

FROM OUR FAMILY TO YOURS



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SIÔN WHITTINGHAM
Hay & Forage Field Product Specialist



HAY & FORAGE

New Holland has years of experience within the Hay and Forage market, and it is important to know that you have a machine that is capable of completing any job.

We were the first manufacturer to enter the self-propelled forage harvester market and as we celebrate 60 years, we are confident that we have a forager that suits your needs. Starting at 476hp all the way to 911hp, with a focus on efficiency, chop quality and reliability we have a machine that can harvest any crop and deliver the quality required by any farmer.

With over 30 years of experience in the large square baler market we have developed a number of firsts, the first 80 x 90 bale chamber, the first adjustable pre-compression chamber and in recent years the revolutionary Loop Master™ knotter. All these developments have allowed our machines to deliver the capacity, bale weight and superior bale shape required by our customers.





MICK BERRY
Sales Manager – AG CE. UK/ROI



CONSTRUCTION EQUIPMENT

The New Holland Construction range from Mini Excavators, Skid Steers, Compact Wheel Loaders, Tractor Loader Backhoe and Wheel Loaders can utilise a variety of specialist, purpose made attachments to use in a wide range of agriculture and construction applications.

The New Holland dealer network can offer further accessories to match more specific demands and have the knowledge and expertise to help you make the right choices.

At New Holland we pride ourselves on designing construction machinery which gives the best operator comfort, safety, optimised performance and most importantly reduced whole life operating costs for the customer.





DAVID REDMAN

Cluster / Field Tractor Product Specialist

UK & ROI / Nordics & Baltics

T5 Dynamic Command™ / Auto Command™ / T6 / T7 / T8 Genesis



TRACTORS

Whether you are looking to cut grass and tow a small trailer utilising our Boomer series or cultivate and drill acres of land with our T8 Genesis tractors, New Holland has a product range to suit all your requirements. Being 'Your partner of choice' spanning from 24hp to 435hp we aim to offer the best products and solutions for today's demanding users.

To ensure you achieve the best productivity and minimal downtime, New Holland is here to assist, delivering efficient engine technology, transmission options and accurate GPS guidance.

But It's not all about the product, maximising uptime is key, this sits firmly within our large, long term established UK and Ireland dealer network, by your side.





NIGEL HONEYMAN
Cluster Product Specialist Harvester, Hay and Forage
UK & ROI / Finland / Norway & Baltics



COMBINES

At New Holland, we often refer to the founding fathers of our company as pioneers – a group of extraordinary individuals who shared a vision to make life better for farmers and to make agriculture more productive.

Nowhere can this vision be seen more clearly than with the combine harvester ranges, where the spirit of invention and innovation exists to this day. Even with the traditional straw walker machines, we include a separation system that tunes itself in line with the gradient on which the combine is operating and an exclusive drum design that segments and staggers the rasp bars for better performance in our damper, Northern European conditions.

To understand why you should consider New Holland as your harvester 'Partner of Choice', read what a customer has to say.



MARK LOCKWOOD

CX7.80



Mr. M. Lockwood of Westfield House Farming Limited, is a second-generation farmer. The family have farmed for over 70 years and have been on their current 400-acre site since 1973. Westfield is a mixed farm business focusing on arable, wheat, barley, oilseed rape and they also house pigs.

Westfield House Farming are loyal New Holland customers having several other models in their fleet.

Mr. Lockwood purchased his CX7.80 in September 2020 having been influenced from good experiences he has had with previous models.

He considers the CX7.80 to be perfect for the smaller farm where its abilities enable it to be **“quick and crack on”**. It enables him to **“get plenty done in good weather”**. Initially he used the demonstration model and found the CX7.80 to be **“extremely easy to use – self-explanatory”** and the **“demonstration team was excellent”**. He was particularly impressed by **“smart steer! – wonderful”** – when followed by a baler.

