**NEWS RELEASE**

www.AGCOcorp.com

***For immediate release***

**AGCO Africa Contact**
Robert Keir
Brand Marketing Communications Specialist, Africa
Email: Robert.Keir@agcocorp.com

+27 82 349 7441

**Vriendschap Boerdery standardises on Massey Ferguson tractors from FMS for its sugarcane operations**

**Johannesburg, South Africa, 26 August 2021:** Such was the support and back-up offered by Farm Maintenance Services (FMS), one of the KwaZulu-Natal dealers for Massey Ferguson tractors, based in Pietermaritzburg, that client Heinrich Harris has switched from a competitor brand for all his new equipment needs. “When we were at the point to start replacing our machinery, FMS was the dealer able to meet our needs and provide us with the technical back-up we needed,” says Heinrich, who is Mechanisation and Maintenance Director at Vriendschap Boerdery in Melmoth. “All our maintenance is carried out under warranty. Whatever new equipment we may require, we simply approach FMS, which has been really helpful in that regard.”

FMS Sales Manager Cornie Tosen explains that value-for-money was a major consideration in Heinrich switching from a competitor brand that he has been supporting for a long time, in addition to the high standard specification level of the MF machines. “Now it is a combination of aftersales service and support that continues to make this important client feel highly valued and well looked after.”

To date, Vriendschap Boerdery’s fleet consists of two smaller-sized MF 5710 and MF 4708 tractors, both with four-wheel drive. “We currently own ten MF 5710s and five MF 4708s, which have sufficient horsepower for common sugarcane operations. We recently bought two of the slightly bigger MF 6713s, also four-wheel drive, which are mainly used for land preparation,” says Heinrich.

The MF 5700 Series is a workhorse range that has re-engineered the concept of the sub 130 hp tractor from the ground up to meet the needs of present and future farming. “No other range on the market today offers such an array of build specifications, options and accessories, all designed to help tailor the machine exactly for the farming operation on hand,” says Cornie.

The MF 4700 Global Series is a highly modern, high-performance, heavy-duty, straightforward range of tractors that provides exceptional efficiency for every type of farmer. With its entirely new yet simple design, featuring efficient drivelines and a high level of comfort, the series also provides exceptional value for money.

Vriendschap Boerdery’s most recent purchase was a MF 7726. “The client needed a tractor that was both versatile and efficient for planting and large scale mowing work,” says Cornie. The MF 7726 was ideal in this regard, with features such as front linkage, front and cab suspension and full guidance. Paired with a front-end butterfly mower combination, the client can now cut 8 m at a time. The tractor is also powerful enough for ground preparation and sufficiently fuel-efficient to carry out spreading work. In addition, the MF 7726 offers a low total cost of ownership that makes it a very attractive option for KZN sugarcane farmers.

Heinrich says that the MF 7726 will be deployed at another Vriendschap Boerdery farm. “The tractor is well-adapted for our operation there, especially as the front-lift system means we can deploy three separate mowers for maximum efficiency, two at the back on either side of the tractor and one in the centre that cuts in front. This is the perfect machine, and I believe in future we will definitely purchase more MF machines from FMS.”

The MF 7700 S Series provides a comprehensive choice of power output, transmission, cab specification, hydraulics and PTO variants. It is guidance ready and available in four models, with power ranging from 200 hp to 255 hp, and Dyna-6 and Dyna-VT transmission.

Commenting on the decision to switch to both a new dealer and brand, Heinrich says the competitor did not have a mechanical, lower-spec machine in its range adequate for rugged sugarcane farming applications. “Newer technology is obviously more expensive and just adds to your cost base at the end of the day.” What tipped the scales in favour of MF was the 25% price difference in its typical basket of spares. “From a maintenance point of view, this alone is a massive saving,” stresses Heinrich.

While a cheaper price can sometimes translate into an inferior quality product, Heinrich says the opposite is true with MF, which prides itself on the quality and reliability of its machines. “We have had no problems with our MF fleet to date. In addition, we are very well taken care of by FMS as the dealer. Minor teething problems do crop up, but the manner in which these are resolved, with the emphasis on ensuring maximum uptime and productivity, speaks volumes about the brand and its representatives. The FMS team is always on the ball and ready to assist whenever needed. We have a very good relationship, and I am very happy with the excellent service we have received.”

Cornie concludes that Vriendschap Boerdery is an excellent example of the type of long-standing client that FMS has cultivated over the years that it has been a MF dealer. FMS has a large footprint in the region, and “have four mobile vans for rapid-response on-site servicing and a well-equipped workshop to take care of any major repairs.”

In support of the farming community, Massey Ferguson has an extensive network of over 35 dealers covering the whole of South Africa, catering for parts, service, aftersales and new sales. Potential customers interested in the MF range can obtain a price point with a rapid quote within 30 seconds, in addition to a video, brochure and the details of the nearest dealer, by simply visiting [www.masseyferguson.co.za](http://www.masseyferguson.co.za).

***Ends***

**Notes to the Editor**
To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Massey Ferguson link to view the company’s press office.

**About Massey Ferguson**

From ruggedly simple to high-specification machines, Massey Ferguson from AGCO Corporation is a force in global agriculture. Massey Ferguson created the world’s first three-point hitch. Add to that Massey Ferguson’s generations of global experience and you have all the proof you need that they are the one to trust when it comes to ultimate practicality and dependability — ultimate customer value.

<https://www.masseyferguson.com/en_za.html>

<https://www.facebook.com/MasseyFergusonSA/>

africasales@agcocorp.com

**About AGCO**

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of $9.1 billion in 2020. For more information, visit www.AGCOcorp.com

For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

**Media Contact**
Nomvelo Buthelezi

PR Accounts Manager
NGAGE Public Relations
Phone: (011) 867-7763
Fax: 086 512 3352
Cell: 083 4088 911
Email: [nomvelo@ngage.co.za](file://C:\AppData\Local\AppData\Local\Microsoft\Windows\INetCache\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\AppData\Local\Microsoft\Windows\INetCache\nelk\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\AppData\Local\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Karabo\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\Z8I5POLT\nomvelo@ngage.co.za)
Web: [www.ngage.co.za](file://C:\AppData\Local\AppData\Local\Microsoft\Windows\INetCache\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\AppData\Local\Microsoft\Windows\INetCache\nelk\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\AppData\Local\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Karabo\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\Z8I5POLT\www.ngage.co.za)

Browse the **NGAGE Media Zone** for more client press releases and photographs at <http://media.ngage.co.za>