

Fendt FOCUS

MAGAZINE FOR PROFESSIONALS

Clearing the roads for Father Christmas

- Winter service and pasture grazing in Norway

A visit to the Montmollin Estate

- We take a look at how premium organic wines are produced

Pick up, shift and lift

- The new telehandler Fendt Cargo T955

A large crowd of people is gathered in a spacious exhibition hall, looking at various pieces of agricultural machinery. In the foreground, the side of a Fendt telehandler is visible, featuring a chrome emblem of a horse and rider. The background is filled with other visitors and more machinery, creating a busy atmosphere.

It's Fendt.
Agritechnica 2019

1976

Some call it their 'office', some their 'living room'. Some decorate them with stickers or personal lucky charms. For drivers, the cab of a machine is somewhere they spend an awful lot of time, so comfort and control are crucial.

The first tractor cab produced by Fendt itself was launched in 1976 with the 600 LS series of the Fendt Favorit. It offered the driver brand new benefits, from air conditioning to the layout of the control levers, as well as vibration and shock absorption. You could even order it with tinted, heat-insulated windows. The driver could adjust the seat to his size and weight and even fold it away to work standing up! All-wheel drive and differential lock were easy to switch on and off with pneumatic support.



► Fendt Favorit 600 LS with a dashboard display that was ahead of its time



A driver's workplace for 2020

The requirements in terms of comfort and control still hold true. When we developed the new operating philosophy for the Fendt 700 Vario and the new high-end model Fendt 314 Vario, we focused on intuitive and individual operation as well as ergonomics. The new multifunction joystick has been equipped with added functions and the crossgate lever has been ergonomically optimised, making it easier to operate different attachments. As well as the multifunction joystick, there is an optional 3L joystick, offering 3 switchable operating levels for up to 27 functions. You can change direction with the additional reverse button (great for using a frontloader).

You can assign the use of the keys in the Individual Operation Manager (IOM) on the terminal. A clever

colour concept helps the driver to quickly find their way around and avoid operator errors. All functions are divided into different groups with an assigned colour. And the best bit is that the buttons change colour if you reassign the function.

Among the key innovations are the new terminal displays – a digital 10" dashboard display, a 12" terminal on the armrest and the option of a 12" terminal in the roof liner. All three displays are conveniently controlled on a central control unit. The 12" displays with additional touch operation can show up to six freely configurable tiles. This may sound confusing and complex. But it's actually very intuitive – the very premise in developing the new driver's workstation was to easily control increasingly complex operations.

2020



▲ The new driver's workstation with multifunction driving lever, 3L joystick and rotary push-button



At Agritechnica 2019:
Christoph Gröbblinghoff (right)
will take over from
Peter-Josef Paffen on
January 1st 2020.

DEAR READER,

This year's Agritechnica showed us yet again that farming is important!
The food and raw materials we produce are important! German agricultural
technology is of great importance!

As an agricultural technology manufacturer, we support you with machines that are
efficient, fuel-efficient and can be used as soil-friendly as possible. That's how the new
Fendt 900 Vario earned its top PowerMix rating (→ p. 49).

At Agritechnica, I talked to hundreds of farmers and contractors. The financial situation of
most farms is settled, and this positive situation, as well as the knowledge that our foods are
produced to the highest standards, should give us the self-belief we need to see us through
any negative social and political discourse. Agriculture is of great importance to our society.
Farmers must keep producing good food, now and in the future.

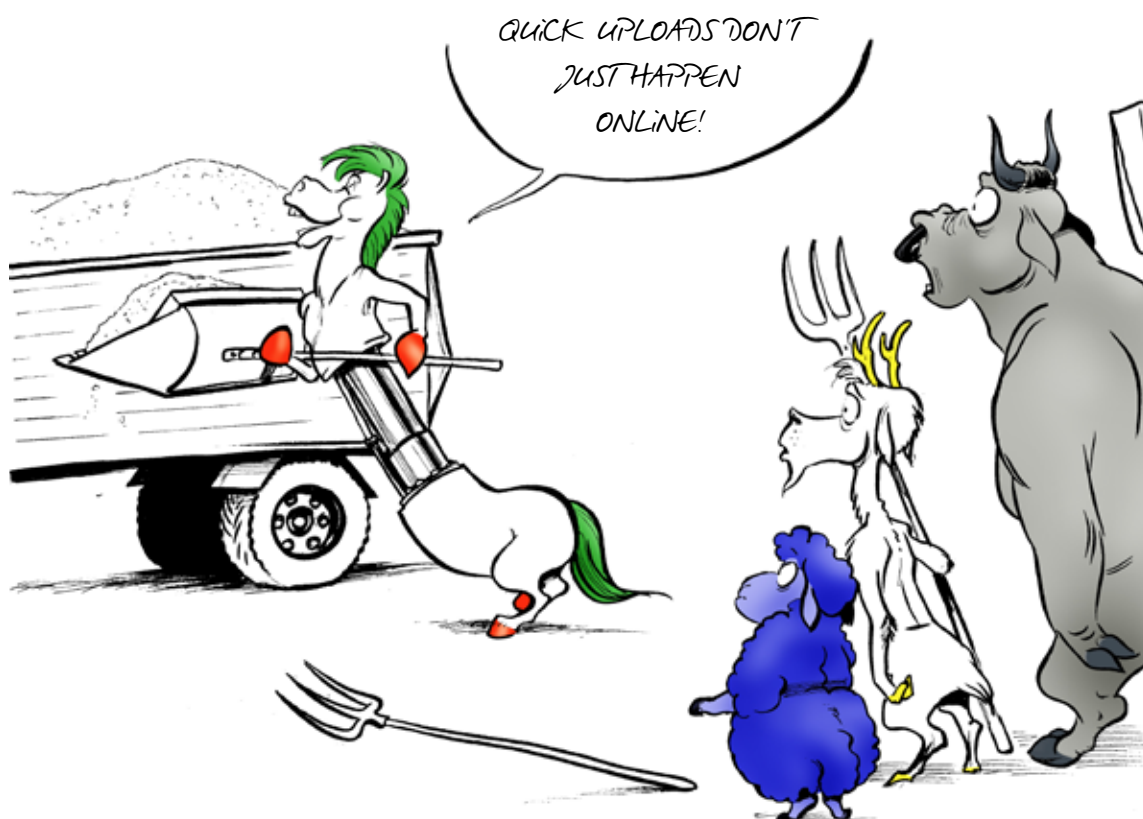
To close, let me add a personal note. In my 22 years at Fendt I have met many amazing
customers. I have always really enjoyed our exchanges, our professional discussions
and the honest word. And for that I thank you. Now it's time to hand over to my younger
colleague. We have known each other for over 30 years and I have no doubt that
Christoph Gröbblinghoff brings the right 'Fendt Spirit' with him, driving the Fendt brand
forward with a fresh outlook.

I wish you all a Merry Christmas and a prosperous 2020 with your efforts
rewarded.

Kind
regards,

Peter-Josef Paffen
Chairman of the AGCO/Fendt Executive Board





▲ To find out more about the new Fendt Cargo T telehandler and its unique lifting cab, turn to page 24.



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It's Fendt. Agritechnica 2019

► 16x3 m canvas, format 32:9





It's Fendt. Because we understand Agriculture. It's not just the new slogan, but also the Fendt claim that dominated this year's Agritechnica. All our machines, all our services, the entire product range of Fendt in Hall 20, are set to meet this standard in innovative technology and quality. Around 450,000 visitors came to Agritechnica. And it felt like they were all at the Fendt stand.





EurAgEng Recognition Award

On the eve of Agritechnica, **Dr. Heribert Reiter**, Managing Director for Fendt Research & Development, Purchasing & Customer Service and Vice President Engineering AGCO Global Tractors, was awarded for his services to European agricultural engineering. The European Society of Agricultural Engineers (EurAgEng) presented the Recognition Award to the engineer at the International Conference LAND. TECHNIK-AgEng 2019 in Hanover.



2x Machine of the Year 2020

The **Fendt 900 Vario** picked up two prizes at the Machine of the Year 2020 award ceremony on 12th November. Fendt won both the Audience Choice Award (formerly the Audience Award) and Machine of the Year 2020 in the high-horsepower tractor category for its new Fendt 900 Vario. The specialist editors paid tribute to the technical enhancements and versatility of the machine, which sets new standards in its performance class. The tractor combines performance and low fuel consumption with the redesigned MAN 6-cylinder engine and VarioDrive powertrain. The low-speed concept Fendt iD and the all-new design were also decisive. Most of the 30,000 or so participants voted online for the Fendt 900 Vario.





2x DLG Silver medals

An award was presented to the Fendt / Braun Maschinenbau GmbH collaborative project – a system to mechanically process the substrate with a tractor/implement setup that almost fully automates machine control. With this solution, Fendt answers the trend towards mechanically processing the substrate as an alternative to the use of herbicides. With a **Fendt 200 V Vario**, the tractor/implement setup is controlled by a gyroscope and a laser, which send the necessary data to the terminal via a control unit.

The **Fendt IDEALDrive** steering system received the Silver prize for harvesting technology. The judges were impressed with the innovative way it steers without a steering wheel. Controlling the IDEAL 10T combine harvester with a joystick, the driver has an unobstructed view of the attachments and the road.

2x Tractor of the Year 2020

The Fendt 942 Vario was named the new “Tractor of the Year 2020” while the Fendt 314 Vario won “Best Utility”. A special achievement – the 300-series high-end model has secured this title for the second time in a row.

As for the **Fendt 314 Vario**, the panel praised its versatility. “The multi-performance concept DynamicPerformance releases additional power when required – at any driving speed and during all types of work, even in stationary PTO applications. Another point is the new operating concept, FendtONE. It individualises machine use and connects office and machine.”

The judges commended the **Fendt 942 Vario** for its connectivity, which enables fleet management and machine optimisation. It also praised the combination of the newly developed MAN engine and the low-speed concept Fendt iD, which, the panel said, “provides high performance at low speed, delivering a smooth-running engine with maximum torque and minimum fuel consumption”.

5,600 hp
on show
cross the whole
Fendt stand



250 staff
in team Fendt

3.100 m²
exhibition area



“Agritechnica 2019 was extremely successful for us because we had so many **positive conversations** with customers.

This year was the first time we noticed such a **high number of foreign visitors**, including plenty at the **Fendt stand**.

What's more, the most important prizes are **awarded at this** fair.

My team and I are particularly proud of the ‘**Machine of the Year 2020**’ audience award for the new

Fendt 900 Vario, because while Gold can fade, the **public’s opinion** will always count.”

Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board



20,000 jars
of Apricot jam



32 pallets Fendt Welt:
50,000 German and
11,500 English editions



Bestsellers at the
Fendt Shop at
Agritechnica 2019:
the Fendt 942 Vario
special edition.





40,000
Fendt goody bags

3,780
FendtONE
VR experiences

“It was like sitting in a real Fendt cab. It was so cool. The game was great fun, too. Actually, it's the first time I've put on VR glasses.”

Christian King, grassland and produce mixed farm, Rottweil county



Maria Kraus, Bavarian Champion Plougher visits the Fendt stand.

