

FALCON RECOGNISES EMPLOYEE FOR 30 YEARS OF LONG SERVICE

Falcon presented one of its employees with a long service award at the company's annual year-end function in Howick, KZN, in December 2018.

Madhan Pancham joined the business in 1989. He has witnessed significant growth and changes to the business in the years that he has been serving

and has also grown personally through increased responsibilities and promotion into a senior position. He started as a boilermaker in the fabrication shop and later moved on to being a turner machinist in the machine shop. He is currently the machine shop supervisor.

Madhan Pancham and Steve Thurtell



Falcon also recognised five employees who received their 10-year long service certificates.



Phumlani Mlotshwa

Hennie van Romburgh

Mavis Ndlovu

Russel Jerome

Petros Zuma

KOSTER STUDY GROUP

We had the privilege of giving the 19-man Koster Study Group the Falcon tour.

It was a pleasure to have them and show them how Falcon operates.



From left is Fanie Combrinck (Chairman), Steve Thurtell (Managing Director), Anna du Plessis (Marketing Co-ordinator) and Martin Janse van Rensburg



Village Talk newspaper – December 14, 2018

Falcon helps bridge the gulf

There is a gulf that separates children from children. Those who eat well: and those who are malnourished. Those who are healthy, and those without health care. Those who are stimulated, and those who live in apathy.

Those who are happy, and those who are despondent. Those who are stimulated, curious and eager to learn, and those who are 'at risk' for failure.

At God's Little Lambs we aim to bridge the gulf that separates children who come from disadvantaged backgrounds. Once again, Falcon Agricultural Equipment (Pty) Ltd has stepped in to assist by their staff

sponsoring six children, installing burglar proofing, donating in terms of their corporate social investment programme and generally helping when the need arises. Recently, this included giving each child a goodie bag.

Our thanks to Steve and his staff for always being willing to go above and beyond the call of duty. The staff and management committee of God's Little Lambs Preschool are truly appreciative of all that they do.

To those of our community who have assisted in any way, may you have a joyous and blessed Christmas.

Lynwood Bowling Club in Pietermaritzburg hosted their 4th Business Night Bowls League. We entered a team that took part every Wednesday night for 7 weeks and also donated one of the prizes. Each team consisted of two registered and two non-registered bowlers, and oh boy, what an experience. We ended up coming 7th out of the 14 teams that entered. Well done, team!

THAT'S HOW WE ROLL!



OUR REGIONAL SALES MANAGERS

North-West, Gauteng and North-Western Free State

Isak Nel
082 560 2266
isak@falconequipment.co.za

Limpopo, Mpumalanga and Swaziland

VACANT

South-Western Free State, Northern Cape and parts of the Eastern Cape

Philip Janse van Rensburg
076 655 5146
philip@falconequipment.co.za

Western Cape and parts of the Eastern Cape

Bennie De Villiers
072 650 0786
bennie@falconequipment.co.za

KwaZulu-Natal, Eastern Free State and parts of the Eastern Cape

Hennie van Romburgh
082 458 6243
hennie@falconequipment.co.za

Falcon Agricultural Equipment (Pty) Ltd, P.O. Box 170, Howick 3290, KwaZulu-Natal, South Africa
Tel: +27 (0)33 330 4764, Sales: +27 (0)33 330 5787, info@falconequipment.co.za, www.falconequipment.co.za



FALCON FOCUS

ISSUE 55 • FEBRUARY 2019

2019, THE YEAR THAT WILL SHAPE OUR FORESEEABLE FUTURE?

At the beginning of each year I reflect on the past year and list the failures/negatives and achievements/positives that we have had over the past 12 months. The downturn in sales of agricultural equipment from April 2018 across the country was definitely a negative and unfortunately there was little we or our dealers could have done to improve this situation. The impact of the announcement that was made by our President in February regarding expropriation of land without compensation, together with intermittent and sporadic rainfall across the country, has been detrimental to all of us. Farmers are very nervous and cautious and therefore are not buying as in past years.

Statistics SA announced on 4 November that the country's economy had expanded by 2,2% in the third quarter effectively taking us out of the technical recession we had been in. This may prevent rating agencies from implementing further downgrades, which would be positive. Other positive news is that fuel prices have also been on the decrease, with diesel now back down to just over R13/litre after having reached a high of over R16/litre in November 2018. The price in January 2018 was around R12,77/litre.