“Our combine driver said, out of all the combines he’s driven, this is the best”. He was particularly impressed by the improved accessibility, the speed, and the ease of use. Mr. Lockwood said that his son, who was on his first harvest, was able to get to grips with the controls straightaway.

The best features included: **“loved the smart steer”**, **“more luxury, spacious, better than old the cab”**, **“as good as you could get it”**, and **“the reversing camera was excellent”**.

SAM LOWE

T6.180 DYNAMIC COMMAND™



DJ Lowe and Partners LTD is run by Graham, Tom, and Sam Lowe, in Holmes Chapel, Cheshire. Their 400-acre mixed farm includes 200 beef cattle and the Lowe's Farm Shop where they sell their own produce to the public and local restaurants and pubs.

T6.180 Dynamic Command™ transmission was purchased during December 2020 after previously being trialled by the farm as a demonstration machine.

"One of the main reasons we chose this model after demonstrating it was because of the gear box" commented Sam, **"The smoothest gear box of any tractor"**. The Lowe family has been long-time supporter of the New Holland brand, dating back to the days of Ford.

The T6.180 has numerous advantages to the farm; **"it is the future"**, Sam noted. The size and horsepower of the T6 suits routine duties on the farm, and **"anyone can climb on and work it"**.

"The luxury cab has left a lasting impression on us". **"This tractor has no faults"** highlighted Sam, **"Suitable for all jobs"**.

Sam was particularly impressed with the layout of the cab, **"everything is where you want it to be"**.

"No reaching, all accessible within easy reach". Sam also mentioned **"how easy it was to understand the joystick when they first used the tractor"**.

JS & J BUCKLEY

BIGBALER 1290 HIGH DENSITY



Matt and Stuart run a haylage and straw contracting business in North Lincolnshire where they focus on a high-quality end product from straw to haylage. Their baler starts working in early March baling miscanthus followed by haylage to straw during the summer.

Matt's favourite features of the BigBaler 1290 High Density are the SmartShift™ gearbox, tyre and suspension system and the ease of access around the machine.

Matt explained that **"Start-up is much easier, and operation is near silent"** thanks to the two speed mid gearbox on the baler. The PTO is engaged and increased to 850rpm before the baler requests to be engaged, this is a substantial benefit when the chamber is full, and the system eliminates the chances of stalling or overloading the tractor on start up. The plunger is also stopped beyond top dead centre which aid the next start up sequence.

The large diameter tyres and the hydraulic bogie suspension provide many benefits. Matt pointed out that **"larger tyres stabilise the machine along with the suspension which means the baler doesn't bounce when on the road"**. The larger 600/55 R26.5 tyres provide a 30% larger footprint when compared to the smaller 600/50 R22.5 tyres.

Stuart explained that bale density is not their primary focus as most bales do end up on livestock farms, but when higher density bales are required the BigBaler 1290 High Density has not disappointed.

Haylage is bagged at a later stage, but Stuart stated that they have gained an **"additional 200kg per haylage bale which has reduced the amount of plastic required to wrap them"** and a 70kg increase in bale weight in miscanthus which goes for biomass Vs their previous baler.

With increased bale density from the Big Baler 1290 High Density, Matt has been more than impressed with its output stating, **"output is unbelievable"** and **"delivers consistent baling all day long"** with **"excellent feeding"**.

Other features pointed out included the LED light package, large toolbox and even the hand wash which is very handy. Access is second to none with ample room under the baler to access the needles and the pivoting twine boxes make **"the baler easy to clean down"** as well as making daily servicing quick and easy.

BAZ NORDEN (Head Groundsman)

BARRY LEE (Groundsman)

MATT STEEL (Groundsman)

BOOMER 25 COMPACT



West Buckland School, North Devon is a private school which was established in 1859 and consists of 590 senior and 200 prep students on one site. Originally the school started with 10 acres which has now increased to 80 acres.

