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FALCON

FALCON FOCUS

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RAIN IS OUR GAME



Nampo 2017

Our association and partnership with Amazone, for whom we are the sole importer into Sub-Saharan Africa, grows from strength to strength, and 2017 has been another great year for sales. Our well-established range of high-precision fertiliser spreaders continues to impress and has become the market leader in South Africa. With a change in farming methods, our 3 200–6 200 l trailed sprayers and the 1 800 l mounted sprayer with an additional 1 000 l front tank have taken off this year, exceeding expectations by a very long way – more about this over the page.

Despite having completed 15 years with Falcon, there is one aspect of the business that I still have not been able to understand and master – the weather! What is the perfect weather pattern? During our visits there are always discussions around “too little”, “too much”, “too late”, “too early” – but very seldom, if ever, “The weather has been perfect.” All I know is, little or no rain is very bad for business, our industry and the country. The economists tell us that due to the droughts we recently experienced there was a 13% drop in agricultural output, which resulted in 0,4% lower GDP growth in both 2015 and 2016. When you have such low growth, as we currently do in South Africa (1,3% in 2015 and 0,3% in 2016), then 0,4% makes a big difference. We also have one of the most volatile currencies in the world, often achieving the No. 1 position, which is also something we can do without. The South African agricultural industry, with the farmer at the epicentre, has once again shown how resilient we are, and the industry has moved from one of its worst years to one of its best years. I always say that we measure our turnover using a rain gauge.

On the home front, we have had an exciting and successful 2017, with five new Falcon and Amazone

implements being launched at Nampo this year, the return of Falcon and Amazone spare parts which are now being distributed from Howick, and the Amazone trailed and mounted sprayers which have taken the market by storm.

When I compare travelling to Nampo through the desert last year with seeing bumper crops on the land this year, I knew that the mood at Nampo this year was going to be positive and enthusiastic. It was, and we converted 30% of all our Nampo enquiries into confirmed sales through our authorised dealer network. Another successful Nampo!

The distribution of our spare parts from the factory in Howick is going extremely well and the feedback on quality, pricing, lead times and overall service has been excellent. It has just been four months since we started and we know that the service levels our dealers and end users expect is starting to fall into place again. Please do not hesitate to call me or any staff member at Falcon to give us feedback, good or bad. We would especially like to know if it is bad, as we cannot do anything to improve the situation if we are not aware of it, and we are very open to receiving any suggestions or ideas you may have.

The soil tillage range of implements, which includes the Genius Cultivator and the Catros Compact Disc Harrow, is starting to get traction and we believe this will be the next product group that makes its mark in South Africa.

From all of us at Falcon, thank you for your support during both difficult and prosperous times, and we look forward to supporting you in the coming season.

Warm regards

Steve Thurtell
Managing director



P.S. Tough times don't last, tough people do. – Anonymous

P.P.S. It is not only for what we do that we are held responsible, but also for what we do not do. – Molière



GO WITH THE TIDE: GO WIDE

The last thirty years has seen the average power of tractors on South African farms increase by 33% from under 60kW to about 80kW. This has been matched by an increase in the size of implements, with the objective of improving operating efficiency and productivity. We have followed this trend and introduced a number of larger versions of its tried and tested rotary cutters and have also designed and manufactured a range of flail cutters to suit the current most popular tractor sizes.



The Falcon Flexwing rotary cutter is proving to be very popular

The largest rotary cutter manufactured in South Africa is the Falcon F60/450 Flexwing. Designed specifically to cope with tough local conditions and cutting 4.5 metres wide, it is highly productive and at the same time, like all Falcon built equipment, durable and reliable.



The iconic 'Haymaker'® is now capable of cutting 3.5 metres

'Goes to the field, does the job, no problem' this is the reputation that the Falcon Haymaker®, South Africa's favourite hay cutting machine, has created over the past 30 years. Now available as a twin rotor unit cutting 3.5 metres, in both mounted and trailed configuration, it enables, what in this day and age is a modestly sized tractor, to cut a vast amount of hay in a day.



Three metre wide slashers, both mounted and trailed

Falcon slashers have established a reputation for efficiency and reliability. The new trailed version of the twin rotor 3.0 metre model can be handled by a smaller tractor than the mounted version and offers a machine that can give high a high work rate, a clean cut and the utmost reliability.



The Falcon Flail cutter currently goes up to 2.3 metres

The all new Falcon Flail cutter range is capable of a wide variety of cutting and mulching operations, including pasture maintenance and the mulching of prunings in orchards as well as desiccating crop residues such as maize stover and wheat straw.

