

# AGRIMAC CLIENT PROFILE

## EWAN READ



### FARM LOCATION

Cross Roads, Carranballac

### TYPE OF FARM

Mixed Enterprise, 70% Cropping 30% Stock – Prime Lamb Production

### YEARS BEING A FARMER

8 years

### NO. OF FARM WORKERS

3 Brothers, Myles, Warwick & Ewan Read  
3rd Generation plus various full time and seasonal staff

### MACHINERY

Goldacres Self-Propelled 6,000 Litre

### WHAT DO YOU LOVE ABOUT FARMING?

I love the diversity of work as well as being outdoors and experiencing the 4 seasons. It's a rewarding job.

### WHAT HAD YOU LOOK AT THE GOLDACRES SELF-PROPELLED?

It's a stand-alone unit, we previously had a tow behind. If you get busy, something could get missed so we've got no excuse now. There's now not a hectare that hasn't been sprayed whether it be pasture, thistle spraying, topping or general in-crop sprays.

The main reason is the 3-metre controlled traffic system and we are so much more efficient across our hectares, per hour and per day as a result. Plus, you don't have to worry about where the other tractor is, just hop in and go.

### WHAT CHALLENGES/ISSUES WERE YOU TRYING TO SOLVE? WHAT WERE YOU LOOKING TO ADDRESS/ACCOMPLISH?

There are massive fuel savings and chemical savings with this machine. 15 years ago if I went out to spray it would have taken 10%-15% more to do the job. The technology is so good, now



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I run maybe 1 to 1.5% over for e.g. on 50 hectares at 100 litres per hectare, I will load up with 5050 litres and it will hit it every time. Also, with less over spraying, it also helps us avoid weed resistance.

The productivity improvements with the technology are significant, it's definitely helped us, we are more efficient as a result.

Also, this model has 3TS, gives you a much larger spectrum of droplet size also gives you a bigger window to work with. **These things just go so quick, it's unbelievable.** It's about versatility and from a sprayer you have that range of what you want – course, fine, medium droplets.

## WHY RED FOR YOU?

Actually we're green but we have found Agrimac great to deal with. We've been dealing with Agrimac since about November 2013 because of Goldacres. Ultimately we went with Agrimac because Rod Male was great to deal with.

Since then we have had some warranty jobs but Goldacres and Agrimac have taken care of it. We've been very happy with their service and backup, they've been very good to deal with.

## 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?

When we think we need something, we sit down and discuss it. The thing that drives any new equipment is an analysis of a couple of key things. Questions like - can we afford it? How is it going to increase productivity?

We tend to always have modern equipment. Everything is financed, we think you're mad to own. If it works financially it makes sense to continue to trade. Every 5 years we get a new Harvester, Goldacres is the most used so it's likely we will replace

that every 4 years. Breakdowns cost money so maintenance is key. Every machine has to be operating at its peak.

On key machines you have to keep modernizing, especially on the most used, most important gear. Its also hours related really, for example, this Goldacres will do nearly 800+ hour this year, when it gets to 4000 hours we'll update again.

Also, these days it's all about software and technology and the support you get on that. Whatever you buy, wherever you buy it, if they sell it, they have to be able to back it up. Service and support is the key.

