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FALCON

FALCON FOCUS

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SOUTH AFRICA – HAVE WE REACHED THE TURNING POINT?



I don't know about you, but at the end of last year, no matter who I spoke to, everyone seemed negative and despondent about the future of our country. Corruption and incompetency were at their highest, the rand was in turmoil and the upcoming elective conference was anybody's race. Certain economists were forecasting that the rand would weaken further at the end of 2017 and would continue to weaken throughout 2018, especially after the imminent downgrades and the worsening of the current economic conditions in our country. The rand had reached R14,47 to the dollar in mid-November 2017 and with the strong dollar and all the nonsense in our country one could only forecast an even weaker rand.

Then along came the third week of December 2017 in which the much awaited ANC elective conference was to be held. Leading up to the conference and during the proceedings, with the prospect of a new ANC president, the rand started showing some positive signs. On 18 December there appeared to be a turning point! Cyril Ramaphosa was elected as the new ANC president and suddenly there was positivity and a new energy. The rand has now broken through the R12 to the dollar level and numerous strategic decisions have started being taken by the newly elected NEC, such as a new board at Eskom, a commission of inquiry into state-owned enterprises, and discussions about the current state president, to name a few.

Is this the turning point for renewal and new beginnings for South Africa as we try to repair the past 10 years? We also pray and hope that the land reform that Cyril Ramaphosa referred to in his first speech as ANC president will be carefully managed to ensure that the food chain, the economy and current farmers are not negatively affected.

On a micro-level we at Falcon continue to strive to be an important part of the agricultural industry by developing and supplying quality locally manufactured as well as imported implements and spare parts to the marketplace through our authorised dealer network. Precision farming is no longer just a buzz word and farmers have had to become more efficient to counteract the many challenges they face, such as falling crop prices, higher input costs, and erratic rainfall and droughts, to name a few. Together with our partner Amazone and our dealers we continue to invest in and grow this market of high-precision implements which use technology to perform daily farming tasks with much greater efficiency. Amazone implements such as spreaders and sprayers are continually becoming more advanced with higher levels of accuracy, faster application rates, larger volumes and wider spread capabilities all contributing towards higher efficiencies and better yields.

We have just completed our first year of directly distributing all our spare parts out of the factory in Howick and I am sure you will agree with me that we

have taken the service levels up a few notches. We are very pleased with the progress we have made and we will continue to strive to get even better.

At the end of 2016 we completed the manufacture of our 40 000th implement and we now look forward to achieving the milestone of 50 000 in the not too distant future. During October 2017 we donated a F80/180 EV Haymaker® to Bekker Agricultural High School in Magaliesburg to celebrate this achievement as well as being able to contribute to future farmers, which this country and the world so desperately needs.

Lastly, from all of us at Falcon, we thank you for your support during both difficult and prosperous times and we look forward to supporting you for many more years to come.

Warm regards

Steve Thurtell
Managing director



P.S. Man maintains his balance, poise and sense of security only as he is moving forward. – Maxwell Maltz

P.P.S. If everyone is moving forward together, then success takes care of itself. – Henry Ford



HURRAH! FOR HAYDAYS!

Our Regional Sales Manager for Mpumalanga, Hannes Uys, recently participated in two Haydays in the area demonstrating our vast range of Falcon haymaking implements as well as some material handling implements.

Approximately 300 farmers attended the Afgri Grootvlei event which took place in Balfour, and about 150 farmers visited the Afgri Bethal Hayday. At both events the newly developed trailed F60/350VT Haymaker® was demonstrated. This trailed version of the popular F80-350V semi-mounted Haymaker® provides maximum productivity over a wide area. Due to its trailed configuration it can be used in combination with smaller-sized tractors from 65 kW upwards. It features a remotely operated height setting which includes a "transport" position for convenient travel between worksites.



There was also interest shown in the F60/450 Flexwing slasher, as well as in our heavy-duty slashers, which include the 3 m trailed (F60/300VT) and semi-trailed (F60/300) slashers.

The F60/450 Flexwing slasher is currently South Africa's largest locally manufactured rotary cutter and has been designed specifically to cope with tough South African conditions. It has a cutting width of 4,5 m and it combines high productivity and durability with low maintenance costs.

40 000TH IMPLEMENT

As the undisputed leading manufacturer of rotary cutters in the South African market, we have been manufacturing our range of implements for over 30 years. During the course of last year we celebrated the manufacture of our 40 000th implement.

The Falcon staff celebrated the completion of this implement at our company headquarters and manufacturing facility in Howick, which was then followed by the donation and presentation of the implement to Bekker High School.

The school was identified by one of our leading independent dealers, Genius Landbou, as a worthy recipient due to their investment in the future of agriculture in South Africa through their education of high school learners in the agricultural sciences. The school, located just outside Magaliesburg, is the only school in Gauteng that offers a complete sport and academic programme together with the relevant structures, expertise and facilities in the agricultural sciences, agricultural technology and agricultural management practices.

We are committed to supporting our local communities in a number of different ways. The donation of our 40 000th implement to Bekker High School contributes to fulfilling this commitment by assisting them to improve their learners' accessibility to different machinery for their various agricultural programmes.



The Falcon Team, The Genius Landbou Team and Bekker High School staff and pupils.



AFGRI EQUIPMENT CELEBRATES ONE YEAR IN THE WESTERN CAPE – "PARTNER FOR THE FUTURE"



Towards the end of August last year the sports grounds of Hoër Landboukskool Boland near Paarl were a hive of activity, as they had been turned into a parade ground for the series of products that AFGRI Equipment supplies specially for the farmers of the Western and Northern Cape. This occasion coincided with AFGRI Equipment's celebration following their first year in the Western Cape after having taken over the John Deere and other mechanisation agencies from Agrico.