The Boomer 25 Compact was purchased in 2019. **“We knew we would want to purchase the product after we demonstrated it. It is perfect for all jobs on site as we have tight areas to access, the Boomer 25 Compact doesn’t have a problem with this”. “We were particularly impressed with the multiuse function, also being used as a loader”.**

“We are over the moon with our dealer support during purchasing and the continuous after support with the Boomer 25 Compact” said Baz Norden, head groundsman.

Matt Steel, groundsman stated **“The versatility of the 25C is paramount to our day to day and even season to season operations. From snow clearing hauling trimming and even taking the place of hand tools that were previously used to carry out tasks. The 25C is really a true multitool”.**

“Our Boomer 25 is used across the whole estate every day. From the deck the view to cut is great and it pulls extremely well” “My favourite feature is the cruise control” commented Barry Lee, groundsman.

BARRY READ FR650 FORAGE CRUISER



Mr Read is an Agri Contractor and sheep farmer based in Co Fermanagh in Northern Ireland. He currently runs a New Holland FR650 Forage Cruiser which is his 6th New Holland forage harvester. He started with a FX38 followed by the next generation FR9050, FR9060, FR600 and a FR650, he has been so impressed with the FR650 he is now on his second machine. The forager will harvest about 3,000 acres of grass during the season. His contracting business also includes slurry spreading, baling, cultivation and reseeding. Barry has witnessed an evolution in this industry with the main 1st cut window getting shorter year on year, with this being the case, the need to get more crop through the machine in less hours is a requirement.

Barry pointed out that buying a machine that is reliable and controlling costs is vitally important for his business. He stated that **“reliability is second to none”** and **“Dealer backup is excellent”**, Barry tends to run two of everything from mowers to rakes, however he only runs one forager but doesn't see the need to run a second machine due to the machine's excellent reliability. Owning a forager that has the output is important as he needs a machine that's over capacity to ensure that 1st cut grass is harvested at the right time especially in a challenging year. Power Cruise™ is a standard feature which has helped maintain output **“Power Cruise™ keeps the machine loaded all of the time”**, along with overall output, fuel consumption per tonne is reduced **“Keeping the machine loaded has helped reduce overall fuel consumption”**.

Due to the nature of the harvest, a long shift behind the controls is expected and it is important that operator comfort is considered. Barry explained “Considering that the machine needs to operate in the rolling hills of Co. Fermanagh the machine delivers several benefits **“The mechanical 4WD, diff lock and the split brakes allows the machine to travel in the most extreme of conditions”**.”

The cab and controls have also impressed Barry **“Cab controls are simple and straight forward, but it is good to have a customisable screen”**, **“Comfort is exceptional on the road and in the field”** and **“noise levels are very low”**.

Understanding your costs are important, from the cost of the machine but more importantly operational costs, **“wearing metal lasts even when using standard liners”** and **“parts prices are competitive”** but knowing that replacement parts bring value as **“components are very strong and last”**. The other factor that can be taken into account is in the event of stone ingress which can cause issues such as knife damage, Barry states that **“in the event of a foreign object ingress the amount of damage is generally limited due to the over designed nature of the machine, to the point where it makes no sense to claim on insurance”**. **“This is the most underrated machine on the market”**.

KENNY MCKENZIE

T5.140 AUTO COMMAND™



Mr McKenzie farms a mixed farm based in Turiff, Auchterless, Scotland. The farm comprises of arable land, sheep and store cattle across 600 acres. Kenny demonstrated the T5.120 Dynamic Command™ in 2020 which resulted in him purchasing the T5.140 Auto Command™ once he knew what would work best for his enterprise. Kenny's tractor was kindly delivered by the local dealership and Santa on Christmas Eve! **"The best Christmas present ever"** stated Kenny.

The main reason he chose the T5.140 Auto Command™ was due to the ease of use. He commented **"Only took 5 minutes to understand and master"**. **"We would never go back now, it is fantastic for loading silage bales and the joystick is very precise"**.

