

SENWES FARMERS' DAY – EAST LONDON

Falcon was invited be part of the Senwes Farmers' Day in East London. Our product range was well represented and demonstrations were done with the Falcon F230 Flail Cutter, which cut up maize residues, the Amazone Catros 3003+ Special tillage implement, and the ZA-V 1700 precision spreader, which worked very well with the John Deere ISOBUS.



SONOP BOEREVERENIGING FROM PETRUS STEYN, FACTORY TOUR

We had the privilege of giving the 15-man Sonop Boerevereniging Group the Falcon tour.

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



AMAZONE TECHNICAL ADVISOR



Falcon would like to introduce to you Vernon Lötter, our Amazone Technical Advisor. This position was created to further strengthen our after sales support relating to the high-tech Amazone implement range, as well as to grow our ability to offer more dealer training programmes.

His key performance areas, in short, would be the following:

After sales support

- Pre-delivery inspections, implementation of implements and training dealers and end users.
- Analyse, investigate and resolve possible product failures.
- Take a leading role in troubleshooting and solving electronic, hydraulic and mechanical technical matters both at the factory and in the field.
- Provide telephonic, face-to-face and online support to customers.

Training

- Oversee all training needs of the Falcon RSMs and factory staff.

Shows and demos

- Assist RSMs and dealers with proper setting up of implements.

JOE SPENCER, 1933–2019

Falcon, together with many national and global agricultural mechanisation and journalism communities, are mourning the loss of Joe Spencer (86), who passed away recently in Hilton, KwaZulu-Natal, after months of battling ill health. Joe, a former employee at Falcon and a consultant for many years thereafter, was also a highly respected and knowledgeable mechanisation editor and columnist for Farmer's Weekly and the South African correspondent at profi – The Professional Farm Machinery Magazine.

Joe was born in the UK on 17 January 1933. His early working years were as a merchant seaman on Union Castle liners, followed by years of working for Richardson Farm Machinery and Leonard Dees Farm Machinery. In 1968 Joe married Mary, and that same year emigrated to South Africa, which allowed him to bring the Lely farming implements brand to this country for the first time. Over subsequent years in South Africa he worked for Armstrong Ford, Case IH, Falcon Equipment and Farmer's Weekly.

His connections to Falcon remained throughout his life, and he was a critical part of our research and development team. He also contributed to the marketing of the business with wonderful stories and articles and in fact less than two weeks before his passing he wrote his final article for us on pasture management in the dairy industry using our implements. His product knowledge of the agricultural industry, which he acquired through

many years of experience and an intense passion for the industry, was contagious, and a great asset to us and everyone he shared it with. His guidance and advice was always kindly shared with his infectious sense of humour and wit. At Falcon, Joe is referred to as Uncle Joe and he was a living legend. When in doubt, ask Uncle Joe.

Joe leaves behind a very real legacy which will affect the way we do things at Falcon for a very long time to come. On a personal level, everyone of us who knew Joe and worked alongside him will remember him with great affection. When all is said and done, however much you love your work, it's the people that you meet in it that really matter, and a colleague and friend like Joe was something very special. Joe, we will miss you at Falcon.



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ISSUE 56 • OCTOBER 2019

SALE OF FALCON SHAREHOLDING

On 4 February 2002, Hans Coertse and I became the shareholders and directors of Falcon. We were both 41 years old and extremely excited about our new involvement with Falcon. Eighteen years later, we are now both heading for 60 years old and it is time to hand over the reins to ensure that Falcon continues to grow from strength to strength.

We always knew that we would have to one day sell Falcon to a medium/large company to enable Falcon to expand and grow. The profile of the company we envisaged would:

- be a successful company with a proven track record
- be financially very strong
- have a good understanding of the agricultural market
- be pro-Falcon and Amazone
- understand the implement market and not be predominantly tractor-focused
- have a good reputation and be professional and well-respected
- have a similar culture with similar values
- understand the importance of Amazone to the Falcon business
- keep the company based in Howick to ensure continued employment for all our staff
- manage Falcon as a separate business entity to ensure that Falcon keeps its own identity.

Senwes is a company that has adopted a strategy to grow by, inter alia, establishing businesses complementary to its core business and by concluding joint ventures with such businesses. Senwes identified Falcon as one such potential business and approached us to discuss the possibility of a joint venture with them. Both Hans and I were already planning our exit strategy, as we both wanted to retire at 60 and we therefore entered into discussions with Senwes. It has now been agreed that we will sell our business as a going concern to Senwes with the effective date being 1 November 2019.



I will stay on as Managing Director for a period of 12 to 15 months to ensure the hand-over is done effectively and a suitable replacement is found. It will be "business as usual" for all our suppliers, dealers and end users and the same personnel, with the same vision and values, will continue to drive the business as it has successfully been done for the past 34 years. We strongly believe that this new association with Senwes will unlock huge potential in the Falcon business which, more recently, has been inhibited and restricted with Hans and me as shareholders.

We will be communicating with you in the near future regarding the change of bank accounts, agreements, credit applications, etc.

Lastly, between the staff and me we will be making contact with all our suppliers and dealers to ensure the transition runs smoothly and that we do not drop our service levels.

Should you have any questions or wish to discuss these changes, please do not hesitate to call any one of us.

