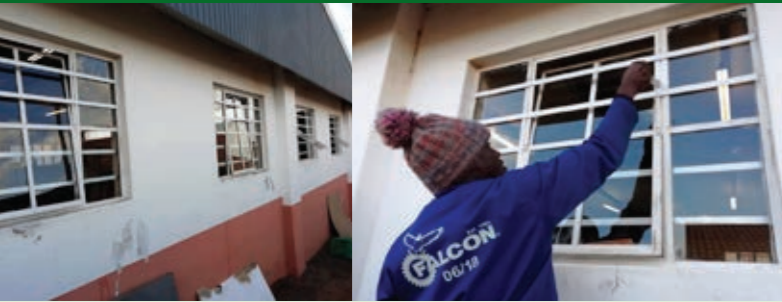


FALCON AND THE LAMBS



God's Little Lambs is a preschool in the Howick West area and we have been supporting the school for a number of years. Our contributions to them ensure the well-being of the children, and a safe and suitable school environment for them. After attempts of breaking in were reported, we made sure that all their windows got burglar bars to ensure they felt safe.

And to ensure good health, vegetable covers were made for them so that they can grow their own vegetables and all the children get a healthy lunch every day.

Falcon personnel pay for six children's school fees and offered to pay for the school's stationery and educational toys this year.

WELLNESS DAY 2019 - #BEACTIVE

Falcon staff ready for the annual Wellness run / walk 2019. This year the "theme" focused on being active (#beactive) and the colours of their shirts were in support of our Springboks winning the World Cup. Proud in green and gold.



MEET THE SALES TEAM



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

Philip Janse van Rensburg
076 655 5146



North-West, Gauteng and North-western Free State

Isak Nel
082 560 2266



Limpopo, Mpumalanga and Swaziland

Bennie de Villiers
072 650 0786



KwaZulu-Natal and Eastern Free State

Hennie van Romburgh
082 458 6243



Western Cape and parts of the Eastern Cape

Wessel Vosloo
082 443 5916



Louise van der Merwe
Internal Sales Co-ordinator



Liza Little
Internal Sales Team Leader



Sheleen Vorster
Internal Sales Co-ordinator



FALCON FOCUS



ISSUE 57 • FEBRUARY 2020

WEATHERING THE STORM

I wish I could say we were weathering thunderstorms during 2019 that brought the much-needed rain we were all praying for. Unfortunately, this was not the case. The types of storms we were facing in 2019 were severe droughts in certain areas, uncertainty across all business, decreasing sales, cash-flow challenges, fluctuating and negative exchange rates – in fact, negative sentiment across the entire country resulting from a government that has failed us in so many ways.

Fortunately, our business was well positioned to see out these storms, and even though many of our dealers and end users were taking a very conservative approach to carrying stock or doing any new purchases, we were still able to finish our year positively. I am pleased to report that the late rains which blessed us across the country have already made a positive impact on all of our businesses and we pray this continues. The positive sentiment and the lush crops across the country are extremely inspiring for our industry as we start 2020. However, due to low forecasts and cutbacks on stock at retail level, the supply channels are under extreme pressure to deliver and this has already resulted in "out of stock" situations.

This edition of the Falcon Focus will be my last one where I have shared my thoughts on the covering page since 2002. Benjamin Franklin said there are only two things certain in life: death and taxes. I would like to add a third: Change! Warren G. Bennis stated that "In life, change is inevitable. In business, change is vital."

With this in mind, it gave us great pleasure to announce Martin Coetzee's appointment as Managing Director, effective 1 January 2020, and to welcome him to Falcon.



He will take over my role when I retire at the end of 2020. I was asked to stay on in a mentoring and advisory capacity to ensure that the transition is seamless.

Martin grew up in Hartbeesfontein and went to school in Klerksdorp. During school holidays he worked at Staalmeester, which was their family business started by the previous generation. After matriculating, Martin started working full-time at Staalmeester and worked in the factory and admin departments before moving on to sales. In 2011 he was appointed as Marketing Manager and was responsible for all staff and functions pertaining to sales and marketing. The company grew from strength to strength and in 2013 Martin was promoted and appointed as Managing Director. With Martin's experience and knowledge of the agricultural industry we are confident that he is the right person to lead the Falcon team into the next phase of its journey.

