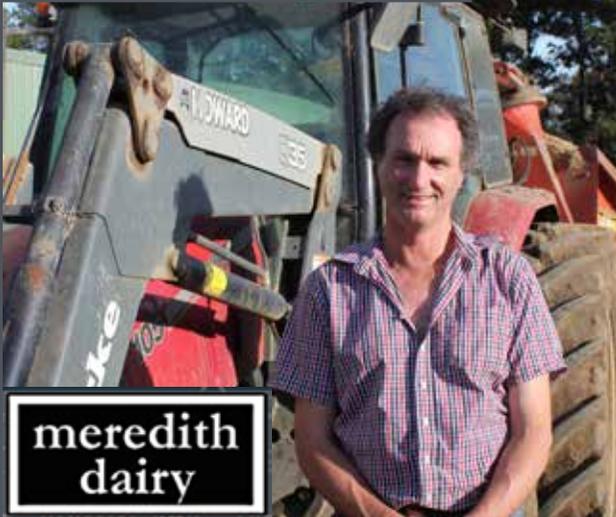


AGRIMAC CLIENT PROFILE

MEREDITH DAIRY



FARM LOCATION

Meredith

TYPE OF FARM

Sheep and Goat Dairy, with Cropping

YEARS BEING A FARMER

26 years

NO. OF FARM WORKERS

Approximately 30

MACHINERY

Fleet of 7 JX1100, Puma, 3 Jaynor Mixer Wagons, Manure Spreader, Maxxum

TELL US THE STORY OF YOUR FARM?

I was originally brought up on this farm, it was a lot smaller than it is today – my family farmed mixed beef and lambs.

We started farming just before wool price collapsed in the late 80's – so we had a couple of boom years followed by the recession. At the time, we had a small farm and we were trying to buy land, but it meant big debt with interest rates as high as 23%.

Given those circumstances we thought we were never going to be able to buy our own farm – we needed a business where we could set a price. My background is as a vet and I had worked a lot in goat and sheep reproduction, so I knew a lot about that and about year round milking. So our reason for going into this business wasn't the market and market demand, which it should be, it was our own technical ability. We aimed to be a sort of Mum & Dad type business but it just kept growing.

We have three kids – one studying business, one studying nursing, one still at school. I think it's important they go away and find their own way back here if that's what they want.

WHAT HAD YOU LOOK AT A THE CASEIH GEAR YOU HAVE FROM AGRIMAC?

On the JXU's – they are good value for money, not top of the range tractors but good value for money, they exactly fit all the machinery we tend to run off. They're the right horsepower and they've proven to be reliable. We have 11,000 hours on one, 9,000 hours on another – they've been real work horses for us.

Those got us going and the Workshop and Parts back up meant that's why we kept dealing with Agrimac.

In my experience, anyone can sell a tractor. It's how well they can keep you going that is the key and Agrimac do that.



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The Puma, for its 165 horsepower, was good value. However, we really bought it because we were happy with the service from Agrimac. We didn't compare it to any other tractor, except we knew it was reasonably priced, we were just happy to work with Agrimac. We also got it to pull a small air seeder, we pull a 6m airseeder, 3500 litre spray unit. Its gone well, doing that job for us.

On the Maxxum, well we initially bought a Deutz from Agrimac too and it was fine but the volume of work we do with our tractors is heavy. At the time, we needed a slightly bigger mixer wagon so we needed a bigger tractor and liked the Maxxum and wanted to get back to red.

The mixer wagons are strong and give a good mix for us and just fit the size job we do. We also do a lot in GPS, to me Precision Ag is impressive, it lets us plant 2cm rows and that works for us. It's worked very well and they've given great back up service.

HOW HAS IT BEEN FOR YOU? WHAT HAS IT HELPED YOU DO - SAVE TIME, REDUCE COSTS, GET STUFF DONE FASTER, INCREASE PRODUCTIVITY/OUTPUTS?

Our business is dairying, so it's a 7-day a week business. The animals have to be fed 7 days a week but also at the right time, we feed a total mix ration and we do that 365 days a year and that's where the reliability and service comes in, that's why it is so important to us.

In many ways, you don't want to worry about tractors. We're goat farmers not tractor specialists, you don't want to have to worry about tractors you just want them to work for you and help us do what we need to do, when we need to do it. We find CaseIH, with Agrimac do that.

WHY RED FOR YOU?

Fundamentally - they are good value for money. Also, I've had a bit to say about the green ones over the years, so often in fact I could never by a green tractor now!

AGRIMAC CLIENT PROFILE



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?

The key thing is return on equity – when we buy a piece of equipment it has to save enough money to more than cover the repayment costs of it. In fact, we have to be looking at around about a 30% return on capital when we buy something.

As we've gotten bigger, staff morale has also become another factor. We actually try to keep at least one tractor spare all the time, then, for example, if you want rubbish removed, you want to make it easy for the staff to find a tractor and shift it.

For that reason, not only do they all have front end loaders, they all have 3rd functions on the loaders and they all have hydraulic unhitching on the loaders. It doesn't save much time but it means people will make the effort to put the correct attachment on because its easy – on a wet windy day they don't have to leave the cab to do it. As the staff numbers have grown, that's become a factor.

Also, having the range has been great. So if the staff jump in the Maxxum, or a JXU all the controls are so similar it makes them feel comfortable and they're productive quickly.

HOW LONG HAVE YOU BEEN DEALING WITH AGRIMAC?

We've been dealing with Agrimac since it was Molloy Machinery. We couldn't afford our first new tractor until 1997 and it's gone from there, before that we would just buy parts and more parts to keep our old tractor running.

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

Mainly their customer service, its very good. We find now they straightaway give a competitive price verses haggling, we like that they just give us the price they are going to sell it for. Also, their Workshop and Parts – they are very responsive, they get us out of trouble.

Also, I find they keep us up to date. For example, for new advances I rely on Dave Tuppen. He'll ring up and ask if we're



interested in this or that ... For example, he brought a few people out from Jaylor. At the time, some of the stuff they told me didn't help sell that machinery right then, in fact I bought another brand, but they brought out a feed nutritionist and that was good, I learnt a lot about practical feed lotting. As it turns out, what they said about the other brand proved accurate so we've since gone back and bought 2 Jaylors off David and Agrimac. Agrimac know their stuff, their advice is sound.

So now I buy from Dave Tuppen – on stuff I need or want I don't even have to speak to him - I'll just send emails and he gets back to me and gets it organised. I trust him, he trusts me and gets stuff started for us to meet on time delivery or urgent issues. It's a great way to do business. To me, what I think is so important in business, is relationships.