahead and try to do a bit more for you – even simple things like upgrading gear and keeping us informed. They're helpful for us.