The trend to wider implements is even more pronounced with cultivating equipment. Here productivity is also improved by designing the implements to work faster. Ground engaging tools that can do an efficient job at higher speeds are not only more productive, they also create less stress on the transmission of the tractor. The equipment, supplied by Amazone, which Falcon distributes in Southern Africa, represents the latest in implement technology.

Amazone's most advanced agricultural implements for soil tillage



When it comes to choosing an implement, many farms are looking for a tool that will not only help to reduce establishment costs but also be as versatile as possible.

The Catros+ is ideal for quick, shallow and intensive stubble-mixing work and operates without plugging, even with high amounts of surface straw. It is used mainly to incorporate maize stalks and grain stubble, to loosen up grassland or uncultivated land, and to incorporate organic manure. The Catros+ is fitted with serrated discs to increase the maximum possible working depth, which is approximately 15 cm. In addition, the wear limit is not reached so quickly. Of particular note is that the discs are very coarsely serrated, minimising the danger of harvest residues being simply run over. In addition, the Catros+ can also be used for stubble work after harvesting grain or maize. Various rollers are available to reconsolidate the soil after the discing operation. The implement is available in working widths from 3 m to 12 m and is either mounted or trailed.

The new Amazone Cenius-2TX trailed mulch cultivator can be used for jobs from shallow stubble work to deep topsoil loosening. It can be adjusted to suit just about every application, including conservation tillage. The C-Mix share system offers share options for all applications and ensures an intensive incorporation. The tines are protected by a spring overload safety device with a release force of 600 kg. This allows safe working down to a depth of 30 cm, even in stony ground.

The Amazone GreenDrill is a pneumatic seeder. Used either in combination with the Catros Disc Harrow, KE Rotary Harrow or Catros Compact Disc Harrow, it enables the sowing of cover crops directly into stubble and is also used for pasture reseeding.

The Amazone range of soil cultivation implements offers the market everything from entry-level solutions through to the most advanced mechanised agricultural implements. Amazone implements are distributed in South Africa by Falcon Agricultural Equipment.

For more information visit www.falconequipment.co.za



FROM SELF-PROPELLED TO MOUNTED OR TRAILED SPRAYERS



We take a look at the great increase in mounted and trailed sprayers in the South African market over the last season and unravel the reasons behind this growing trend.

Once limited to the smaller-scale farmer, tractor-mounted or trailed sprayers are now becoming increasingly popular with the very large-scale farmer who traditionally has opted for self-propelled sprayers. The most obvious assumption is that these large operators are looking to reduce establishment costs and are becoming conscious of the great difference in price.

But this may not be the only reason. Mounted or trailed sprayers have a number of other advantages for the modern farmer and allow much greater versatility in their operations.

The advances in technology, particularly in companies such as Amazone, have ensured that the capacity of mounted sprayers now match, or even exceed, that of self-propelled options. The light-weight design allows the use of smaller tractors, and being mounted, these models make it possible for the tractors to be used for other operations when not spraying. Many of the larger operators have replaced a self-propelled sprayer with two or sometimes three mounted sprayers. This enables several parts of the farm to be sprayed at one time and a shortening of time on the spraying process. This also suits the farmer who has land in a variety of locations and who can now have one tractor and mounted sprayer working at each site. A common concern for many of these large operators is the downtime experienced when there is a fault or repair to be made on the self-propelled machine. This time delay can be critical when the window for spraying is short.

Particularly popular over the last South African spraying season has been the Amazone UF 1801 Sprayer. With a standard capacity of 1 980 l it has the option of an extra 1 000 l front tank, which ensures that this mounted sprayer holds just short of 3 000 l.