The T5.140 Auto Command™ is used across all 600 acres, a few jobs include rolling crops in the spring, fetch and carrying of fertiliser trailer, loading and grain carting. Kenny summarised the T5 as a **"pocket rocket"**.

The colour of the T5.140 Auto Command™ is the Blue Power Edition, **"I love the new colour, it looks very smart! I would like all my tractors that colour now"**.

Kenny also mentioned how comfortable the tractor is, commenting **"the arm rest is at a comfortable position and all of the controls are in the right place, where you would naturally reach"**. **"Our T5 is a very good bit of kit"**.



NIGEL OWENS L318 SKIDSTEER



After a successful 17-year career as an international rugby referee, Nigel Owens retired in 2020 and turned to his passion, his 90-acre pedigree Hereford farm, near Carmarthen, Southwest Wales. Nigel started his farm with a small herd of pedigree Hereford cows, after purchasing a block of land around his home. More recently, Nigel has expanded his land, enabling him to divide his 56 strong herd into a calving cow, youngstock, and suckler calves.

Nigel purchased the L318 Skidsteer in December 2020 and has not looked back since. Due to the nature of his farm, a small machine was needed that could replace the need to constantly drive his tractors between both sites but would still be capable of undertaking the day-to-day roles.

“This machine is ‘perfect for everyday scraping, moving bales, feeding up’ and having the ‘quick release bucket makes it really easy to switch between a bucket and spikes”.

“For a compact machine it feels safe and solid if you were to have a bump or knock a wall with it, I have no worries about that, and the reversing cameras are brilliant as I know I can see where my dogs are and keep them safe”.

With aspirations to show his cattle, with particular interest in the Royal Welsh Show, Nigel has also found a more niche use for his Skidsteer in halter training for his heifers and bull calves, **“It is perfect for halter training, and much safer than using a tractor as you are right there with the animal should anything go wrong”.** Nigel also runs a New Holland T5.120 and T5.105 and would highly recommend the brand to others.

THE MASSIE FAMILY

T5.105



Bill, Raymond and Chris Massie run their family farm, comprising of arable, beef and sheep in Inch, Culsalmond, Scotland.

The Massie family purchased their T5.105 in June 2020. They were impressed with the horsepower and size of the tractor. They commented **“we were very impressed with the lack of damage to the land as the weight is well spread”**. **“We use the tractor every day for routine jobs”** said David.

The performance of the T5.105 is **“very good and very capable, there have been no problems”**. Bill explained there is plenty of horsepower and it has excellent grip as well as being very good with all implements.

Raymond expressed how comfortable the T5.105 is and **“it is the best seat on the farm”** and very easy to drive.

PHILIP DOBSON ROLL BELT



Philip Dobson runs a contracting business which produces about 4000 bales of haylage which generally goes to the equine market as well as over 3000 bales of straw in a normal year.

As most of the haylage goes towards the equine market, Philip focuses on bale quality and in a challenging year he needs to know that he can rely on a fully supported back up from his baler supplier.

Philip commented **“Backup has been excellent which is important to run a business”**.

Knowing that the baler produces a high-quality bale is important thanks to the double spring and double hydraulic cylinder compression system it is good to know that high density bales can be produced on demand.

Net coverage is important to reduce waste with good bale appearance and helps reduces air contamination when wrapping **“Net coverage is excellent as the baler spreads the net from edge to edge”**.

Output has not been a problem with ease of servicing, netting speed and the ability to feed, Philip is more than happy with his baler. **“The machine is easy to access with grease banks at ground level, auto chain lube, maintenance is quick and easy”, “The feeding of the pickup is excellent as this baler has an appetite!”**

GRAHAM LOWE T6 ELECTRO COMMAND™



D J Lowe and Partners LTD is run by Graham, Tom, and Sam Lowe, in Holmes Chapel, Cheshire. Their 400-acre mixed farm includes 200 beef cattle and the Lowe's Farm Shop where they sell their own produce which is available to the public and is also sold to local restaurants and pubs.