For the interview and much more about the Agritechnica show, go to www.Fendt.TV



“You’re hooked from the word ‘go’ – everything else you learn on the job,” says Tim Abel about FendtONE on his Fendt 720 Vario. “It’s definitely easier to use than on our older Fendt model, but after a bit of getting used to it, it’s just the best. Everything is a bit newer, but the operating logic is the same,” says Hannes Mühlmeister about FendtONE. To avoid the long queues, these 3 farmers had the new driver’s workstation explained to all of them at once.

(from left to right) Tim Abel, Hannes Mühlmeister, Rene Beumer



69 stories
on Instagram
and Facebook +
3 posts each
a day

Clara Bernhard has her eye on the Fendt Full-Line and visited Agritechnica with Markus and Felix Bernhard.





5,000 | drinks
(that's 1 full tank of the
Fendt Rogator 655)

5 km "Weißwürste"
(= 2,100 pairs sausages)



A passion for Fendt that runs skin-deep – Markus Seeger has had the new claim "It's Fendt." tattooed on his forearm.



VISITORS AT AGRITECHNICA 2019



“We have been looking for a decent, simple order management system for a long time, so we wanted to check out FendtONE at Agritechnica. I’m also interested in the Fendt Rogator 600 sprayer,” says Stefan Reck. “I like the flat menu structure and that the FendtONE software follows the familiar Fendt logic.”

The farmer and contractor already has three Fendt tractors and a Challenger Rogator 645 D.

“For me, reliability, a clear and easy operation and value stability are important.”

(from left to right) Stefan Reck and Simon Bareth, farmers, Bad Wurzach (Germany)



“It’s a beast,” Matthias Welser describes the new Fendt Katana 650, which he has had the chance to test drive.

“The engine has more tractive strength and therefore significantly more output.

It has the driving comfort you expect from Fendt and the new cab is even quieter than its predecessor.”

A new Fendt 724 Vario with FendtONE will soon join his farm’s fleet, in addition to the four 900s already there.

Matthias Welser, farmer, Mindelheim (Germany)

“In hop cultivation, we use Fendt narrow-gauge tractors for work in the field. We need narrow but powerful tractors for the attachments and the Fendt 211 P Vario is perfect for us. Our Fendt 280 P already has 17,000 operating hours on the clock and the Fendt 712 Vario 10,000 hours. The reliability of these machines is a real advantage for us.”

He mentors students at the vehicle academy at Schweinfurt as they train to become agricultural machine mechanics, and has been teaching on a Fendt 1050 Vario for one year.

Claudio Keiner, farmer, GenussHof Pingold, Gräfenberg (Germany)



“We bought the Fendt IDEAL combine harvester mainly because they have the best warranty and the unloading rate is unbeatable. The grain quality is great and we all liked the Machine to Machine function because it's so useful when it comes to organising the combine harvester fleet. No combine harvester works exactly the same, but with this feature we can synchronise the settings. The Line Sharing feature is fantastic because it makes our work on the field easier.”

With his six Fendt IDEAL 9 models, the farmer harvests chickpeas, rapeseed, cereals and more.

Mike Mitchell, farmer, Saskatchewan (Canada)

“We have a premium product in these tractors and are extremely satisfied – that's why we've also chosen to go with Fendt's forage harvesting equipment. The Fendt expertise has already been incorporated and we are so satisfied that we have invested in a new 4-rotor rake with ISOBUS.”

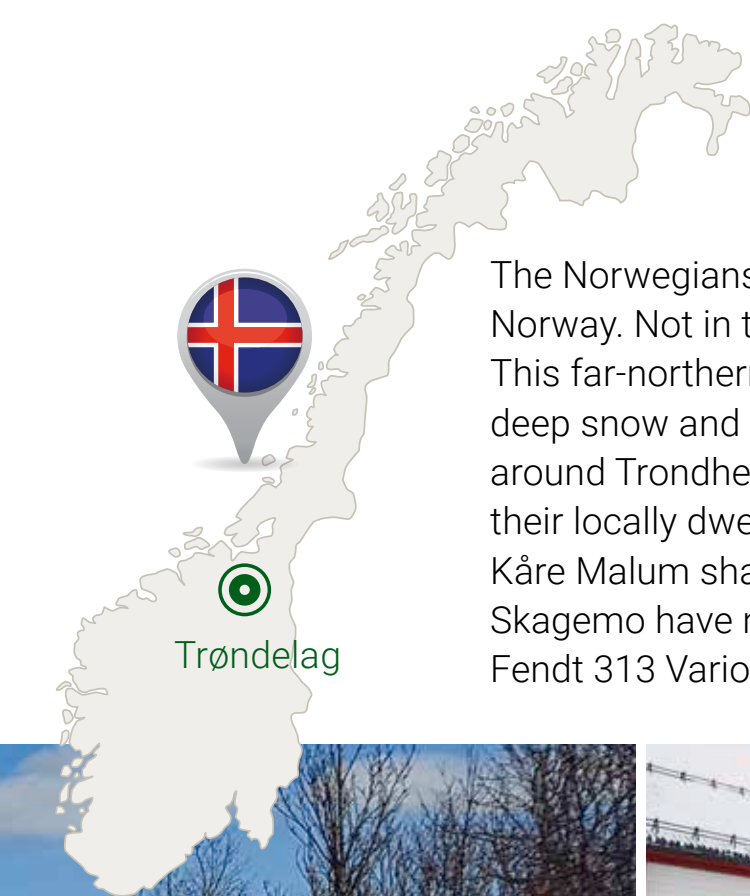
With three Fendt tractors, a Fendt 6275 L-series combine harvester, a Fendt Former 12545 Pro, a Fendt Slicer 9314 TL KCB mowing combination and a Fendt Slicer 310 FZ KC front mowing unit, Daniel Raude has collected almost the complete full-line range.

Daniel Raude with his family, farmer, Naumburg (Germany)



CLEARING THE ROADS FOR FATHER CHRISTMAS





The Norwegians are convinced that Santa Claus lives in Norway. Not in the North Pole, like some might think. This far-northern country is also known for its long winters, deep snow and fjords. Three Fendt tractors run on three farms around Trondheim to keep the roads clear – and not just for their locally dwelling Santa Claus. Lars Ole Lillebudal and Kåre Malum share a Fendt 516 Vario, and Harald and Sigrid Skagemo have now also bought a Fendt 516 Vario after their Fendt 313 Vario.



▲ (from left to right) Kåre Malum and Lars Ole Lillebudal in front of their co-owned Fendt 516 Vario.



▲ Harald Skagemo always parks his Fendt in a heated garage so the engine does not suffer any damage in the cold Norwegian winter.

SHARING IS EFFICIENT

Lars Ole Lillebudal and Kåre Malum share their Fendt 516 Vario, which they purchased for their joint venture, Lima Maskin DA. The two Norwegians have merged their businesses and, together with two other partners, are carrying

out the work on four farms around the Norwegian town of Budal in Sør-Trøndelag, an hour south of Trondheim. “We kept working together over the years and then decided to merge our farming businesses. Now we can use our



▲ Calling it a day – when snow falls, Lars Ole Lillebudal will go out with his Fendt 516 and snow blower to clear the roads again.

investments much more efficiently because we both get use out of the machines, explains Lars Ole Lillebudal. It's how they cover the 84 hectare plot of grassland and arable farming, as well as 60 dairy cows and 140 cattle in their mixed holdings.

Always on the right track

In spring 2016, the two Norwegians bought a Fendt 516 Vario from their sales partner Eiksenteret in Støren. They never looked back. With the new investment they wanted to increase their efficiency and also use a lane guidance system, so they decided to use a 500-series with VarioGuide RTK. With it, they ensured the highest precision in the field, because with RTK VarioGuide uses an additional correction signal via the mobile network to work down to the very centimetre. "We agreed that it should be a Fendt because we wanted to have a machine with track guidance and stepless gearbox, meaning the Vario transmission was the

obvious choice," explains Lars Ole Lillebudal. "The Fendt makes our working day much easier thanks to the easy controls. We can program the settings for speed, PTO, rpm and hydraulic valves for the

**"I COULDN'T
HAVE CHOSEN
BETTER THAN
THE VARIO."**

different attachments, like the drill, the muck spreader and the snow blower. This makes the work so much faster even if you're changing attachments," say the two farmers, in complete agreement.

180 days in use

In the summer, they use the tractor to farm their grassland and dairy farms and in the winter it's used to maintain roads and for winter service. "We work on our land for about 180 days a year on average, although very cold and wet periods can make the work difficult even in the

summer months," says Kåre Malum. Especially up in the mountains, the winters are often long and the soil is covered with snow until late spring, so there we often only have a very short crop-growing window. And that's just when VarioGuide with RTK comes into its own. "To start muck spreading, we just need to activate the lane guidance and the tractor automatically stays in the lane. We use about the same amount of fertiliser as before. But now it's distributed much more evenly and our harvest is better," says Lars Ole Lillebudal, summarising the advantages.

The small turning circle of the compact Fendt 516 Vario is another advantage on the field and on the road. "The machine is well positioned on the road and runs quietly and comfortably even at higher speeds. I may not have driven every make of tractor out there, but getting into the Fendt is like getting into a car. Except you also have all these technical aids to help



TRØNDELAG

- Budal and Meldal are located in the region of Trøndelag near Trondheim
- Population of Budal: approx. 530
- Population of Meldal: approx. 3,900
- Trøndelag is Norway's busiest farming region
- Temperatures:
 - Summer: up to 19°C on average (record temp. 35°C)
 - Winter: down to -30°C



▲ Kåre Malum cannot imagine working without VarioGuide, whether in summer or winter.

you,” emphasizes Lillebudal. They have an eye on everything they need on the terminal. They can always see their progress on the fields and can respond appropriately to any changes in the weather. And another plus point – the Fendt tractor requires significantly less fuel than its predecessor.

Ideally equipped for winter service

In winter, the 500-series runs mainly on Kåre Malum's farm, equipped with special studded winter tyres and a

Dalen snow blower. Fitted with a preheating bundle, the Fendt 516 Vario is ready for any working conditions in Budal.

Up here in the north, the farm out-buildings and machine barns are also suitably insulated, to make sure the machines start up easily even in winter.

Lars Ole Lillebudal and Kåre Malum have a tip for winter:
“Store plenty of wood!”



CHRISTMAS IN NORWAY

Norway has both the imported Santa Claus, the “Juleman”, but by tradition, “Julenissen” the Little Troll brings the Christmas gifts. If you cross Julenissen, he will play pranks on everyone in your home. So, if your keys keep going missing, or the car won't start, it will be Julenissen playing his pranks. To ward him off, you put a bowl of gruel or sour cream porridge in front of the door or on the window sill for the little troll. If that makes him happy, he will protect your house and garden all year round. Juleman and Julenissen of course live in Norway, not at the North Pole or in Finland.





▼ With his Fendt 516 Vario, he can distribute the gravel evenly again.



▲ The Fendt 313 Vario shuttles ahead of the "cattle taxi". The trailer brings the cattle to the mountain meadows, where they graze for 2 to 3 summer months.



THE VET TURNED FARMER

Together with his wife, vet Harald Skagemo lives and works on a farm in Meldal, an hour south-west of Trondheim. "As long as I can remember, I always dreamt of being a vet and working with big animals," he says. He uses a Fendt 313 Vario and a Fendt 516 Vario to manage his mixed farm of grassland (35 ha of which he owns and 50 ha he leases) and 400 ha of forest. They also keep 60 dairy cows, 100 cattle and 15 sheep.