Dawie Roodt, chief economist at the Efficient Group, said that there are a number of threats to be wary of heading into 2019. "Probably the biggest threat to the economy is the fact that the ANC seems hell-bent in going ahead with its land-grab despite warnings by foreign investors that tampering with property rights was a very bad idea and would have a massively negative impact on the country's economy," he said. "What this country needs more than anything else is foreign direct investment that can create jobs and alleviate the abject poverty that millions of our countrymen are finding themselves in. ... What our esteemed leaders don't seem to understand is that capital is mobile and it goes where it can make the most profit with the least amount of interference from governments. International financiers who control vast amounts of capital that could help to create jobs and alleviate poverty in South Africa are also very savvy people.



... As long as there is the slightest risk of legislation that may impact on property rights, South Africa will remain at the bottom of their choice of countries to invest in," Roodt said.

We all wait in anticipation of the upcoming elections and this will definitely shape the future for all of us. Hopefully, the land reform policies will be positive and clearly understood. We need this to happen so that our country can move on. This is not affecting only our industry, but is affecting just about every industry in our country. Investors and businesses are all holding back due to this uncertainty and this is not helping us address the issue where more than a quarter of the workforce is unemployed.

To crown all of this, more and more skilled people are leaving our shores for greener pastures and this is placing additional burdens on our economy and individual families. So, for example, we say goodbye to Tammy, our financial manager, who has been with us for almost five years, and who is moving to Ireland with her family. We personally have lost one of our sons to England and the other son to Australia, and this outflow of skilled people will continue until certainty and stability are introduced back into our country.

We as a company will continue to invest in our staff and our dealers by organising Falcon and Amazone training. We will keep looking for new opportunities, focus on customer service and quality and ensure that we are able to adapt to the challenging times we will face in 2019. We need to get better at everything we do and we welcome all feedback, both negative and positive, that we receive from the market place.

Lastly, may 2019 be better than our expectations, and good luck for this coming year.

Warm regards

Steve

Steve Thurtell



P.S. Tough times don't last, tough people do, remember? – Gregory Peck

P.P.S. "Intelligence is the ability to adapt to change." – Stephen Hawking



REGULAR MOWING WITH THE RIGHT EQUIPMENT FOR HEALTHY TURF MAINTENANCE

One of the most essential parts of keeping turf healthy is regular mowing. The simple advantage of mowing grass regularly is that it increases the quality of the turf. The most versatile, effective, efficient and cost-effective method is the use of various tractor-drawn mowers. Falcon offers the most extensive range of mowers, made specifically for the local market. There are models for a variety of operations, with cutting widths ranging from 0,9 m to 2,1 m and cutting heights between 0 and 100 mm.

All our mowers have adjustable cutting heights and the extensive range ensures that there are models to suit every tractor size and mowing need. Falcon has become known in the agricultural industry in South Africa as the benchmark for quality, durability and safety of locally manufactured rotary cutters. This is arguably most apparent in our mower range, with implements continuing to be seen working on grounds many, many years beyond customers' expectations.

The **Rollermower** is suitable for all turf areas, from lawns to polo fields. It is a low-cost implement offering a neat, even cut, and the implement can be used right up to a boundary fence.

The **Grassmulcher™** offers an excellent finish with no collection of material required. Cut grass is recycled and recut, leaving mulch spread across the full width of the implement. The result is one-pass maintenance of sports fields and parks.

The **Blowermower™** features the ability to have the cut material collected in strong reusable bags. It is popular for all turf areas, from lawns to sports fields, and is extremely safe to use in public areas as the cutting gear is completely enclosed.

The **Rotagang®** is particularly popular for managing and mowing turf on undulations and uneven ground. It is well suited to cutting and trimming fairways, sports fields, parks and housing estates, and can cut matted and seeded grasses.

The **Falcon Turfpro Finishing Mower** is designed for areas with very high-quality turf, including sports fields and golf courses. It offers a high-quality finish and cut while at the same time being low-maintenance, reliable and safe.