Warm regards and best wishes

Steve

Steve Thurtell
Managing Director



P.S. In life, change is inevitable. In business, change is vital. – Warren G. Bennis

P.P.S. The only way to make sense out of change is to plunge into it, move with it, and join the dance. – Alan Watts



OUR FORMIDABLE TEAM AT NAMPO 2019



The Grain SA's NAMPO Harvest Day took place this year from 14 to 17 May and was certainly one of the hottest Nampos we have had in many years. Even the evenings and early mornings were not that cold, which was a welcome relief!

We launched our Amazone Ceus, a trailed disc harrow cultivator, into the market at Nampo. It attracted a lot of interest, as did our ever popular precision spreaders and our trailed and mounted sprayers, which are growing in popularity year on year. Our theme for Falcon at Nampo this year was "The Falcon difference", focusing especially on our exceptional customer service and the quality and manufacturing principles of our implements. For us, these are critical differentiators in an ever-increasingly competitive market, and are principles which we are very proud to be able to claim as key strengths of our brand.

While the uncertainty in the market is still tangible, and the entire sector is challenged, we received some solid enquiries and concluded some positive sales as a direct result of the show. Enquiries were slightly down for us on 2018, but there were some quality visitors despite the lower number of attendees this year.

Nampo is not just about sales, though. It is a great week to meet customers, dealers and friends and to continue to build strong relationships with our dealers. It also affords us the great opportunity of having a full week of team-building with our various members from all over the country. Every year Nampo seems to have just become more

and more seamless for us, with our formidable Falcon team. It's a great privilege to work with such a dedicated, hardworking team and to enjoy such a great week together with a lot of laughs and good clean fun. It was also great to have Willi (Wilfried Koldehoff) from Amazone in Germany with us again.



SPARE PARTS – 2,5 YEARS STRONG

It has been nearly 2,5 years since we took the sales and distribution of our spare parts in-house. Our focus during this time has been on getting parts to our dealers and end users as quickly and painlessly as possible, thereby minimising down time in the field. We have conducted surveys and asked our dealers for feedback and overall we are very pleased that we are servicing you fast and effectively. In line with our theme of focusing on customer

service at Nampo this year we displayed a number of comments we have received from our happy customers. We take customer service very seriously at Falcon and we thank you for recognising when we get it right. If you have any feedback at any time that can help us improve even further, or any queries regarding parts, please don't hesitate to contact our sales team on 033 330 5787 or send an e-mail to info@falconequipment.co.za.



TRAINING IN THE NORTH



Falcon, in partnership with our dealer GWK in the Northern Cape, conducted Amazone training at the GWK head office in Douglas. The training was presented by Ruben van der Merwe (National Product Manager), Vernon Lötter (Amazone Technical Advisor) and Philip Janse van Rensburg (Regional Sales Manager). GWK Mechanisation was well represented with their head of marketing, farms services, sales team and technical staff.

The training started off with a theoretical session on the whole Amazone range of implements and was covered in detail. The second part of the training was a practical session on the Amazone ZA-TS precision fertiliser spreader.

Our training was well received with a lot of interaction and feedback from the GWK team.

Philip Janse van Rensburg

NEW GENERATION: THE UX 01 SUPER TRAILED SPRAYER

In 2004 Amazone launched the UX range of trailed sprayers and this immediately set the new benchmark for trailed sprayers in the area of technology and design, a role model for many competitors.

The most striking feature of the UX 01 Super is the new grey covers found on both sides at the front of the implement. Under the cover on the left-hand side, the SmartCenter is located with a redesigned 60 ℓ induction bowl (with an enormous suction capacity of 200 ℓ/min), the complete operator station and fill ports for suction and pressure filling as well as two dust-proof storage compartments. Under the right-hand cover is an additional 240 ℓ dust-proof, lockable storage compartment with removable shelf. An LED lighting package mounted under the covers allows easy operation at night.



FARMING AND ENGINEERING SERVICES (FES) MALAWI



From left: Michael Aldworth, Managing Director FES, Wilfried Koldehoff, Ruben van der Merwe and Michael Tembo, mechanic, Blantyre.

Following on previous reports in Falcon Focus, a further visit to countries outside of South Africa were undertaken, which were also in line with our objective of continuing to invest in training of our dealers. This time around our National Product Manager, Ruben van der Merwe, together with Wilfried Koldehoff, who is responsible for Amazone Export Sales to Africa, visited Malawi.

Training took place at FES at their headquarters in Blantyre, followed by another session at their Lilongwe branch.

Ruben van der Merwe

AMAZONE TECHNICAL TRAINING – GERMANY 2019

Vernon Lötter, our Amazone Technical Advisor, went for technical training in Germany in June: "We had the opportunity to visit the city of Bremen, and what a great privilege it was. We received training on the very latest German electronic technology and the ISOBUS system. There was an in-depth look at Amazone's new terminal, the Amatron4, and the Comfort-Pack on the operator-friendly sprayers. The Groundkeeper, suitable for the turf industry, was also discussed and all the technology associated with it."



From left: Shaun Schwartz – AFGRI North, Corneel Botes – Senwes, Bennie de Villiers – Falcon, Wian Mouton – AFGRI South, Vernon Lötter – Falcon, Ruben van der Merwe – Falcon, Christoph Südkamp – Amazone Training Centre, Hude