"The sheep are just for fun," laughs Skagemo. His wife, Sigrid Johane Muan Skagemo, grew up on the farm, which the couple took over 16 years ago. His wife has been running the business full-time ever since, but Harald Skagemo also puts his every spare minute into the farm.

Versatile and precise

A Fendt 313 Vario joined the farm in spring 2017, and has already clocked up 1,700 hours. Before, they had a large 6-cylinder 200-hp tractor but they were on the lookout for a more manoeuvrable model. The winner of 'Machine of the Year 2017' was just what they needed. Harald Skagemo wasn't surprised that the Fendt 313 Vario won 'Tractor of the Year' at EIMA 2018. "There's probably no tractor brand that can compete with the precision of Fendt's Vario transmission. The Fendt 313 Vario is extremely versatile, so I use it for sowing, fertilising, ploughing and even loading round bales. It also needs significantly less fuel – which of course makes me very happy!"

Since the vet/farmer works an average of eight hours every day, reliability and working comfort are crucial to him.

"I'm not getting any younger and working both on the farm and at the practice is hard, but I love what I do. That's why I decided to use a Fendt.

I was so pleased with it that I bought a new ProfiPlus Fendt 516 Vario model this October," explains the Norwegian. He uses the new Fendt 516 Vario on his farm, as well as to maintain roads and paths with a specially-made attachment.

Keeping the roads clear

In the winter and although they have the two Fendt tractors, the Skagemos need help to carry out winter service work. Their farm is located up a 4.5 km long mountain track with 90 wooden houses. In the winter, up to 1.5 m of snow can fall here. So, they

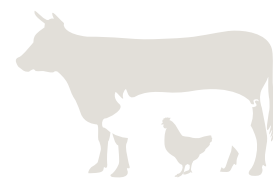
enlist the help of a neighbour and his Fendt 724 Vario, plus a large snow blower to clear the road to their farm. "It's extremely hard work. That's why our neighbour works with the 700-model, because

"THE ROAD IS CLEARED TWICE A YEAR."

it has the right amount of power needed. Back in the summer, he programmed in our road by GPS and can now clear the snow away down the last centimetre, despite thick snow cover," says Skagemo, explaining how the VarioGuide works. When this work is done, the Skagemos can do the winter service with their own machines until the snow cover becomes too thick again. The Fendt 724 Vario usually comes out twice a

year. The last time was the end of April, because, in Norway, snowmobiles are no longer allowed from 30 April, and the roads should be clear again by then.

Animals and farming are obviously close to the Norwegian's heart: "Being a farmer is one of the most beautiful and important professions in the world. Every one of us is dependent on food and every time it's a miracle to experience the birth of a calf or to see the crops and animals grow," says Skagemo with a passion. "I feel so lucky to be able to witness the cycle of growth, harvest and winter preparations." There's only one other thing he raves about – his wife. He met the trained nurse while studying in Oslo and after 25 years, the pair are still as happy as the day they wed, enjoying their life together on the farm. **F**



AGRICULTURE IN NORWAY

Farms in Norway often have small areas to cover and have to fiercely adapt to the climatic conditions. About a third of all farms have less than 10 ha of land, because only 3% of Norway's land can be farmed. Despite this, 2.1% of the total population work in farming, forestry or fisheries. The Norwegian government protects regional agriculture through high import duties and an extensive subsidy system. Up to 62% of a farmer's income is financed by subsidies, even though income from agriculture accounts for only about 2% of the GDP.

(source: OECD)

▼ When he's not working with his animals, Harald Skagemo likes to sit on his Fendt.

Harald Skagemo's tip for cold winter days:

"Woollen underwear and evenings with the whole family, and biscuits!"





PICK UP, SHIFT AND LIFT



Fendt adds the Fendt Cargo T955 telehandler to its expanding full-line product range. The telehandler is marked by its unique lifting cab with vibration damping and its tough, durable build. With a load of 5.5 t and a lifting height of 8.5 m, the Fendt Cargo T can meet the highest demands in loading work. The Fendt Cargo T955 model was unveiled to the public for the first time at Agritechnica 2019.



- The high-rise lifting cab offers a viewing height of up to 4.25 m. The floor-to-ceiling windscreen provides a view of the working tool in any situation.

Telehandlers are mainly used on bigger farms where large amounts of material need to be moved, or where large and heavy loads need to be stacked or loaded. With this in mind, Fendt has added a telehandler to its product range – the Fendt Cargo T955.

When it comes moving loads up and down, Fendt's home-grown Fendt Cargo front loader has been a best seller for many years. The new telehandler is also marked for its excellence in advanced charging solutions. Hence the name; Cargo plus the T for telehandler.

Excellence in durable charging solutions

The Fendt Cargo T955 is built in cooperation with Sennebogen Maschinenfabrik GmbH, best known for building large industrial machinery including port cranes and material handling machines. The company has more than 15 years of experience with telehandlers for industrial use in the field of material handling. These machines are suitably designed for tough applications.

The wheel loader among the telehandlers

The Fendt Cargo T955 combines the advantages of a conventional telehandler – such as lifting height, reach, low body height, high manoeuvrability while being incredibly stable – with the performance characteristics of a wheel loader in the same weight class.





FENDT CARGO T955

- Operating weight: 11.8 t
- Max. load: 5.5 t
- Max. lift height: 8.5 m
- Max. load at max. outreach: 2.4 t
- Breakaway torque on the bucket: 85 kN
- Working hydraulics capacity:
200 l/min (working pressure: 310 bar)
- Max. road speed 20 (40*) km/h
- 4-cylinder diesel engine:
123 kW at 2,200 rpm, 4.5 l cubic capacity
- Rear axle swing +/- 8°

* Optional



Features such as the extremely robust steel construction, the enormous thrust characteristics, a maximum load capacity of 5.5t and the Z-kinematics for outstanding breakaway torque, make it the "wheel loader among the telehandlers".

Up in the Air – the unique lifting cab

The Fendt Cargo T955 has a unique lifting cab that can be raised to a viewing height of 4.25 m. Just lifting the cab by a mere 20-30 cm gives you the best 360° all-round view, the likes of which have only been seen on wheel loaders and telescopic wheel loaders. There is no dashboard to obstruct the lower part of the continuous windscreen, instead, you have a floor-to-ceiling view of your surroundings. Together with the lifting cab, this gives the driver the perfect view of the attachment tool in almost every working position. Loading is even more precise and the driver stays comfortable on long working days. The cab is vibration dampened, so the driver can enjoy the levels of driving comfort we have come to expect from Fendt. The drive intelligently regulates the power distribution offering variable driving speeds of up to 40 km/h.

At home, whatever the job – for farm, field and transport work

This telehandler comes with various tyre options for predominant use on solid ground and with wide field tyres for heavy field use. The optional height-adjustable hitch and pneumatics for the trailer brake make it highly versatile for transport work.

The new Fendt Cargo T955 model
is available to order from the first quarter of 2020. **F**

BETWEEN TRADITION & INNOVATION



Going downstairs one step at a time, the carbon dioxide levels increase. Once in the cellar, that smell of fermentation fills the air. Large stainless steel tanks line the walls – all shiny and high-tech. You only need to look around this vaulted room with its wooden barrels to see that the walls of this wine cellar are several hundred years old. From time to time a fermentation tube bubbles. This laboratory-style room is the heart of the winery for young winemaker, Carolin Hoffranzen.

As she then moves from tank to tank and talks about her wines, something poetic fills the air. Then she talks about slender and steely, about blissful and open wines, about structure and stylistics, about the taste of minerals and the required element of fun – and you know that passion and skill work side-by-side in this wine cellar. It's a successful

combination that earned the 33-year-old the title of "Germany's Best Young Winemaker" in 2017. And all this in spite of not initially wanting to follow in the footsteps of her parents' winemaking profession.

A life without wine?

It wasn't exactly Carolin Hoffranzen's childhood dream to

become a winemaker. But when it became clear that her sister would not take over the winery, it wasn't just the 400-year-old farm's survival at stake. It was also a big dilemma for the young woman in the long run, as in: Do you want a life with or without wine? Carolin Hoffranzen found the answer during an internship at another winery.

▲ Taste is critical. Winemaker Carolin Hoffranzen and her husband Martin Schu-Hoffranzen test the grapes straight from the vine.





**“DO YOU
WANT A LIFE
WITH
OR WITHOUT
WINE?”**

“One I had a taste of it, I knew that I wanted to go into the wine industry,” she says, laughing. A degree in International Viticulture followed a

year at a vineyard in Austria. But as her profession led her more and more down the commercial route, she realised that it was the craft itself that excited her: “The most beautiful thing about the winemaking profession is that you follow the product from start to finish; from the vine to the consumer's feedback”. So she went back to the fami-

SPONTANEOUS FERMENTATION

The fact that the young winemaker always trusts in the power of nature is shown in the way her wines are grown by spontaneous fermentation – a fermentation method that relies completely on natural yeasts. These are the type of yeasts that are already on the grapes in the vineyard, or lie in slumber in the wine cellar and later lead to the natural fermentation of the wine. Unlike controlled fermentation with specially bred wine yeasts, spontaneous fermentation requires a certain amount of risk-taking due to the increased risk of misfermentation. However, if the spontaneous fermentation is successful, you are promised some very unique aromas. Carolin Hoffranzen has no doubt: “Nature is so powerful. You have to let it lead the way.”





◀ Working well together: left to right: Bernhard Brischwein (Fendt Plant Rep), Carolin Hoffranzen, Martin Schu-Hoffranzen, Rudolf Hayer (Managing Director of RWZ Agrartechnik Gruppe Eifel-Mosel)



ly business in Mehring an der Mosel, where she has been running the Classischer Weingut Hoffranzen together with her parents and her husband for more than seven years now.

Taste that comes from the microclimate

Even though Carolin Hoffranzen prefers to spend her time in the wine cellar, she knows that a good wine is born in the vineyard, and this family's vineyards enjoy the best conditions. About 10 hectares belong to the winery, cultivating mostly the Riesling grape. Of these, about 4 hectares lie on the heat-trapping terraces along the Moselle. The plots running at a 60% incline must be worked by hand, much like they were back in the founding year of 1601. The other areas are accessible by tractor and have an inclination of up to 35%. These can be managed completely by machine with Fendt tractors. Like many winegrowers along the Moselle, the Hoffranzen family benefits from the natural conditions of the Moselle valley.

◀ Carolin Hoffranzen cares about her wines. That's why she's involved in every step of the way.

Their vines thrive on the region's nutritious slate soils, which later give the wines a mineral touch. "Regular consumers are excused for imagining this as a slightly salty taste," she explains. The microclimate of the different terraces ensures that the grapes also vary in taste. "Our areas are scattered about and we process our wines plot by plot. The regular consumer can't even tell," jokes the young winemaker. "But it's important to us that we can taste the exact origin and location in our wines. And only Nature herself influences that."