We wish Martin everything of the best as he starts a new and exciting career with us at Falcon. We know that each one of you will give him all the support he needs over the next few months as he finds his feet.

Over the past 18 years that I have been at the helm we could not have achieved the growth, success and stability that every company aspires to without the contribution of its staff, suppliers and, more importantly, its dealer network.

Each of you has contributed to our success, and even when we had our trials and tribulations, as a team we overcame anything that came our way. I salute each one of you and thank you, from the bottom of my heart, for your dedication, support, contribution and friendship over the years of working together. Without your realising it, each of you has taught me many valuable lessons since I started working at Falcon – thank you. May you live life to the full, be blessed and achieve most of the goals you set for yourself.

Lastly, Falcon celebrates its 35th year of being in business and we remain focused on our vision, which is, "To be respected and recognised, year after year, as a preferred and prominent manufacturer and supplier to the agricultural and turf industries in South Africa and Sub-Saharan countries". This year our theme will be "Our Innovation, Your Success".

Warm regards

Steve

Steve Thurtell
Director



P.S. "Never make a permanent decision based on a temporary storm. No matter how raging the billows are today, remind yourself: "This too shall pass!" – T.D. Jakes

P.P.S. "If you want to see the sunshine, you have to weather the storm." – Frank Lane

Last P.S. "I am not afraid of storms for I am learning how to sail my ship." – Louisa May Alcott



35 YEARS OF OUR INNOVATION, YOUR SUCCESS

Since being established in 1985, the company has seen significant change, growing from a small family business to one of the leading manufacturers and distributors of highly innovative agricultural implements.



































With a strong footprint in Sub-Saharan Africa we successfully export our products into more than 10 other African countries. In South Africa we have an impressive network of over 350 authorised

dealers, of which approximately 110 are dedicated mechanisation dealers.

The Falcon and Locust ranges of implements are locally manufactured, with an ongoing programme of innovation and improvement to ensure consistency in satisfying customers' ever-changing requirements. We also import a range of implements that complement the locally manufactured ones. These include Amazone, the leaders in German innovation,

with a range of spreaders, sprayers, mowers and soil tillage implements as well as Votex shredders from the Netherlands.

Falcon runs its own spare parts division and is the exclusive supplier of all Falcon original and Amazone spare parts through our network of authorised dealers. This enhances the dependability of our implements and minimises downtime for the farmer.

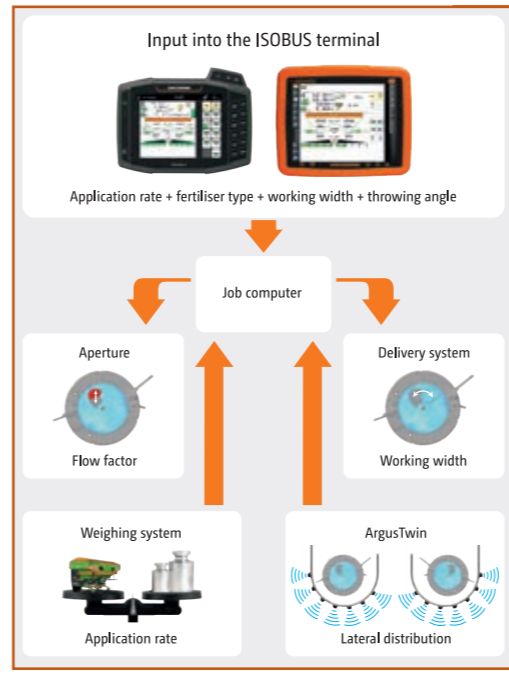
1985 ▶ "Rotaslasher" - Falcon 150 	1987 ▶ Haymaker® 	1988 ▶ Banana blade 	▶ Rotorspreeder 	▶ Limespreeder 	1989 ▶ Building of factory in Merrivale - FW de Klerk opening ceremony 		
1996 ▶ 10 000 implements 	▶ Rotatgang® 	▶ Rota-Sled 	▶ Bale fork 	▶ Rotavator 	▶ Blowermower 		
1997 ▶ Votex 	2003 ▶ 20 000 implements 	▶ Fieldmulcher 	▶ Haymaker® F80/350V 	▶ Falcon 2- and 3-furrow plough 	▶ Grassmulcher 	▶ SD Mulcher 	
2009 ▶ Locust 	2008 ▶ Finishing Mower 	▶ Amazone Catros 	▶ Amazone Groundkeeper 	▶ Amazone sprayers 	▶ Uniloader® 	▶ Amazone spreaders 	▶ 3m Slasher 
2010 ▶ 30 000 implements 	2013 ▶ Bedformer (central furrow former) 	2015 ▶ Flail Cutter 	▶ Flexwing 	2016 ▶ 40 000 implements 	▶ F210 TurfPro Finishing Mower 	▶ F290 Flail Mower 	