Graham purchased an ex-demonstrator T6 Electro Command™ in 2018. He chose this model due to the two front PTO and the high horsepower. His intention was to use the product as a loader tractor and for towing. Graham stated **"The T6 Electro Command™ is quick and very comfortable on the road. This is essential for us as our contracting business is up to 30 miles radius from the farm, spending a lot of time on the road when towing"**.

The T6 Electro Command benefits the business due to the versatility of the product. **"The loader tractor is ideal for haylage"**. **"It covers areas that other tractors don't do"**. Unlike the other tractors on the farm which are specifically used for seasonal work, the T6 is used all year round. **"It has a very good wheel lock which is great when we are working in tight sheds"**. The product works perfectly alongside the Loadall.

"Performance of the T6 is very good and very comfortable". **"There is plenty of room in the cab and a great side seat if needed with excellent all-round visibility"** stated Graham.

SAM WALTON T6.155 DYNAMIC COMMAND™



Mr Sam Walton is a 4th generation farmer of beef and sheep on a farm based in Derbyshire. Since Sam has been working on the farm, they have increased their Hereford herd size as well as successfully running a haylage and forage crop business. In early June 2021 Sam was one of the winners of the Prince's Countryside Fund & New Holland Up to Speed competition, where he won the use of a T6.155 Dynamic Command™ for a year. **“Prior to winning the use of the T6.155, we would have used our profits to run a lease tractor seasonally for our growing contracting business, resulting in our business just breaking even”** stated Sam. **“Since we have acquired the T6 we are now in a much better position financially”.**

“The T6 enables the capability to enhance revenue” comments Sam. The product is used on all 50 acres of Sam's agriculture land as well as a further 90 acres of contracting land. This includes silage, haylage, fencing and topping. Sam and his father Mark are extremely happy with the performance of the New Holland tractor. The dynamic command function is new to the Walton's, and Sam says **“it is super easy to use and works well for our business”.**

Sam expressed, **“the cab is so comfortable and the visibility around the tractor is effortless with a full load, the T6.155 doesn't struggle”.** He also commented it is a **“beautiful drive and a joy to work with”.**

RAY BRITLAND

T7.210



Mr Ray Britland owns a cattle farm in Knutsford, Cheshire from where he also runs a vegetation control and commercial contracting business.

The largest part of Ray's business is commercial contracting and cutting which started in 2008. His contracts include over 400 miles of motorways, 3,000 km of verge cutting, 9 million square metres of riverbanks and 900 hectares of river mowing.

Ray has purchased two T7.210 tractors, the first was acquired in September 2019 and the second in September 2020. **"I chose this model due to the all-round power to weight ratio," "this is excellent for all jobs on farm and for the commercial side of our business".**

"The T7.210 is an all-rounder," stated Ray. **"It is big enough to handle all machinery".**

On the farm the tractor is used for all daily routine tasks with the livestock and 400 acres of grassland. Commercially, the T7.210 is also used daily on all jobs. **"From a commercial perspective I like the stability and it is good for tighter access areas".**

"It has Excellent power and is fuel efficient" commented Ray. **"This is the best tractor we have had as it covers the farm and commercial side of the enterprise easily".**

"I am very impressed by the comfort of the tractor; we are always happy to drive it". The business comprises of a lot of road driving to reach remote sites, **"it is no problem on the road as it is very comfortable".**

"I could just sit on there all day" commented Ray. **"The controls are easy to understand, all round it is very good".**

TOM LOWE T7.245 POWER COMMAND



DJ Lowe and Partners LTD is run by Graham, Tom, and Sam Lowe, in Holmes Chapel, Cheshire. Their 400-acre mixed farm includes 200 beef cattle and the Lowe's Farm Shop where they sell their own produce to the public and local restaurants and pubs.