Where Nature reaches its limits in the vineyard and using the right technique becomes paramount, the winery depends on its two Fendt tractors: a 20-something year-

"FENDT IS A DECADES-LONG INVESTMENT."

old Fendt 260 V and a new Fendt 210 V Vario. "We drive through the vineyards all year round, which often compacts the soil to extremes in the lanes. Especially at steeper points, these trenches are a real safety concern," explains her husband, Martin Schu-Hoffranzen. "But the new Fendt has both the power to ramp up these slopes with an attached cultivator and loosen the ground, as well as the necessary level of driving safety." After pruning



▲ “The little one is doing great!” Whether transporting the grapes or getting stuck in the rows with the rotary harrow, when the wild boars have stirred up the ground again, the couple is very happy with their Fendt 210 V Vario.

RIESLING

The soil on the Classischer Weingut Hoffranzen winery consists mainly of Devon slate. This rock is great at storing heat and so offers the vine the ultimate climate for growth. The mineral and organic components of the soil characterise Riesling wines and even earned Carolin Hoffranzen the title of “Best Young Winemaker, Riesling Variety”.



in the spring, the mulchers have to be pulled through the rows to crush the vines, before carrying on with the plant protection and foliage cutting in the summer. For more than 20 years, her old Fendt 260 V – now with almost 9,000 hours on the clock – has been by her side. But it wasn't an emotional decision to choose a Fendt as the next vineyard tractor; “Of course we looked into the competitors,” says Carolin Hoffranzen. “But the Fendt won in the end because it just makes economic sense. Fendt is a decades-long investment. And if I can choose a machine that is Made in Germany, I would always prefer that over other products.”

When you meet Carolin Hoffranzen, you're in the presence of a young winemaker who always relies on quality, including when it comes to the technology she uses in her vineyard and cellar, and believes that tradition and innovation are the best keys to success. The last two years above all are testament to this. “The weather is getting more extreme and we need to do more work in shorter time windows. As such, our technology must be more powerful and efficient without losing sight of traditional processes. With the new Fendt we can get the job done quickly and safely. The wide front axle provides a good ground grip and manoeuvra-

bility – which is especially important on the steep slopes – and the stepless gearbox increases safety and driving comfort. This makes machine-led farming easier, even in steeper vineyards,” explains the winemaker. “The wine market is a saturated market, and a place where personality becomes all the more important – so you should stay true to yourself,” she says. “For me, this means: continuing a legacy with a long history, handling it carefully and thoughtfully, while combining old traditions with technical innovations and new ways of thinking.” **F**

► Eric Hansotia sees a big change in the agricultural technology industry due to the possibilities of digitisation.



NEW MACHINE SHAPES & CUSTOMER RELATION- SHIPS

Since January 2019, COO Eric Hansotia has been responsible for all AGCO operations as well as for Global Product Management, Research & Development, Production and Purchasing for all AGCO brands. We met him at Agritechnica for an interview.

Mr Hansotia, we are here at Agritechnica. What stands out for you? What do you think are the focal points of this fair?

If you look around at this year's Agritechnica, everything seems to revolve around the topic of smart farming and intelligent machines. We have won more prizes this year than any other company at this fair. This shows the innovative power of AGCO and also the attention that AGCO receives from the industry. Our stand here is showcasing a number of smart machines for everyone to see. As well as the new Fendt tractors, we are introducing the Fendt IDEAL 10T combine harvester with no steering wheel. For the first time, you control it by joystick instead of having a steering wheel right in the driver's line of sight.

And there are areas, such as Precision Planting, that make the AGCO stand innovative. But that's just the machines. We also offer digital customer experiences and innovations from AGCO's DCX (Digital Customer Experience) program. The smart farming focus of Agritechnica is therefore fully represented here at AGCO's stand.

You yourself have been working for many years for the agricultural technology industry. For a long time, we said that

"In the future, we will share information much more seamlessly."

as the machines get bigger, the performance will also grow. Is that how things will be in the years to come?

I have been in agriculture practically my whole life. I grew up right next to a dairy farm in the US state of Wisconsin. And as I've worked in the industry my whole professional life, I have experienced many developments. I think we have reached an interesting point in development, now the machines have probably reached their maximum size. I don't think we're going to build an even bigger combine than the IDEAL or an even bigger tractor than the Fendt 1000 Vario. Machines are more likely to change in terms of their range

of functions. We will equip them with additional sensors and intelligence. This will make the machines significantly more powerful in the future. I also believe that some machine shapes will change due to new sensors and digital possibilities. As more and more decisions can be made on board, this function can also be automated. So, you don't really need a driver in the cab any more to do the steering. All this means we are free to redesign the shape of the machines.

What role does digitisation still have to play in agriculture?

Digitisation is evident in two respects: On the one hand in the form of a machine, i.e. by automating machine functions. Fendt has the Xaver robot, which can be used in a fleet – just one example of how the machine will change in its very appearance. However, digitisation is also reflected in how we communicate with our customers and dealers. Our internal program for this is called Digital Customer Experience (DCX). For our customers this means that we will digitise all the

steps that are still almost completely analogue today, so that we can contact them directly. This includes every single interaction with our customers; from questions about the range of functions or the configuration of machines, to the ordering or monitoring of the machines. First of all, the program ensures first-class and consistent customer service, regardless of whether the customer has an excellent or a more average dealer nearby. Secondly, more and more customers want to digitally process their information. Like this, we can meet the wishes of our customers while ensuring a consistent company image. We therefore believe that digitisation will have a positive impact on both the machines and customer contact.

I have a direct question about that: What advantage do customers experience if more and more information about machines, customers and dealers is available to us?

For customers, it is first of all much more efficient and user-friendly if they have all the information they want available online at any time. There is no need to visit a dealer every time to do this. The dealer will continue to play a very important role, however, a lot of information can be checked directly via digital channels. So what will change for customers, is that they will most likely see themselves as fully valued partners at any given time. Today they have to deal with AGCO or Fendt when they buy a machine through a dealer, and then maybe again when spare parts or service work are due from the sales partner.

In the future, we will share information much more seamlessly: There will be a customer portal where they can keep a constant eye on their machine's performance in terms of fuel efficiency, any errors, areas of improvement, etc. In the future, we will be in direct contact with the customer in real time.

Fendt is the high-tech brand of the AGCO Group. What do you expect from Fendt?

There are two things to mention. Fendt can look back on a very proud history, but its pri-

“It's a matter of convincing the mind on the one hand and touching the heart on the other.”

mary strength lies in the tractor business. So, firstly, we want to become a fully-fledged Fendt partner in Europe for all product groups, keeping an eye on every customer need – whether it's combine harvesters, plant protection sprayers or forage harvesting technology. We want to strengthen every area and enhance all our product lines in Europe to an equally high level. Secondly, we want to provide the positive Fendt experience across the world. There are countless customers who have a great interest in Fendt solutions, but we have not been able to serve them yet. One of the main reasons is that Fendt tractors were designed in such a way that they were not quite perfect for the crop-row cultures of North and South America. This

problem has now been resolved with the development of the 1000 and 900 Vario series. Now that we have cleared this hurdle, we can market the entire Fendt Full-Line range – which we are expanding further in Europe – in North and South America, too. But that's only one aspect. It is not only about the product, but the complete package of the Fendt brand. With the globalisation of Fendt, the regions are working very closely with the Fendt headquarters in Marktoberdorf. This involves endless coordination in terms of the customer and dealer, to deliver the true Fendt experience. This includes the dealer, product, advice, spare parts and service, but also the ethos. We would also like to convey this overall positive customer experience over to North and South America.

Do you think there is a difference in customer expectations between North and South America, and Europe?

There are tiny differences, for example, South America has farms of vast scales, which means we have to slightly adapt the way we provide the Fendt experience. But at the end of the day, every customer wants the same thing: They want an innovative product that makes their work even more profitable, and they want the best support in the industry.

At Fendt's Marktoberdorf site we talk about the special 'Fendt spirit' – it's the attitude of the employees towards the company, the products and also to the customers. How do you think you can export the Fendt Spirit to America?



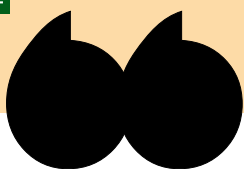
I believe that the spirit – or passion – stands for what you feel. So, it's a matter of convincing the mind on the one hand and touching the heart on the other. The focus here is on the people and the culture, which we also want to build up on the other side of the Atlantic. We have made some HR changes to reflect this. Some employees who have this Fendt spirit and Fendt culture engrained in them were already in North and South America, and farmers from North and South America visited Fendt in Germany. They visited our plants, talked to our staff and we were able to give them a feel for the Fendt brand. We are trying to make this Fendt culture tangible and integrate it into our new sales facilities, which we are currently building in North and South America.

Finally, a personal question to end the year – How will you be celebrating Christmas?

Christmas is a special time in our family. The whole family is coming to us. It'll be utter chaos, but a great chaos because we spend a lot of time together. We have a lot of traditions from different cultures, too. My mother is of German descent, so I'm half German. My wife has Polish and Russian roots. There are many decades-old, traditional drinking sayings for Christmas dinner. Then there is a very special bottle of vodka, something my wife inherited from her great-grandfather. We never let it get completely empty, and keep filling it up so that in theory, there are always a few drops from the past in there. We reflect on the family, the successes of the year, etc. And after that we go to the mountains together for a few days' skiing. So we spend a lot of time at home with the family and outside in the mountains – it's a great combination. Before Christmas, I also check in on the workforce in Duluth. Last year, I thanked everyone with a little candy cane. It's an American Christmas custom. I'd like to do that again this year and thank everyone personally, if I get the chance to meet them. But I think all our employees have worked incredibly hard this year and done a sterling job. So, a big thank you to them all.

Many thanks for talking to us!

Interview conducted
by Manja Morawitz. **F**



PERSONAL PROFILE

- Married, 2 children
- Master of Science in Engineering (University of Wisconsin, Madison)
- Master of Business Administration, MBA (University of Iowa)
- 20 years at John Deere in various positions, including Senior Vice President, Global Harvesting
- From 2013 he was AGCO's Senior Vice President, Global Crop Cycle and Fuse Connected Services responsible for the strategy of the global business divisions of Harvesting, Plant Protection, FUSE and technical customer service
- Since January 2019 Senior Vice President, Chief Operating Officer (COO)

◀ At the start of 2019, Eric Hansotia was one of the first to test the new Fendt 900 Vario at the Marktoberdorf site.

INTELLIGENCE THAT PAYS



If it doesn't go (yet), it doesn't exist. That's the motto of Dutchman Jacob van den Borne, always looking to optimise his arable farm. Future Farming is already in place on his farm on the Dutch-Belgian border.







◀ Jacob van den Borne benefits from Precision Farming in growing his main crop, potatoes.

Halfway between Eindhoven (Netherlands) and Antwerp (Belgium) is the small village of Reusel, North Brabant. It's a kind of farming "village of the Gauls". That may well have been its name in 2006, when Jacob van den Borne first discussed the issue of Precision Farming. Today, the Dutchman cannot imagine his arable farm without digital support.

And Fendt helps him every step of the way: VarioGuide RTK, Section-Control, VariableRateControl, VarioDoc Pro, Variotronic^{TI} automatic and automatic task management are the most important tools on this potato farm. "At some point, the time had come to swap the tractor

seat for the office chair," explains Jacob van den Borne. An easy switch for him, as he has only one goal in mind and that's optimisation. And in this case, you can earn more at your desk than you can sitting in the tractor cab. This future-farm gradually

***"THE
TECHNOLOGY
SOUNDS
COMPLEX,
BUT IT'S SO EASY
TO USE."***

upgraded its agricultural equipment, so it could withstand digital expansion. In terms of tractor technology, you will find almost everything on this farm – from the Fendt 200 Vario series to the 900-model, from "fresh off the assembly line" to the 800 Vario with 11,000 hours on the clock. But, all the tractors have one thing in common; they all have the latest software installed.