A NEW MEMBER OF THE FLAIL FAMILY – F290 FLAIL MOWER

The Falcon F290 Flail Mower is intended for a specific range of cutting applications. These include mulching of maize/wheat residue, pasture maintenance, orchard maintenance, general bush clearing, and maintenance of roadways and other public amenities. Unlike Falcon's Flail Cutters, it is not intended for sustained shredding and mulching applications, but rather suitable for maintenance applications in areas free of excessively large solid materials (typically less than 25 mm in diameter). It is, however, capable of wider cutting widths. Due to its horizontal layout and enclosed cutting chamber, this implement provides predictable and consistent results with high levels of safety.



NEW



AMAZONE ARGUSTWIN – AVAILABLE IN SA FOR RETROFIT!

NEW

The Amazone ArgusTwin system is now available for the Amazone ZA-TS/ZG-TS spreader and can be retrofitted to any model built in 2016 and onwards. Top features of the Argus system:

- Ready for operation immediately.
- Positioned directly above the spreading discs:
 - located safely between the outer guard tube and the base hopper
 - therefore no areas where moisture, dirt or fertiliser can deposit.
- Constant online monitoring of both spread fans.
- Maintains an optimum lateral distribution of the fertiliser even with varied fertiliser quality.
 - Basis for optimum crop management.
 - More effective use of the fertiliser.
- The system is also active when border spreading or if a part-width section is switched on or off.
- Automatic slope compensation of the spread pattern by readjustment of the delivery system position.
- Rigidly attached to the spreader: no moving parts – completely maintenance-friendly and free of wear.

AMATRON 4 – MANAGER 4 ALL

As from November 2019 the AmaTron 3 ISOBUS Terminal from Amazone has been replaced by the innovative and completely new, in-house-developed "tablet style" AmaTron 4.

With the new AmaTron 4 ISOBUS terminal and its 8" multi-touch colour display, AMAZONE has developed an ISOBUS terminal where comfortable operation on the move takes place as a matter of course. The low-reflection display makes for easy reading and quick input of the necessary information. The 12 soft keys in addition to the 12 switch areas on the touch screen allow for intuitive operation, no matter whether by day or night. Easy and quick navigation is done via "tablet style" swiping over the screen with your finger, to mention only one of the many, many other features of this new ISOBUS terminal. Automatic appearance of the switch areas via proximity sensor.



TRAINING IN THE NORTHWEST

In line with ensuring that our dealer network is always up to speed with our products and the ever changing technology, Falcon, in partnership with our dealer NWK in North-West, conducted Amazone training at the NWK training centre in Lichtenburg. Training spanned two days (9 and 10 October), with theoretical training on the whole Amazone range of implements and extended with focused technical training on the Amazone ZA-TS and ZA-M fertiliser spreaders. The training was presented by Ruben van der Merwe (National Product Manager), Vernon Lötter (Amazone Technical Advisor) and Isak Nel (Regional Sales Manager). The training was well received by NWK staff, who came from all departments, and was well attended with a total of 26 personnel over the two days.

Ruben van der Merwe

AMAZON TRAINING WITH AFGRI IN GROOTVLEI

With the rainy season of 2019 starting a bit late, and with training sessions that needed to be adjusted and moved, we wanted to end the year on a proper note with one last, necessary information session. Falcon held a training day for Afgri North on 3 December, where there was a theoretical session in the morning and a practical session on sprayers and spreaders for all the technicians and marketers in the afternoon. 19 of Afgri's staff attended the event at their branch in Grootvlei.

Bennie de Villiers