THE FUTURE IS DIGITAL

We are continually gearing up and adapting to the world of digital transformation. We recently launched a monthly dealer e-newsletter, "The Falcon Update", which we trust you are receiving and enjoying. We would welcome any feedback and ideas of what you would like to see more or less of in this newsletter.

Please follow us on Facebook as we continue to build this online community and share regular updates on our implements in the field and news in general. In 2019 we will be focusing on bringing good-quality informative

videos to you and the market, to assist in selling our range of products.

Our website continues to be an ever important information hub for our business. We post regular articles to the NEWS section of our site, so keep a lookout for these. We have also recently loaded all parts diagrams to the site so that these are freely and easily available to you digitally. We always have the latest price list and many other important documents in the TOOLBOX section, so please remember to use these great resources that are available to you.

SPARE PARTS – CUSTOMER SERVICE AND QUICK TURNAROUND TIME

It's hard to believe it is nearly two years since we took the sales and distribution of our spare parts in-house. Over this time we have constantly worked to improve the process of getting parts to our dealers and end users as quickly and painlessly as possible to minimise down time in the field. We see this as the most critical part of running a successful spare parts division and are proud of our customer service in this regard. We urge you, however, to continue to review, together with our sales team, the parts to keep in stock in order to ensure instant customer satisfaction. We will be embarking on a project in 2019 to further improve the ordering process and look forward to continuously supporting you on spare parts.



ZA-V SUPER PROFIS TONIC

As you are aware, Falcon is the sole importer of Amazone implements and spare parts into South Africa and certain countries in Sub-Sahara Africa.

The ZA-V introduces a highly efficient fertiliser spreader which has been designed especially for high operational speeds of up to 30 km/h. ISOBUS communication, weigh cell technology (ProfiS) and many other innovations make the ZA-V one of the most state-of-the-art fertiliser spreaders in its class.

In a continuing effort to keep up with our customers' demands, we have now added yet another fertiliser spreader to our ever popular range. The ZA-V Super ProfiS Tonic spreader will be added to the next price list.

DESCRIPTION

PTO-driven spreader with two weigh cells for automatic online calibration. Automatic forward-speed-related spread rate control and Variable Rate Application (VRA) capabilities; GPS compatibility with most devices, which allows for 8-section and auto on/off shutter control at the headland;



hopper sieve; ingenious on-board rolling device (braked); electric independent shutter control for either right- or left-hand-side spreading; safety set, including traffic lights; mudguards; 16-tray mobile fertiliser test rig; and a calibration chute. Can be operated by Amatron 3 or customer's own ISOBUS terminal.

Recommended retail price excl. VAT R 249 500

NEW

AMAZONE'S UF SPRAYERS PROVIDE POWER PUNCH AGAINST PESTS



"Choose the sprayer that suits your farming," is the advice of Dewald te Water of Schurvekop farm near Bethal to farmers. In his case the choice was the Amazone UF 1801 three-point sprayer with its FT 1001 smaller brother mounted on the front of the tractor.

There are extensive hectares that need to be sprayed at Schurvekop. Maize, soya bean and dried bean crops are alternated. Dewald says that he has previously used high-clearance self-propelled sprayers, and that there is nothing wrong with them. However, with the Amazone UF combination he has the same capacity as with a self-propelled sprayer, but can buy two sprayer-tractor combinations for the price of one and then he has tractors available for other work in times when pesticide spraying isn't happening.

He now has three Amazone sprayer combinations on the farm and the spraying programme is arranged in such a way that there is always one sprayer available to deploy in a hurry in critical times.



"It gives one peace of mind to know you can handle any situation," says Dewald. "When you really have a problem, you need punching power."

AFGRI CORP TRAINING, OCTOBER – NOVEMBER 2018



We all know that knowledge instils confidence, which in turn results in increased sales and higher customer satisfaction. It was in light of this that our National Product Manager, Ruben van der Merwe, together with Wilfried Koldehoff, who is responsible for Amazone Export Sales to Africa, visited Zambia at the end of October to offer additional training to cater for the increasing demand for the different ranges of Falcon and Amazone implements.

Training took place at AFGRI Corp's Lusaka offices with not only sales personnel, but also personnel from the spare parts department and workshop.