Without exception. The latest software version is even installed on the 'old' tractors, to integrate them into the Precision Farming concept.

Farmyard with a data centre

The farm manager wants to make best use of every single square metre of his fields and to fully exploit the yield potential. Van den Borne does all of this sat at his desk. Here, using the VarioDoc Pro documentation system, he collects all the data that is needed in a field file – field name and current crop, pesticides used and resources. The same applies to fertilisers, as well as the attachments used, with the corresponding processing

time. His office resembles a data centre – on several screens, he can simultaneously display various information about the section of land that needs plotting. From the soil map to the yield potential map to the field file. “Data is the basic prerequisite for success in Precision Farming,” says the Dutchman, summarising his wealth of experience.

In the field file, there are 400 fields with an average size of three hectares. The field boundaries were recorded years ago and assigned to the fields. And it's all paying off now. After the first harvest, the smallest tracker, as they call it in Netherlands, a Fendt

210 P Vario, scans the ground. This involves firstly taking soil samples and, secondly, determining different values via electromagnetic radiation. Data on nutrient content, organic matter content, surface structure and moisture content are collected in the office of the digital farm and used for the yield potential map.

They now use a software system to plan the crops, which is then processed in the office for use on the Fendt terminals. Where does how much

► As the average field size is relatively small, the turning times at the headland need to be minimal.





need to be sown? Where is fertiliser needed? Which subsections need avoiding during plant protection? And which sections need water from the irrigation system? Questions that the farmer finds answers to on his PC then records them with VarioDoc Pro.

The data from the soil scan needs refreshing several times during the growing season. Jacob van den Borne has been experimenting with precision drones since 2012 and has discovered a number of benefits for both his farm and the environment. He sends up a

***“ONCE YOU TAKE THE TIME
TO PROPERLY PROGRAM
THE TECHNOLOGY,
YOU’LL REAP THE BENEFITS FOR
A LIFETIME.”***

drone with multispectral camera to generate photos, which he uses to further analyse the crop. Like this, he can monitor the coming harvest digitally, for example, and take any measures to prevent drought damage or disease. The use of drone imaging in everyday work processes saves so much time and money, and contributes to ongoing agricultural research to achieve profitable yields with less environmental impact. How does this work in practice? The drone images of a potato crop show where there is more leaf mass, and where

less. These results are then taken into account in plant protection measures. In the application maps, the active ingredient quantity is adjusted. The Dutchman swears that if you stubbornly stick to your initial planning, you will only be partially successful. And he's not willing to compromise. For him, being flexible is one of the challenges of the vegetation cycle.

Save by planning

If he plans properly, he can save about 20% on fertiliser. Cash on the one hand, environmental protection on the

other. Seeds are another matter. There are hardly any savings to be made on sowing volumes. The improved sowing output in the different section of the field, does mean however, that the yield can be increased annually by 1-10%, depending on the yield potential of each individual field.

The quantities determined during PC planning for things like fertilisers and herbicides are sent via the mobile network to the Fendt tractors. The new and long-awaited tool on the farm arrived last year in the form of an automatic task management system. "This function ensures that all the work is carried out exactly as I would like, explains the planning guru. Because working out Pi on his fingers is not an option for Jacob van den Borne. Using

◀ The Single Track option of the VarioGuide Contour Assistant makes sure you're always on track.

online communication, every employee – whether of the human or technical variety – is assigned an exact work instruction via VarioDoc Pro. All the driver has to do is confirm the job on the touch-screen monitor; the rest is done through Fendt technology. SectionControl switches

**“TRACKS
MAKE UP
AROUND
5 % OF THE FARM’S
LAND.”**

on and off individual sub-widths, VariableRateControl helps with the subsection-specific output quantity control of the equipment and Single Track in the VarioGuide Contour Assistant keeps the machine on the right track. When the task is successfully completed, the job confirmation is sent by the tractor driver back to the office. The job is already registered and logged in the field file.

Tracks make up around 5 % of the farm's land, which makes it all the more important that the fields are well laid out. And you can do that now, with the software feature Single Track. The tracks are stored once with the VarioGuide Contour Assistant as one contour line; the Single Track. The rest of the work is carried out exactly on the same track during the entire

growing process. This includes driving on the headland, turning into the next track, even bypassing obstacles like electricity pylons.

For Jacob van den Borne, Precision Farming isn't just a crazy notion, but a reality he is living, thanks to all this technology. The Dutchman lives and breathes digitisation, which is why he decided in 2016 to open up part of his farm for research on Precision Farming. With the help of this technology, van den Borne wants to produce sustainably and profitably. **F**



► Long working days? No problem. Thanks to the Precision Farming features on the Vario, working comfort is here to stay and drivers can focus on the task at hand.



▲ The farm was founded in 1952 by Jan van den Borne. In recent decades, the company has constantly developed and specialised in potato cultivation.



You can find out more about Jacob van den Borne's farm in the next issue of Fendt FOCUS and on www.Fendt.TV

SETTING THE FIELD BOUNDARIES

In this Fendt FOCUS issue we introduce you to another practical function on your tractor. This time it's about creating **field boundaries** in VarioGuide.

Creating field boundaries with VarioGuide

The Create Field Boundaries function in VarioGuide forms the basis for many other features in VarioGuide and Variotronic. Once you have created field boundaries for your fields, you can process your land more efficiently and evenly. For example, field boundaries are useful for using Section Control, Variotronic^{TI} automatic and the VarioGuide Contour Assistant. If you use Section Control, the subwidths are enabled based on the field boundaries. But with the VarioGuide Contour Assistant, you can calculate contour segments based on the field boundaries, and if you use Variotronic^{TI} automatic, the field boundaries are automatically created for headland lines that make it easier to manage headlands.

Please note:

We recommend that you record a field boundary while driving, because this option is more accurate than a field boundary based on a processed field.



REQUIREMENT

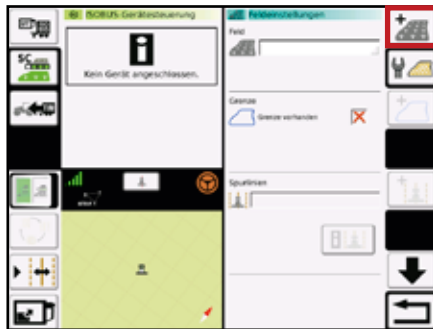
■ VarioGuide

- 1 Open the VarioGuide main menu by pressing the **VarioGuide** button twice on your terminal.





2 Press **Field Settings** on your terminal to open the settings menu.



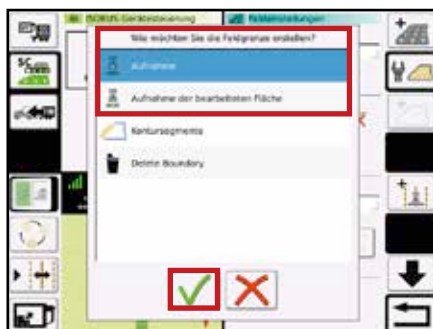
3 Select **Add new field**.



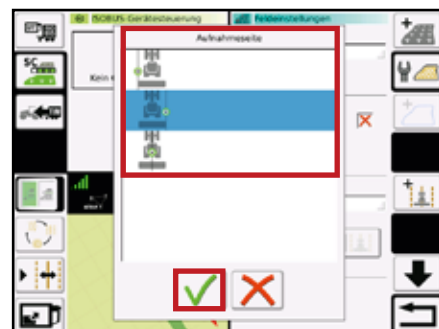
4 Enter the **name of your new field** on the keyboard.



5 Press **Add boundary**.



6 Now you can choose whether to record the boundaries **while driving** (as marked in the example), or whether to create the field boundary **based on a worked field**.



7 In the next window, you can decide which side to record the field boundary on. You can choose **left of attachment**, **right of attachment** or **middle of vehicle**.



8 Press **Start recording**.



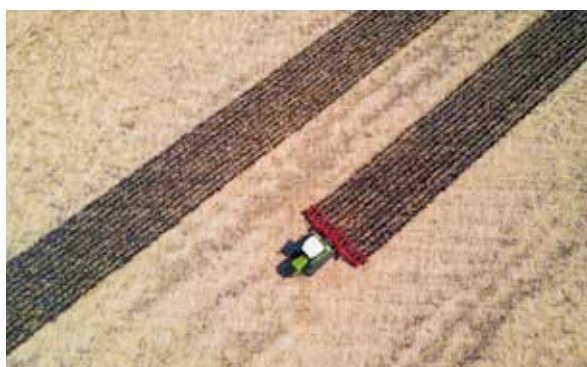
9 The driver can pause the recording at any time. Use **Pause** when you position yourself on a new field side, then **continue recording**. After driving the full perimeter of the field, press **Stop**.



10 Save the created field boundary under the previously selected field and confirm your entry with the **green tick**.



11 In the next window, the **green tick** shows an existing boundary as well as the **field size**.



You have now saved the field boundary and can use it for all subsequent work to process your fields more efficiently. **F**

VISIT TO FANIE VAN DER WALT, HEAD OF THE FENDT CHAPTER, SOUTH AFRICA



The van der Walt family grows corn, sunflowers and wheat. Every three to four years they change the crop rotation between corn and soy, sometimes wheat. They also keep cattle and sheep and, like many South African farmers, run a wildlife farm.

A great challenge for the farmers of the region are the climatic conditions, which range from very dry to almost humid. The average annual rainfall in this province is just 450-700 mm. The soils here are partly covered with sand (loam content less than 5%),

some lime deposits as well as clay-containing soils – all material from the foothills of the famous Karoo half-desert.

Recalculating with Fendt

When Fanie van der Walt was looking for a tractor with 300 hp or more in 2016, he came across the Fendt brand. Until then he had used a tracked machine that had come of age and was now interested in a wheeled tractor. As the Fendt brand has only just been introduced to the South African market, Fanie turned to his local AGCO dealer. For one season now, he has

It is now 25 years since Fanie van der Walt and his two brothers decided to take over and expand the family business. They come from a long line of farmers who have been farming for over 100 years in the Lejweleputswa Municipal District, a very arid region in the province of Free State.



▲ Fanie in front of his Fendt 1050. The gaps between the front twin tyres are larger, so that stones don't get stuck between the tyres. On the farm we drive with very low air pressure in the tyres. Great for the soil!



FREE STATE PROVINCE

The province of Free State produces at least one-third of South Africa's entire grain harvest, with wheat being the country's main crop. Corn and soy are grown to supply the local South African market, as corn – the biggest source of carbohydrates in South Africa – is the largest locally produced field fruit. South Africa is also the biggest corn producer in the southern part of the African continent.

The biggest challenge for the last two years has been the weather. In 2018, southern Africa experienced severe drought. Since January 2018, the agricultural sector lost 31,000 jobs in the drought-affected provinces and surroundings and around 7 billion rand in revenue.

(source: Centre of Excellence of Agri SA, Economy and Trade).