The T7.245 was purchased in January 2019 to replace their T7.235. The farms reasoning to upgrade was that they needed something bigger and heavier to be able to plough, bale, combi lift and mow comfortably. **"I particularly like the power command gear box"** said Graham.

The Lowe family say that their tractors are the face of their brand.

The T7.245 leaves a lasting impression with their customers. **"The Power to weight ratio saves soil compaction"** commented Tom. **"T7.235 was the best tractor I had ever had; this has now taken its place"**.

T7.245 is used seasonally on all their farmland and also contracted land. Whilst the tractor is in storage over winter, Tom likes to keep his New Holland smart and will have it valeted every year to keep its value.

Tom expressed how the performance of the T7.245 is excellent. **"No issues and is very economical"**. **"It is very comfortable and there are big improvements from the previous model"**.

ADE SHUCKER T7.270 AUTO COMMAND™



Ade Shucker is an agricultural contractor, who started his business in 2006. He utilises three slurry tankers, three silage trailers, a rear discharge spreader, mowers, rake, tedder, a round baler, two ploughs, two power harrows, maize drill, umbilical systems, nurse tank, lagoon stirrer and a trailed forage harvester. Ade's contracting business has grown, and he now operates with three self-employed contractors and two seasonal workers.

Ade trialled a demonstrator T7.270 which he fell in love with and three months later he purchased it. He finds it to be **"extremely reliable"**.

He explained that the T7.270 **"Is a great benefit to my business because it is very versatile and doesn't struggle"**. In addition, **"it has been really good on fuel"** resulting in savings. Ade felt that as a contractor he 'wants [his machinery] to perform well and that all of his fleet does that. He feels that his **"business is growing naturally with New Holland"**. Ade uses the T7.270 on 10,000 acres over 40 to 50 farms and finds it is **"easy to use and quick"** and that it **"maximises work rate"** Ade stated, **"this model is the comfiest going"** Overall Ade judged the T7.270 as **"Brilliant!"**

CHRIS SARGENT

T7.315 HD



Chris Sargent is 3rd generation farmer of H P & B K Sargent & Partners, a mixed farm based in Wymondham, Norfolk. Chris has ensured that the machinery on his farm is continuously updated, in order to keep up with technology.

The T7.315 HD was purchased in 2019 to work on all of the farms 1,600 acres. Chris wanted a tractor that was smaller which would be better suited to the area as there are a lot of tight access areas. **“The gear box is excellent; we have noticed the fuel efficiency”.** **“It is also comfortable at pulling heavy weight”** commented Chris. Overall, the T7.315 has improved his profits, is easy to use and very efficient.

“T7.315 HD is reliable, and we barely have any issues”. Chris was particularly impressed by the latest Precision Land Management technology, saving time and money. **“The best pulling tractor we have had since the TW15”.**

JAMES CASSWELL

T8.435 SMARTTRAX™



James Casswell is a third-generation farmer of 3,700 acres of arable land on his family's farm in Lincoln. He is the proud owner of the T8.435, purchased in 2019, which is utilised for seasonal duties such as primary cultivation, land work, and drilling on all of their land. **"The T8.435 SmartTrax™ is beneficial to the farm in terms of land levelling"** says James. The tractor's track design does not have a heavy footprint; it offers excellent floatation and traction even in the wettest of conditions, these benefits have overall improved our farming methods.

James states **"the T8.435 SmartTrax™ requires next to nil maintenance, when filling the tractor with fuel it allows me time to grease the linkage arms and steering and that's all that is needed."**

The track rollers have clear caps so we can visually check the oil levels at a glance, less downtime with maintenance means more work-rate in the field".

The farm has recently employed an apprentice. **"The T8 is easy to master and not overly complicated. It took him less than 30 minutes to understand the basics of the machine and he was able to grasp the controls without too much intervention from me, it really is that simple to operate".**

The T8.435 is the powerhouse of the company, it will perform when other machines cannot, maintaining outstanding performance in all weather conditions. **"The T8.435 SmartTrax™ is gentle on the soil with no smearing on headlands"** comments James.

