

WELCOME TO THE EARLY EDITION OF OUR NEW AND IMPROVED AGRIMAC NEWSLETTER DUE FOR FULL RELEASE NEXT YEAR. AT AGRIMAC, WE HAVE BEEN WORKING ON IMPROVING OUR COMMUNICATIONS WITH OUR CLIENTS AND OUR COMMUNITY, WE HOPE TO CONTINUE THESE IMPROVEMENTS IN 2015 – PLEASE CONSIDER THIS A SNEAK PEAK. THE VALUE OF THE CONTENT HERE WILL ONLY IMPROVE OVER TIME.



TIS' THE SEASON

At Agrimac, from our families to yours we wish you a very happy and safe Christmas and New Year. Here's hoping you enjoy some great family time, get a break or even the chance to enjoy the beach! Seasons greetings from all the team at Agrimac.



HOLIDAY HOURS

As farmers ourselves, we understand that farming doesn't stop for the silly season as result we're open or on call to be there when you need us. Ballarat and Warrnambool will be closed only on the Public Holidays. St Arnaud closes on Christmas Eve and opens Jan 5 - however the team are available just call Dan on 0427 565 396 at any time.

Feel free to drop in and visit or call us and we'll be there to assist. Sometimes at this time of year, taking stock of what you need in 2015 for a great and productive year can be a great idea and we have some specials on to make it worth doing as well!



LETTERS FROM THE FARM ... AND RECIPES ... AND PHOTOGRAPHS!

Feel free to email gokeefe@agri-mac.com.au with any comments you would like published – think of these as letters to the Editor and we'll review. We'd like the newsletter to capture what's happening in our communities for our farmers so who better to hear that from than you. We're also open to recipes and cool shots of red gear at work, or the beautiful landscapes in our districts! The best pics will get published on our new website - stay tuned!



WARRNAMBOOL

MESSAGE FROM HUGH MCEACHERN DEALER PRINCIPAL

Well, let's face it – with just 3.5 inches that was not a great Spring! But here at Agrimac we remain positive about the future for farmers in the districts we take care of and look forward to partnering you to increase production and save money and time in 2015. Coming from a farming family and still farming actively today, I appreciate the challenges a dry and early season brings all of us. We are here to help – in fact we've been sharpening our pencils wherever we can to assist. Further, here at Agrimac, for the last 6 months of this year, we have been hard at work improving the business across all branches, growing our team of in-house expertise and bringing you the best deals we can. We look forward to continuing these activities in 2015. Lastly, we say a hopefully temporary farewell to long time team member Jacqui Gleeson – Jacqui is heading back to Melbourne to finalise her accreditation as a lawyer and plans to return at the end of June. We wish Jacqui all the best with her studies.

BALLARAT

MESSAGE FROM ROD MALE BRANCH MANAGER

At Ballarat we've stayed very busy over the last few months with a lot of interest in second-hand gear and of course, our 0% interest offer recently had lots of people talking. We've also had some exciting news with the addition of Matt Edgar, previously with Cervus for 7 years. Matt comes with years of experience. He's a great guy ready to go and here to assist. Feel free to drop in and meet Matt – he's quickly becoming acclimatized to red! We've also had some great news with a client's young fella joining our team as our Parts Apprentice – we welcome Brad Pitcher and look forward to him having a bright future in the industry. Dave Tuppen continues to be our Auto-Steer guru and the whole team is on hand to help as needed, call anytime over summer and we'll be there to assist.

Our workshop has been very busy. We have welcomed two apprentice technicians this year with Jarrod Mabbitt and Ben Jackson joining the team. The boys are learning the ropes very quickly.

Wishing you all a very safe and enjoyable Christmas.

ST ARNAUD

MESSAGE FROM DAN DOUGLAS, BRANCH MANAGER

Many people have heard our news that Steve Ross, previously of Goldacres has joined our team. Steve brings years of experience to the table and will be out meeting lots of people in our district in the coming months. His expertise means he is worth stopping for a cuppa with and we look forward to you meeting him in 2015. Beyond that, we all know the season has been as dry as dry. This has been tough to deal with as a farmer, but even tougher to watch some farmers do it incredibly hard this year. Our Workshop and Parts Departments have remained very busy. In fact, our newest full time Apprentice Nic started this month and he's nominated for an award at his school's based Apprenticeship – good luck Nic! Meantime, here's hoping for a much improved 2015 – all we can do as farmers is keep on going right? Enjoy a cold one over Christmas and we'll see you back at it next year.

St Arnaud will be closed between the last working day and Jan 5 but Dan and the team will be on call.

AGRIMAC CLIENT PROFILE

CLIENT PROFILE OF THE MONTH

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'S 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.

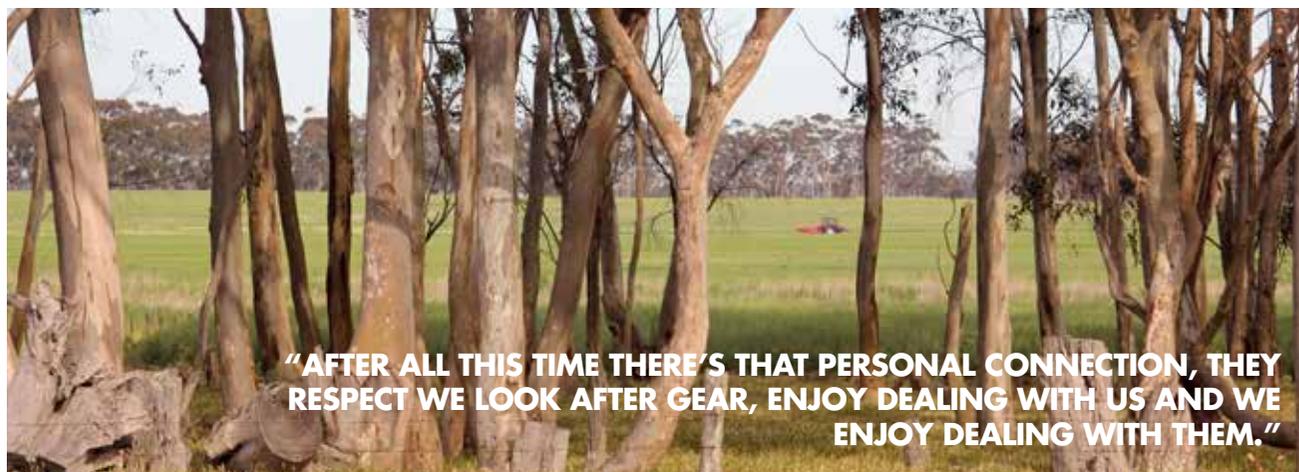
As farmers we are very lucky to have such a unique business. I see a lot of upside in the future with not a lot of young people going into farming, I really think that in years to come its going to be pretty good going, all the people that will need to be fed, China etc, I guess it's the feeding the 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 CONDITION?

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 CaseIH. 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."

AGRIMAC CLIENT PROFILE



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 trade
- 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.