Because of its magnitude this could be seen as the first product launch of its kind in the Western Cape, with more than 350 farmers attending the launch and demonstrations over the two days. The day before the official proceedings started, a launch event was also held for the learners at the school. They are, after all, the young farmers of the future; hence the theme: "Partner for the future".

Falcon, too, was well represented, with static products from the Falcon and Amazone stables. At the demonstrations the presentations were done by our



national product manager, Ruben van der Merwe, and the demonstration implement of choice was nothing other than the "Machine of the Year 2016 – Crop Management", the phenomenal Amazone ZA-TS 4200 Ultra Profis Hydro fertiliser spreader. The name is a mouthful, but so, too, are the specifications!

THE WINNER ON POINTS



27 evaluation criteria: 9 times VERY GOOD, 14 times GOOD.

The AMAZONE Cenius 5003-2TX received top results in the big comparison test in *profi* magazine 5/2017 and 6/2017.

The Cenius almost always consistently comes out the best, especially for its power requirement and ease of adjustment. (Germany – profi, June 2017)

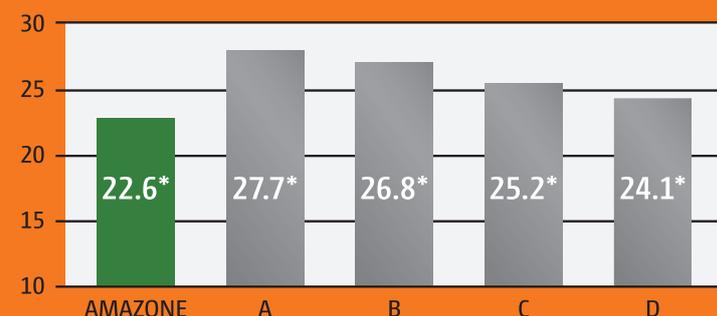
The easiest to pull; and the most economical

Cenius 5003-2TX in the big *profi* comparison test 2017

In 2016, *profi* magazine tested semi-mounted cultivators in 4,6 to 5 m working widths in practical operation. The test took place at working depths of 6 cm, 15 cm and 25 cm. As an average of these applications, the tractor in front of the Cenius featured the most favourable fuel consumption – around 1,5 l less than the next best contender.

When stubble tilling at 6 cm depth, the Cenius equipped with duck foot shares consumed just 5 l/ha, making it the most economical cultivator on trial.

*Average fuel consumption in l/had 6



OUR LOCAL COMMUNITY



GOD'S LITTLE LAMBS
 Kate
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Falcon is committed to supporting a number of our local communities. One of our beneficiaries, which we have supported for a number of years, is God's Little Lambs, a preschool in the Howick West area. Our contributions to them ensure the well-being of the children, a safe and suitable school environment for them, as well as school-related necessities. Last year, each member of our staff visited the pre-school so they could meet the children and staff and personally interact with this wonderful community that we continue to support.



Falcon cares for God's Little Lambs

Happiness narrating for the Christmas play.

Falcon Agriculture Equipment has been a fantastic supporter of God's Little Lambs Preschool in so many ways. Financial support is always appreciated, but when accompanied by time and personal interest, it is really a blessing. Falcon management has arranged for staff to visit the school and the children, some of whom they sponsor.

Recently, some of their staff watched the dress rehearsal of our Christmas play, to be performed at Grade R Graduation.

Care and kindness can never be undervalued and are always appreciated by our staff and children. An apple or an ice-lolly are always a big event for our little ones when so many others just take it for granted.

We are truly blessed to have people who care.
 Siyabonga Falcon!

MEET OUR THREE NEW REGIONAL SALES MANAGERS



Philip Janse van Rensburg
 South-Western Free State, Northern Cape and parts of the Eastern Cape

Hannes Uys
 Limpopo, Mpumalanga and Swaziland areas

Bennie de Villiers
 Western Cape and parts of the Eastern Cape

We are pleased to introduce our three new Regional Sales Managers who have been appointed for their respective areas: Hannes Uys, Philip Janse van Rensburg and Bennie de Villiers.

Their appointments come off some strong growth in the last financial year for our business. With growth comes the need to increase resources and we are looking forward to these gentlemen being part of our Falcon team. With the appointment of Philip, we will have a strong presence in the South Western Free State, Northern Cape and parts of the Eastern Cape, an area where we haven't had a dedicated Regional Manager in the past. Philip's region will include the areas around Bloemfontein, Smithfield, Fort Beaufort, Somerset-East,

Cradock, Middelburg, Graaff-Reinet and Victoria-West and the entire Northern Cape. This is a newly created position.

Hannes will be covering Limpopo, Mpumalanga and Swaziland, which include areas such as Brits, Thabazimbi, Koedoeskop, Pongola, Dwaalboom, Piet Retief and Swaziland. Bennie, who replaces Riël Deyssel, will cover the whole of the Western Cape and parts of the Eastern Cape, to include Vredendal, Sutherland, Beaufort-West, Three Sisters, Aberdeen, Grahamstown and Alexandria.

Our Internal Sales Team which supports and assists our Regional Sales Managers and their respective dealers can be contacted on 033 330 5787. They are:



Liza Little
 Internal Sales Team Leader



Louise Grobbelaar
 Internal Sales Co-ordinator



Sheleen Vorster
 Internal Sales Co-ordinator

REGIONAL SALES MANAGERS ALWAYS ON CALL

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