"This tractor is used throughout harvest and used for three months in straight succession, when we need to go; it needs to perform. The uncertain summer weather is not an issue, we don't have to wait for the optimal window of opportunity any longer, this means more time in the field and better productivity for our business".

IAN WATSON (farm manager) ALEC NEWLOVE (machine operator) T8.435 GENESIS



Ian Watson is the farm manager at Louth Park Farm Ltd which was originally established as a private company in the 1950's and now farms 1800 hectares in total of owned and contract farming. Work is spread across 7 clients, within a 15-mile radius from Louth Park Farm and since Ian joined the business it has grown around 400 – 500 ha.

In March 2021, the T8.435 Genesis was introduced to Louth Park Farm's system, it has been hard at work ever since recently completing 555 hours. Ian was looking for a tractor with a lot of horsepower and tractive effort. According to Ian, the T8 Genesis has been a worthy investment, **"it's helped us push our time boundaries with greater productivity and less downtime. The tractor is used for main frontline cultivations and secondary tillage plus its potentially going to be used for drilling this year"** comments Ian.

The T8 Genesis is operated by Alec Newlove, **"we have geared the tractor up to be the main workhorse"** he explains, my impressions of the machines so far are **"very comfy"** the ride quality both on the road and in the field is superb, even though it's on tracks it doesn't feel like it. As Louth Park farm runs a contracting business, we are frequently on the road between clients, the tractor's suspension gives a smooth ride. The cab layout makes the tractor very easy to operate, the controls are all located to hand.

Alec also states how simple it is to use, **"you can see the location of the switches have been carefully considered from its design"**. **"The cab itself has been well thought out, it's very spacious and quiet with the finer details making the difference, when you work long hours in a day this becomes your office or your second home, the bars for resting your feet on are brilliant, the seat is more like an armchair, the integrated cameras are surprisingly useful and the nice big touch screen display gives you all of the information you need. We have mounted many control boxes in the cab, there is no shortage of sockets to power them up"**. Ian and Alec are both impressed with the new T8 Genesis performance.

RICHARD BUSH (manager)

170 D WHEEL LOADER



Starffits farm is a second-generation family mixed farm based in Welburn, Yorkshire. The farm comprises of beef, sheep, and cereals. In the last four years the family has focused on growing its pedigree Hereford herd, which is at the heart of the enterprise and now includes 400 cattle.

The 170 D Wheel Loader was purchased in April 2020 after a demonstration. Richard stated, **“a decent size machine and is well suited to Starffits Farm”**. The Wheel Loader is used daily for scraping out the cattle sheds and loading the feeder wagon. It is also used on the clamp for compression of the silage. **“The power to weight ratio is excellent, which is key to reducing potential waste and consolidation”**.

The 170 D Wheel Loader has benefited the farm by increasing the speed of jobs, **“they are done in half the time”**. **“It is the quietest machine on the farm, and it has an excellent long arm reach which is great for spreaders”**. Richard mentioned that the product does not offer to slip and economically the fuel consumption is particularly good. **“Maintenance is accessible and easy to do”**.

Richard highlighted **“the instruments are well laid out”** and **“gear shifting is excellent, you can also pre-set the gears”**. Even though the Wheel Loader is high up **“it feels solid and stable”**. **“There is plenty of storage and makes an excellent job of silage”**.

PHELIM KAVANAGH T5.120 DYNAMIC COMMAND™



Mr P. Kavanagh is a third-generation owner of a 120-acre mixed farm which comprises of tillage and beef cattle located just outside Bunclody, co Wexford.

The T5.120 Dynamic Command™ was purchased in December 2020 and delivered in January 2021.