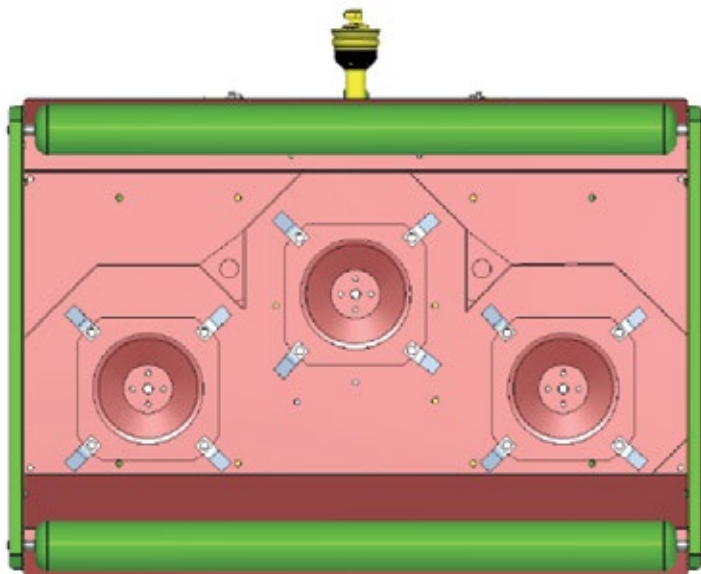
The UF series also comes with Super-S booms with wide working widths of 15 to 28 m; and for safe and fast road transport the Super-S-boom is folded directly behind the spray tank to give a transport width of only 2,4 m. The Amazone UF sprayers impress with their manoeuvrability, simple handling yet high acreage efficiency.

For more information on our full range of sprayers, please contact one of our authorised Amazone dealers.

NEW FALCON F210 TURFPRO FINISHING MOWER

The new Falcon F210 TurfPro Finishing Mower gives a professional finish to sports fields, golf courses and other areas under high-quality turf with a working width of 2,1 m.

It can cut undulating lands with minimum scalping and, with regular mowing, you don't have to remove the cuttings as these are short enough to desiccate and become mulch.



The Falcon F210 Finishing Mower has three square, low-impact blade discs with four special cranked and lipped blades.

A new, low-maintenance belt-drive system provides added reliability and lower maintenance, while the improved height adjustment mechanism allows quick and easy cut height setting. Running on full-width rollers, it can be operated safely and effectively in all conditions.



FALCON AND AMAZONE AT NAMPO 2017

The NAMPO Harvest Day this year saw a total of 78 648 visitors and 700 different exhibitors. This is a new record attendance for the show and according to the organisers was due to the excellent current season for summer crops which inspired positivity from the visitors.

Falcon and Amazone occupied our usual positions on stands 99 and 100. Our theme for the show was "Go with the tide, Go wide" due to the number of new implements we launched at the show which are all geared for greater working widths, as well as a number of other unique implements we have for bigger areas. These included the Falcon F60/450 Flexwing rotary cutter which is the largest of its kind manufactured in South Africa; our 3 m wide slashers (both mounted and trailed); the iconic Haymaker® which is now available in 3,5 m in both a mounted and trailed configuration; and finally our Falcon flail cutter, which currently goes up to 2,3 m. The Amazone soil tillage



implements, the Catros (6 m) and the new Cenius (5 m), were also part of the "Go wide" theme, with their wide working widths for advanced soil tillage.

The show was a resounding success for both Falcon and Amazone and our sales results have been exceptional. Perhaps more important for us, though, is the opportunity it gives us, every year, to connect with our dealers, further develop key partnerships and meet visitors from neighbouring countries and the rest of Africa.

NEW BROCHURE STAND BANNER

All our dealers in possession of a Falcon/Amazone brochure stand will be receiving a new banner to replace the old one. Your assistance in replacing the old banner with the new one would be greatly appreciated.

For any queries with regard to any marketing material, please do not hesitate to send a mail to Anna du Plessis at info@falconequipment.co.za.



AGRITECH EXPO ZAMBIA 2017

Agritech Expo Zambia is a business-to-business platform for agricultural professionals, from small-scale farmers to commercial enterprises, to engage and conduct business with some of the world's leading suppliers to the agricultural industry. The show offers visitors a unique opportunity to meet some of the world's leading agricultural companies and network with agricultural professionals.

A range of Falcon and Amazone implements were exhibited which generated good interest with everyone who attended. Mr. Willi Koldehoff from Amazone in Germany, together with Wessel Vosloo from Falcon, was in attendance to give support to the Afgri team.



STAFF NEWS

We want to welcome our two new sales ladies to Falcon. Louise Grobbelaar (left) started at Falcon a year ago and filled the position of Front Office Co-ordinator. She will now be joining Morgan Thuynsma (right), who joined the team in February 2017, in our Sales Office.

Our Sales Team will now consist of Amanda Strydom (Internal Sales Team Leader), Liza Little (Internal Sales Co-ordinator), Morgan Thuynsma (Internal Sales Co-ordinator) and Louise Grobbelaar (Internal Sales Co-ordinator).

Please do not hesitate to give them a call if you have any queries.



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North-West, Northern and Central Gauteng
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Limpopo, Mpumalanga and the rest of Gauteng
Wessel Vosloo
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