“MY FENDT 1050 VARIO SAVES ME THE HALF OF THE AMOUNT OF FUEL.”

been the proud owner of the high-torque Fendt 1050 Vario with high performance and low fuel consumption. “The best thing about my decision to switch to Fendt are the fuel savings I make,” says Fanie enthusiastically. “I can't reduce the amount of seeds or fertiliser; they're fixed. But my Fendt 1050 Vario saves me half the amount of fuel I used to use with my old tractor. We're talking about savings of 1 million. South African rand per season, that's

about 61,000 euros,” says the South African farmer.

Especially in the severe droughts, saving resources of any kind in South Africa is important. “When we had no rain, we fought against the seasonal increase in fertiliser prices of 10-20%”, Fanie says, describing the extra challenges. This makes it all the more important that using his Fendt 1050 Vario would quickly pay off.

“I tell many of my neighbours who ask about my Vario, how differently Fendt runs its business.

It's so different from anything I've experienced before. And the attention that Fendt gives to its customers goes way beyond my previous after-sales experiences.”

Fanie is now part of a group of Fendt customers who visited the tractor plant in Marktoberdorf in April to inquire directly about current technological trends and telemetry applications. Both the tractor

production as well as the hospitality he experienced at Fendt and in Bavaria in general, impressed him.

Meanwhile, Fanie van der Walt was elected by the South African “Fendt family” in September 2019 as Head of the “Fendt Chapter, South Africa”. Just like with us, farmers and agricultural equipment dealers meet here to share professional insights and of course also have fun. It's a beautiful tradition that connects farmers across borders. **F**



▲ The tractor drives mainly in the corn and the front attachment is designed to bend the corn stubble in the direction of travel, to spare the tyres.

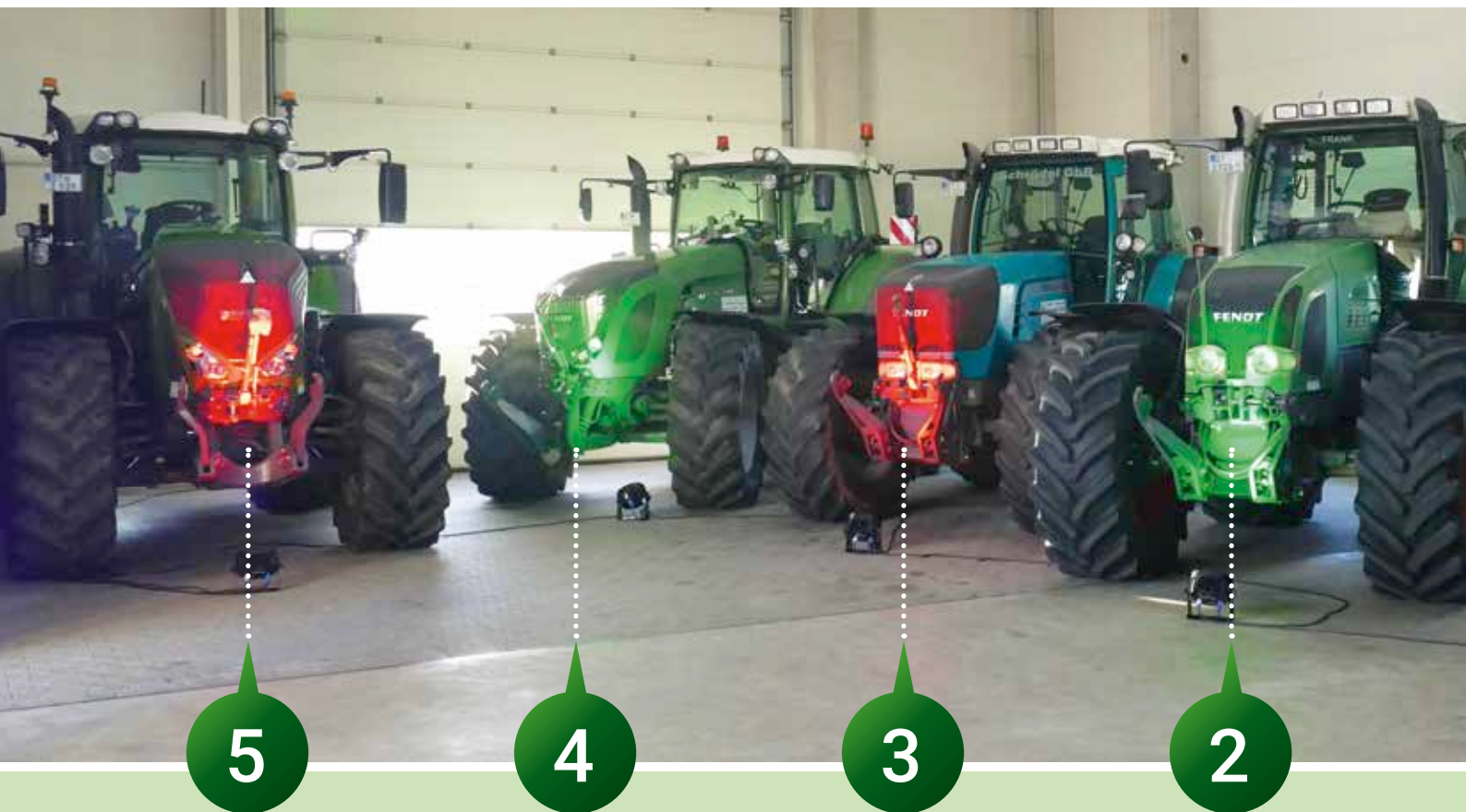


▲ The Fendt 1050 Vario has a 7-t subsoiler that works to depths of 80 cm. Mineral fertiliser is incorporated at the same time.



▲ During a visit to Germany, the South African team climbed Germany's highest mountain, the Zugspitze.

GENERATIONAL SHIFT



1ST GENERATION

The first Vario

In 1995, we introduced the first standard tractor with a stepless drive with a power-branched gearbox and MAN engine. It was the Fendt Favorit 926 Vario with 260 hp. In Bayreuth, the model with chassis number 926/21/0001 was actually from the zero series – a permanent loan from Fendt to Bayreuth Chamber of Crafts for training purposes.

2ND GENERATION

The second generation of the Fendt 900≈Vario was introduced at Agritechnica 1999. The new design, including the round bonnet, was based on the new 700 Vario series, which already had electrical control units and was equipped with a small terminal. The 2001 Vario model on show belongs to the Bayreuth contractor, Frank, and has 10,800 hours under its belt.

3RD GENERATION

In 2003, the new top model Fendt 930 Vario was launched with 300 hp power and the first TMS – transmission motor control – and TeachIN headland management (then VariotronicTM). On the radiator hood we saw the Dieselross emblem for the first time. The showcased tractor belonging to contractor, Schrödel GbR, has around 9,100 operating hours on the clock. The colour Petrol is a design feature and the contractor's company colour.

The Fendt 900 Vario

Now in its 6th generation. For the last 24 years, each new model of this series came with new technical innovations. On 18th September, BayWa Bayreuth invited farmers and contractors to an exclusive presentation under the strapline, "The new Fendt 900 Vario – Ready for more". To help the latest generation of this high-horse power tractor and tell the story of these legendary machines, BayWa employees descended to see sales consultant Christian Herrmann demonstrate every ready-to-use model from the Fendt 900 generation.

6



1



The DLG PowerMix rating given to the top model **Fendt 942 Vario** is a record result in the performance class of over 400 hp:
237 g/kWh (+32 g/kWh AdBlue)

4TH GENERATION

From 2009, a 900 driver could reach speeds of 60 km/h for the first time. The high-horsepower tractor was completely redesigned with single-wheel-spring front axle, new cab and larger terminal. The contractor Günther Ziegler has been using his displayed 900 model since 2010, clocking up 9,400 operating hours.

5TH GENERATION

The top model Fendt 939 Vario with 390 hp was introduced in 2010. And again, this 900-series set benchmarks: Diesel particulate filter, double turbo-charger, multifunction joystick, large 10.4" terminal and the option of the fully integrated tyre pressure control system VarioGrip on delivery. The exhibited machine also belongs to contractor Ziegler and has worked 1,600 operating hours in less than a year.

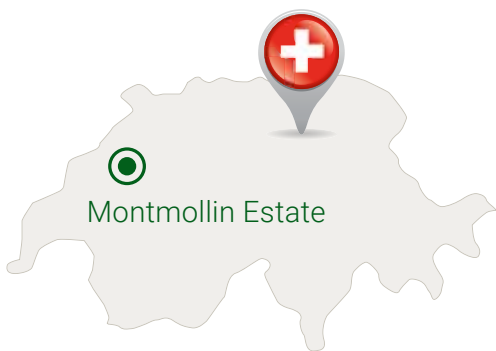
6TH GENERATION

The strongest 900 model ever

The 6th and latest generation of the Fendt 900 Vario has been on the market since July 2019. For the first time, this high-horsepower tractor series exceeds 400 hp with its new high-end model, the Fendt 942 Vario. The low-speed concept – made possible by the latest Vario transmission generation and a newly developed 9-litre, 6-cylinder MAN engine with VTG turbocharger – is geared towards high power reserves. **F**

PREMIUM ORGANIC WINES: A VISIT TO THE MONTMOLLIN ESTATE

"Can't you slow down a little? I can't get a good picture!" Drive slower? That's not an option for Arnaud Schaer, Vineyard Manager at the Montmollin Estate.



We are in the heart of the Neuchâtel wine-growing region on a vineyard plot with lake view. Arnaud uses the coolness of the early morning to mechanically destroy the weeds with his Fendt 210 V Vario and wanted to take this opportunity to show us what this tractor can do.

THE VITICULTURE OF THE DE MONTMOLLIN FAMILY BEGAN IN THE 17TH CENTURY.

With about 47 ha and a production of around 300,000 litres per year, Domaine de Montmollin is one of the region's biggest wine producers.

The de Montmollin family began its wine-growing venture at the beginning of the 17th century and has handed it down through the generations ever since.

Courage plus passion = success

Since 2017, the estate has been run by Rachel Billet-er-de Montmollin and her brother Benoit, a dynamic and convincing duo. Without going against the traditions of the company, Rachel and Benoit have set a decisive emphasis on the further





THE MONTMOLLIN ESTATE IN NUMBERS

- 17 permanent employees, split into two vineyard teams for the cellar and administration
- 10 seasonal workers for summer work, like binding
- 20 seasonal workers during the harvest
- 6 Fendt tractors:
Fendt 260 VA, Fendt 270 VA,
Fendt 208 VA, Fendt 209 Vario,
Fendt 211 V Vario, Fendt 210 V Vario
- 12 grape varieties

You can also order the wines online at:
www.domainedemontmollin.ch/de





***ALL WINES PRODUCED
SINCE 2007
BEAR THE SWISS ORGANIC SEAL.***

development of the estate. All the wines that have been produced since 2007 bear the Swiss organic seal. Jean-Michel, who previously ran the estate, had already set foot in this direction 20 years earlier. However, it was soon slowed down by the damage caused by mildew. Back in his apprenticeship, Benoit was encouraged by his father to deal with various working and cultivation methods. Out of his passion for viticulture and with a dose of courage, he decided in 2011 to cultivate part of the plots following the principles of biodynamic agriculture.