“This size and model suit my business, a good all-rounder as it handles a 4 furrow reversible plough at 14 inches, pulling at 8-10kph just around 1600 engine revs, a 3m press with levelling board is also used and is very comfortable with 14-ton grain trailer”. It's also at home with PTO work making light work of my round baler in straw and silage. The tractor is responsible for all work on the farm, crop establishment, crop care, forage making, and forage feeding. Clocking approximately 700hrs a year.

The Constant Engine RPM feature is very useful for spraying and fertiliser spreading, this maintains a target PTO speed ensuring correct application delivery targets are achieved. It's very noticeable while baling uphill.

The efficiency of the Dynamic Command™ Transmission, along with Hi-eSCR emissions system makes the tractor feel incredibly 'snappy and lively'. Mr Kanavagh commented, **“TL740, loader is a great package, the loader fits the unit very well, and is very easy to use, we used it extensively whilst delivering straw throughout the summer. The loader brings a nice balance to the machine when using heavy 3pt linkage mounted items, soft ride works very well, with or without an implement, it simply does what it is supposed to”.**

The T5.120 Dynamic Command™ is Mr Kanavagh's first tractor with a Multi-Functional Handle in the cab, **“I find it intuitive with auto transmission features and rear linkage controls based on it”**, my focus always remains on the road as all controls fall to hand simply. The seating position is very comfortable and it's clear to see ergonomics were planned from the outset, explained Mr Kavanagh.

I am very satisfied with the quality of the New Holland T5.120.

WILLIAM VENABLES T6.175 AUTO COMMAND™



Mr W. Venables runs his T6.175 Auto Command™ on his mixed farm in the heart of Cheshire, near Lower Withington. In the last 6 years the family have introduced contracting work, another poultry unit and have also doubled their acreage.

The T6.175 Auto Command™ was bought at LAMMA 2018 show after negotiating an excellent deal with their local dealership, Malpas Tractors. **“I would be lost without my T6.175 Auto Command™”.**

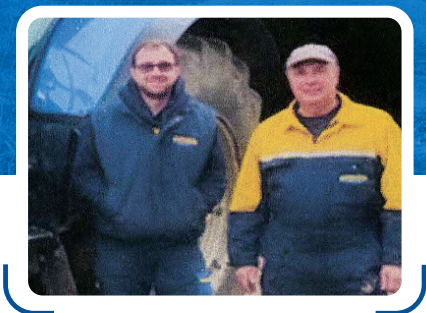
The T6.175 Auto Command™ is the farm's main tractor, handling all aspects of the operation. **“It makes my life a lot easier!”** For a little tractor, it has a lot of power, and nothing can stop it. **“It's incredibly easy to use”.** Mr. Venables further emphasised how cost-effective the power output is.

Performance of the New Holland is **“spot on”**. As the contracting business grows with the farm, the tractor isn't slacking **“it is up for any job no matter the size”**.

Overall, the T6.175 Auto Command™ is very comfortable.

THE WATERS FAMILY

T7.270 AUTO COMMAND™ BLUE POWER



David, Matthew and Michael Waters are the owners of their family's mixed farm D G Waters & Sons Limited, which is located near Thetford, Norfolk.

The company has focused on local contracting since it was founded in 1982 by David & his father. David's father, George (85), is still very much involved in the business on a day-to-day basis.

The T7.270 Blue Power was purchased in February 2018 for seasonal use. **"The tractor can do a range of jobs and manages it all effortlessly, it is very versatile with its size and power to weight ratio".**

The T7.270 has helped us increase productivity on the farm. **"More horsepower, resulting in the jobs being completed in good time and of top quality"**. It is used on all contracting parts of the business as well as the family farm. Its tasks include baling, mowing, ploughing, drilling, heavy cultivations, trailer work and muck spreading.

Overall, the T7.270 is excellent and economical with the fuel usage, it's very simple to use, even the IntelliView™ screen mounted on the armrest is easy to use.

"We have always been loyal to the brand due to its top-quality service and products. It all started with an E27N Ford in 1952 and have since worked our way up the horsepower range. In total we have had 36 Ford and New Holland tractors".



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