

AGRIMAC CLIENT PROFILE

ROD & TORY KENNEDY



FARM LOCATION

Skipton

TYPE OF FARM

Mixed Enterprise, Sheep & Cropping

YEARS BEING A FARMER

23 years

NO. OF FARM WORKERS

Family + 1

MACHINERY

CaselH 9120 Harvester, CaselH x 3 Tractors, Steiger 375, MX 305, CVX 1155, GPS Autosteer + Goldacres.

WHAT DO YOU LOVE ABOUT FARMING AND THE FARMING LIFESTYLE?

I enjoy growing things and being outdoors, I also love my kids growing up on the farm. As a farmer I also love the machines we get to work with.



We also enjoy being active in our community – we just had a 'Woolshed Cocktail Party' here not long ago that Tory worked on, 220 people attended, pretty much all farmers like us. We raised thousands of much needed dollars for our Skipton Primary School. Agrimac were awesome, very helpful donating \$1300 and gave us a toy tractor to auction off as well.

WHAT HAD YOU LOOK AT A CASEIH 9120, TRACTORS AND THE STEIGER IN PARTICULAR?

We've had 5 CaselH Headers over the years, prior to this one, we've essentially always had red for 20 years.

WHAT HAS THE MACHINERY HELPED YOU ADDRESS/ ACCOMPLISH?

We constantly try to become more productive – to do more with less. Also it's important to have reliability in a machine and comfort to reduce fatigue. You don't get as tired – you can do more hours in the paddock.

Precision agriculture, GPS, has been one of the best things that has come along and we've embraced. It's been the most innovative change in farming for years. We were an early adopter with the GPS Trimble gear, we've been using it for 10 years now and its been great. It's also transferrable between all our machines which makes it effective in any machine.



"SPARE PARTS ARE VERY HELPFUL TOO – THEY WILL EVEN PULL PARTS OF A MACHINE IN THE LOT IF YOU NEED IT. AGRIMAC GENERALLY GO THE EXTRA MILE FOR YOU. THERE'S THAT REAL RELATIONSHIP THERE – WE KNOW THEM, THEY KNOW US AND WE WORK TOGETHER."

AGRIMAC CLIENT PROFILE

WHY RED FOR YOU?

The support, we know the people and the machines well. Service is key. In my view, it doesn't matter what tractor it is these days – green or red – what matters is the support you get. Knowing who you are dealing with, being able to trust they'll be there and do the right thing, provide great service you can count on.

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

I want something that is reliable. Our tractors are not very old but have a lot of hours on them. For example, with one of our machines, it's 5 years old, done 5000 hours and it's still going strong. We don't always have the newest and the best but you have to balance the need for maintenance, so it's good to keep fresh – to walk that balance.



I'd say in order of importance to me when I'm making that kind of decision:

1. Support/Service
2. Reliability
3. Product/Price
4. The deal itself – the \$'s, the trade etc.

HOW LONG HAVE YOU BEEN DEALING WITH AGRIMAC? WHAT'S GREAT ABOUT AGRIMAC?

We've been dealing with Ballarat from back as far as when it was Molloy's. Over the years they've gotten more professional and continued to grow and improve – they're bigger and better now.

I like the people, the service, even the location, on the western side of Ballarat so it's easier for me to get to. Rod and Wayne are great. Also, Aaron, the Mechanic is really good. Spare parts are very helpful too – they will even pull parts of a machine in the lot if you need it. Agrimac generally go the extra mile for you. There's that real relationship there – we know them, they know us and we work together.