Thanks to new techniques and methods, the experiment was a success, and in 2015 they could stop using herbicides altogether.

Despite unfavourable weather conditions, the harvest the following year was overwhelmingly good – a seal of approval for switching completely to organic farming.

Today, Benoit notes that his employees are more relaxed and motivated. “The continuous testing of new processes, many of which are part of Demeter specifications, and our exchanges with other organic winemakers have revived our profession. We are at a very interesting stage where the will to progress and succeed is more important than competition.”



◀ The de Montmollin siblings enjoy their time in the vineyard and in the wine cellar.

THE WINES OF THE ESTATE

Although the Neuchâtel tradition is mainly influenced by four main grape varieties – Chasselas, Pinot Gris and Chardonnay for white wine, Pinot Noir for red – 12 different grape varieties are grown on the Domaine de Montmollin. The family's favourites are the "Oeil-de-perdrix", a lightly fermented rosé wine that indisputably adds to the brand image of the region, the "Non Filtré", a cloudy Chasselas wine, which is bottled as early as the beginning of January, and a very trendy wine, especially suitable for festive menus: a Pinot Noir "Barrique" with round, ripe tannins.



Fendt meets every wine-growing requirement

By adopting conventional treatment methods, the estate managers turned to mechanical solutions. The Fendt tractors, which the de Montmollins brought to Neuchâtel in 1998, once again proved themselves as ideal.

The innovative, technical solutions of Fendt for wine-growers left an instant impression on the de Mont-

mollins. Fendt was one of the first manufacturers of conventional tractors in this specialist sector, and stood up well against other suppliers who originally produced grape harvesting machines, especially in terms of the technology rating.

A particular winning feature was the hydraulic control on the Fendt. The resulting power gained allows even the small Varios to do two things

at once; mowing while cutting or weeding while mowing, for example. It's an enormous time saver for the winegrower.

Permanently locking in the transmission power, the stepless drive is another clear advantage, especially on steep slopes.

Today, the estate's fleet includes six Fendt tractors, and it's not just the efficiency that speaks for Fendt. Performance also played a decisive role in the choice of brand.

"These tractors can carry out all the wine-growing work as

**"WE CAN SAVE
OURSELVES
HAVING TO BUY
ANOTHER
TRACTOR."**

well as the usual transport tasks. So, we can save ourselves having to buy a conventional farm tractor," explains Rachel, co-executive director of the company and experienced business economist.

Nearing the end of our visit, Benoit mentions the enthusiasm of his employees: Spending less and less time among the vines himself, he trusts his vineyard managers, both real Fendt fans. The fun of a well-functioning machine undoubtedly has an impact on the motivation of the employees. And when transporting the harvest to the cellar and the wine to the bottling hall, the drivers appreciate the comfort of all the ergonomic details.

What do Rachel and Benoit de Montmollin dream of going forward? Well, they hope to improve the conditions for the direct sale of their wines, which have already received many awards. They also want their children to share their passion for wine at some point and ensure the continuity of the family business. As far as the machines are concerned, she naturally dreams of an electric tractor with reduced noise and emissions! **F**



▲ If you're in the area, why not pop in and see Rachel and Benoit. The cellar in Grand-Rue 3, 2012 Auvier is open
Mon-Thurs 8am-11:45am, 1:30pm-5:30pm.
Saturdays 9am-12pm.



Christoph Gröbblinghoff to be appointed new Brand Head of Fendt and Chairman of the AGCO/Fendt Management Board

On the 1st January 2020, Christoph Gröbblinghoff will take on the role of Chairman of the AGCO/Fendt Management Board, stepping into the shoes of current Head, Peter-Josef Paffen. The announcement means that he will head up all strategic and operative Fendt operations for the EME region (Europe, Middle East) and for German AGCO production sites.

Christoph Gröbblinghoff has thrived in various roles in the agricultural equipment industry for over 30 years, with extensive experience in sales and distribution. In his previous role as Vice President Distribution Management, he spent the last five years implementing the required restructuring and optimisation measures for the AGCO dealership network. This carved out the key prerequisites for continued growth in the AGCO brands in the EME region. Setting up a new sales organisation in Poland in 2017, optimising the dealership structures in the Ukraine since 2018 and restructuring the

Russian sales network since the beginning of this year, have all led to significant growth for the AGCO brands – both in terms of market share and units sold.

A career in the agricultural equipment industry

Christoph Gröbblinghoff is a qualified and practising agriculturalist. After studying Agriculture and graduating as an Agricultural Engineer, Christoph Gröbblinghoff started his career at JI Case GmbH in Neuss. He later transferred to Raiffeisen Waren-Zentrale Rhein-Main eG in Cologne, where he led the Technology business unit and expanded it into a core area of excellence. In 2014, Christoph Gröbblinghoff took on the new AGCO role of Vice President Distribution Management EME and led this division from the European AGCO headquarters in Neuhausen, Switzerland.



The high-horsepower tractor picks up the 'Golden Ear' award in Czech Republic

The top-end model from the new 900 series, the Fendt 942 Vario, won the 'Golden Ear' award at the Czech agricultural fair *Země živitelka*, also known as the 'Agrosalon'. The Agrosalon fair took place from August 22-27 in the town of České Budějovice (Budweiss). Traditionally, the Czech Ministry for Agriculture invites nominees for the fair's 'Golden Ear' competition. The award commends outstanding products and innovations from the industries of plant and animal production, food production and processing, as well as innovative agricultural technology.

Eligible contestants are judged by a panel of experts made up of representatives from the Czech Ministry for Agriculture, the agricultural industry, research institutes, food standards agencies and the trade fair organisers.

The new top-end model of the 900 series, the Fendt 942 Vario, won over the panel with its innovative technology, performance and excellent workmanship. The awards were presented by the Czech Minister of Agriculture, Miroslav Toman, on the gala evening of the first day of the fair.

The international agricultural fair *Země živitelka* (or Agrosalon) is one of the biggest agricultural fairs in Europe. This year, 581 exhibitors from 19 countries took part. Nearly 124,000 visitors use the 6-day trade fair to find out about new products in the farming and food. The award-winning tractor, the Fendt 942 Vario, at the stand of Fendt's Czech sales partner, Agromex.

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AGCO GmbH, Johann-Georg-Fendt-Str. 4, 87616 Marktoberdorf
Fendt Marketing, Press Officer Sepp Nuscheler
Email: pressestelle.fendt@AGCOcorp.com

Editorial management:

Sepp Nuscheler, Manja Morawitz

Contributors:

Aurore Chausson, Timea Cheeseman, Jörn Gläser,
Katharina Hanheide, Manja Morawitz, Lars Ovlén, Kathrin Schmidt

Photos:

Timea Cheeseman, Eidsmo, Dave Franciosy, Jörn Gläser,
Katharina Hanheide, Brigitte Huber, Andreas Mohr, Harald Skagemo,
AdobeStock (p.3), iStock (p.47)

Design/graphics:

Monika Niedermair

Sketches:

Paulo Calleri

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Start 2020 by: Upgrade your Fendt with our guidance system

VarioGuide retrofit kits will come out next year for all Fendt 500 and 700 Vario Profi models.

With high-precision satellite technology, you can control your tractor even at night or in poor visibility to an accuracy of just +/- 2 cm.

The benefits:

- Takes the strain off the driver
- Accurate documentation
- Fewer overlaps: Efficient use of resources
- Concentrate on the attachment itself
- Greater efficiency and area coverage

VarioGuide is integrated into the tractor software and is easily controlled on the Varioterminal.

The VarioGuide upgrade bundle* includes:

- The reliable track guidance system, VarioGuide, offering new functionalities with Fendt Smart Farming software
- Activation and annual subscription to the documentation system VarioDoc Pro, as well as NEXT Machine Management to process machine data from all manufacturers.

Choose a NovAtel or Trimble Receiver and countless correction services by satellite or RTK.



* Fendt 500 Vario SCR, 500 Vario S4, Fendt 700 Vario SCR and 700 Vario S4.

FISCHLAND, HOLIDAY HAPPINESS & A FLEET OF FENDT



4,700 hectares are home to around 4,000 cattle, 2,000 sheep and over 100 water buffaloes. The Darß estate is an organic farm in a unique location in Mecklenburg-Western Pomerania. It is located on the Fischland-Darß-Zingst peninsula, otherwise mainly frequented by tourists.



The Darß estate shows how to responsibly farm, protect the environment and care for the cultural landscape on a daily basis. The Darß state was established in the early 2000s by the former agricultural company Zingst. Elaborately renovated and extended to add attractions such as vacation rentals, a climbing forest, minigolf, playground, petting zoo, farm shop and farm kitchen, the organic farm is now exploring other avenues. Like a full-liner. Supply has been adjusted to the demand.

The 1990s' intensive use of grassland is old news. Nurturing the landscape with grazing in the reed areas is today's daily bread. 25 employees take care of the animals and the well over 4,000 hectares of land. Early in the morning, the first 200-series Varios drive out

across the extensive pastures. There are 1,900 cows here with their offspring, who all need looking after and caring for. Crafted animal care is the

“THE DARSS ESTATE HAS BEEN COMPLETELY RESTRUCTURED IN THE LAST 25 YEARS.”

credo of the farm. So, the calves are fed for up to 8 months with mother's milk, green fodder and roughage.

“On the Darß estate, we use only home-made basic food, consisting of hay and wilted silage,” explains Steven Bergner, Head of Plant Engineering. The grassland is sometimes only cut once a year and grazed on the rest of the time. Other meadows may need



THE DARSS AND THE DARSS ESTATE ADVENTURE FARM

Between Fischland and Zingst lies the Darß. Take a break by the Baltic Sea, experience pure nature: 5600 hectares of land belonging to the Vorpommersche Boddenlandschaft National Park, one of the largest nature reserves in Germany, with deer in the dunes and cranes in the fields. The ultimate holiday romance.

To make sure it stays that way, the staff of the Darß estate help maintain the landscape. About 4,000 cattle, 2,000 sheep, over 100 water buffaloes and 16 Fendt tractors from the Allgäu are all on hand. A huge organic farm in Mecklenburg-Western Pomerania in a unique location, where several hundred tourists flock to daily in the summer months. The Darß Estate adventure farm is idyllically located in the village of Born, bordered in the south by the Bodden and in the north by the Baltic Sea. In between lies nothing but grassland with larger reed areas.



▲ Marcus Trapp on the Fendt Kantana and Max Sinn on the Fendt Vario 828 are a well-rehearsed team bringing in the winter supplies.



▲ Managing Director Marc Fiege is on the Darß estate every day and takes care of the further development of the company. The former state-owned Zingst estate has become an extremely diversified business.

another mow. This extensive management begins in mid-June. Which is when the power is required. Silage and hay is produced for the winter months on the approx. 4500 ha of grassland. That's when the young animals are sheltered in the converted and modernized stables of the former state-owned farm.

Power through self-mechanisation

So the feed is harvested under the best conditions, the Darß estate relies on self-mechanisation: mowing, raking, baling, chopping, dig-

ging and compacting. Everything runs in parallel.

It is quite clear that the support of a full-liner is required here. Fendt, based in a grassland region of Allgäu, is well versed in the requirements for powerful technology of a modern company.

Then everyone swings into action. Every employee and every tractor has their job in the grassland harvest. All attachments are towed by 200-900 series Fendt Varios, equipped to the highest standards.



In the chopping chain, Fendt's grassland technology gets on with the job. Without any ifs or buts, the Fendt Katana 65 forage harvester picks up the prepared grass swaths. It doesn't care if the substrate is soft or the harvested material is more moist in some places than others. It drives hectare after hectare through the Vorpommersche Boddenlandschaft National

***“THE WORK DOESN'T STOP –
EACH TRACTOR WORKS 1,700
OPERATING HOURS PER YEAR.”***

Park and transports the grass to the 3-axle transport vehicles, towed by the 800-series. At the silo plant, the Fendt 700 Vario gets support from its past companions. Two old K700 steel tugs tackle the compaction, pushing almost

20,000 t of grass firmly into the waiting silos. That's part one done of the animals' basic feed requirements for the winter months.

But it's nowhere near enough. As some of the spot-

ted mother cows remain on the pasture all year-round, their food also needs taking care of. Much easier with silage bales. Up to 3,500 silage bales are needed annually – all pressed by the Fendt 4160 V and 4180 V variable round balers and well prepared by the Fendt Former, the 2-rotor tedder with a working width of 9 m which evenly laid the wilted grass





▲ Over 5,500 round bales of hay are pressed by Marco Neumann to feed the farm's own cattle and sheep in the winter months.

on the swath. Of course, the balers can do more. Much more. Add to that 5,500 round bales of hay. And because this is not enough, around 6,500 bales of bedding straw is also prepared by the round balers. The bales are not collected as you might assume by telehandlers. Frontloader technology is required here

instead. 7 tractors are equipped with it. "We want to make the best use of our tractors," says the department manager, explaining this decision.

The 300 and 700 series are mainly used for grassland maintenance, which frees them up to be put to use in the harvest period.

Creating a holiday home

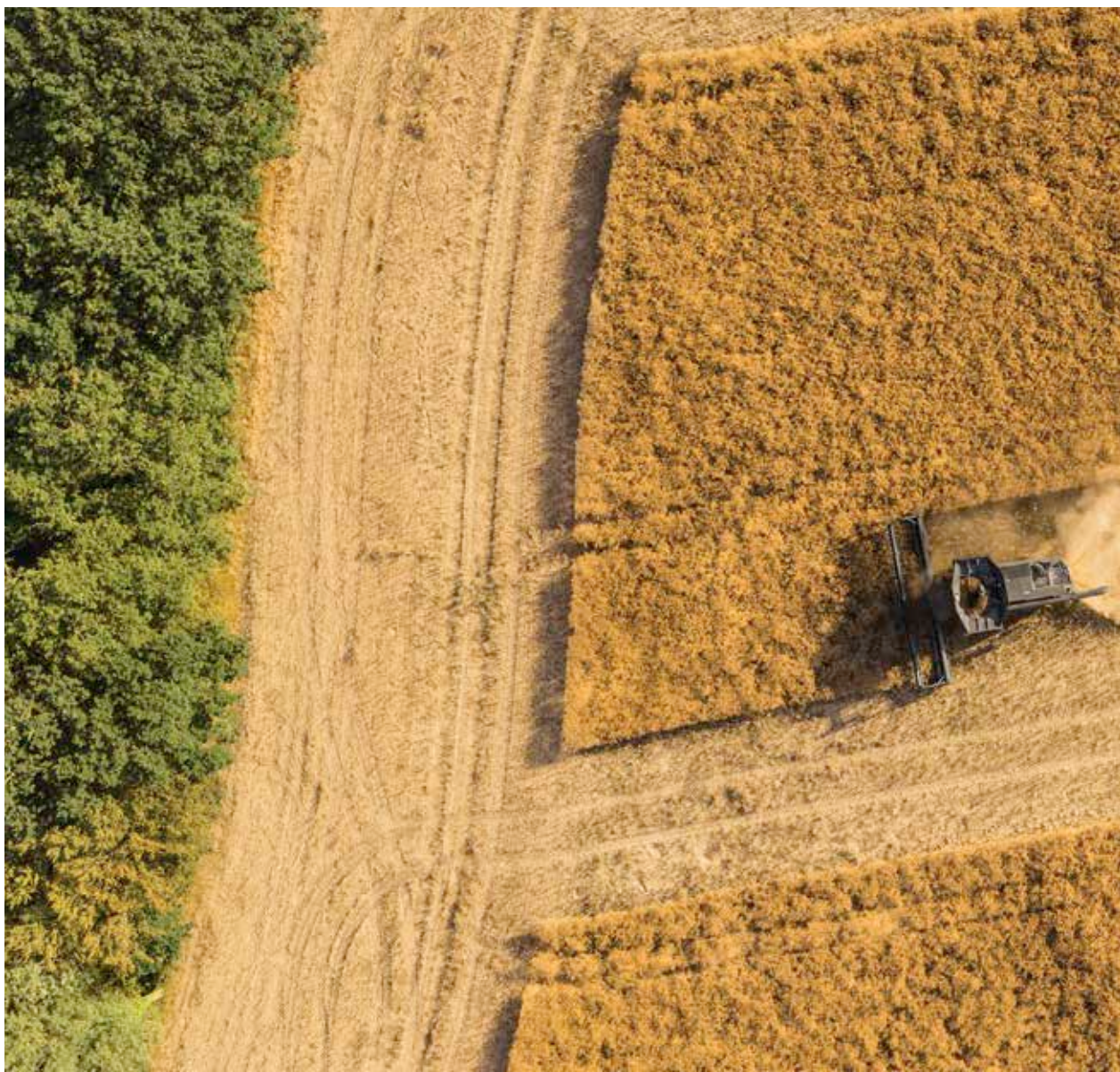
The Fischland-Darß-Zingst peninsula has more to it than grassland and reeds. Born, to which the Darß estate belongs, is a small village on the Darß south coast, located between the lagoons Saaler and Bodstedter Bodden at the bay of Koppelstrom. Since the 20th century, tour-

ism has been booming here. The surroundings take in both the traditional and the modern, which makes this former fishing village so popular with holidaymakers, inviting them to stroll through the streets and cycle through the charming landscape. Past the arable land with its cereals and rapeseed. Nearly 400 ha of this are





▲ Lady in black,
Black Mamba
or just the
Fendt IDEAL?
This combine harvester
meets the requirements
of gently handling the
harvested material
with uncompromising
threshing results –
it's just IDEAL.





▲ There are more than 4000 hectares of land to manage. This requires detailed planning, for which Steven Bergner, Head of Plant Production, is responsible.



▲ From mid-July, Nils Rohde moves his workplace to the cab of the IDEAL 8. Only once the harvest is done will he go back to managing his farm.



“SHORT HARVEST WINDOWS REQUIRE POWERFUL AND RELIABLE TECHNOLOGY.”

managed by the estate. Winter wheat, winter barley and winter rape are part of the crop rotation.

With Auto-Teach-In, AutoContour and VarioGuide, a number of ProfiPlus software modules fitted on the Vario tractors are coming into use.

And this summer there was a new addition; the black Fendt IDEAL combine harvester. “With the IDEAL we have finally found a machine for our grain harvest that, with uncompromising quality and unconditional reliability, keeps us within the short harvest windows,” says Steven Bergner, explaining the new large combine harvester. Nils Rohde, a

neighbouring operations manager with almost 250 ha of crop land, was also impressed by the technology. And so they partnered up, which now means that the Fendt IDEAL 8 covers almost 650 ha of threshing land annually. From mid-July, Nils Rohde sits on the high-performance combine harvester and brings in the harvest. Before the year comes to an end on the farm in the far north of Germany, the large 900-series tractors will take over the helm again. Stubble processing and sowing is their profession and must be completed before the autumn rain and storms come.

The main job in the winter months is to feed the



WHAT INTERNATIONAL CUSTOMERS SAY ABOUT FENDT IDEAL



IVAN TOSI, PEGOGNAGA, MANTOVA, ITALY, FENDT IDEAL 7

"The Fendt IDEAL is the first Fendt on our farm and has definitely proven itself in the 2019 harvest, covering 150 ha of cereals and 250 ha of corn and sorghum millet," says Ivan Tosi. The farmer and contractor grows wheat, barley, corn and soya across 200 ha of land and contracts another 600 ha. There were difficult conditions for this year's wheat harvest with green straw and dry grain and the Fendt IDEAL 7 had to prove itself immediately. "The high quality of the crop is excellent," says the farmer. "We knew Fendt as a brand with innovative and efficient technology," says Tosi. When they wanted to invest in a new combine harvester, they looked at machines from different manufacturers and opted for the Fendt IDEAL 7. "We definitely wanted a machine with track guidance, so that we can set up the fields and process them efficiently", he says, explaining his decision for the large combine harvester.



ANDREA SANDRINI, NOGAROLE ROCCA, VERONA, ITALY, FENDT IDEAL 8T

The Sandrini family from Nogarole Rocca, Verona, Italy, works 300 ha of its own land and 1,200 ha contracted. They have been using a Fendt IDEAL 8T since the 2019 harvest. After harvesting a good 500 hectares, the Sandrini family takes stock: "The separation and cleaning features of the Fendt IDEAL were crucial for us. So far, no other machine has been able to achieve the grain quality of the Fendt IDEAL. The grain must be harvested as cleanly as possible with maximum output and in the shortest possible time, because for us as contractors, time is money." A quick change of the attachments is also an important aspect. "We harvest wheat, barley, corn, soy and sunflowers with the Fendt IDEAL and some fields are difficult to work through. With the tracked drive we can tie in area coverage with soil protection," explains Andrea Sandrini.



KNUD ARNE AAKJÆR FRANDSEN, RINGSTED, DENMARK, 3 FENDT IDEAL 9T

On the Adamshøj estate on the island of Zealand in Denmark, three Fendt IDEAL have already threshed 600 ha of grass in one season. The company produces grass seeds, for rolling turf and other products. They tried out the Fendt IDEAL in the 2018 harvest and loved the quality so much that they ordered three Fendt IDEAL 9T for the 2019 season. Knud Arne Aakjær Frandsen drives the Fendt IDEAL 9T himself: "The rotors of the Fendt IDEAL are particularly gentle on the harvested material and the Fendt IDEAL 9T also offers a high level of driving and working comfort with its tracked drive. That's what won me over. With the grass seeds we produce, we get such high-quality results in the grain and avoid broken grains," says the farm manager.



livestock. The small 300-series Varios take the calves to the stables throughout the cold season and are used for feeding work. The “big thoroughbreds” migrate to their stable, in this case, the

so well in the tight time frame we have is because every employee has 'his' own tractor, for which he is responsible”, says Steven Bergner, praising his team. After no more than three years, the tractors are replaced and the employees receive a new workplace, all fitted up with the latest technology.

“WE RELY ON THE COMPETENCE OF A FULL-LINER.”

workshop, for a service in preparation for the flowing season. Each tractor works around 1,700 operating hours per year. It's clear that any downtime during the season is unimaginable. “The fact that we get through the season

For now, it's time to sit back and enjoy the treats of a very special nature. In the rustic estate kitchen, we taste the farm's own organic products, produced throughout the year. The logistics chain works – the catering, the marketing of meat products and the agriculture. **F**

Find out more about the organic farm in Mecklenburg-Western Pomerania on www.Fendt.TV

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