



Farming Together

August / September 2012

We've been extremely busy over the last 2 months, in preparation for the coming Hay season and Harvest. In addition to everything that was going on within the dealership, we also attended Australia's largest working Field Day, 'PFG in Action'. David Jackson and I attended the Kubota 'Beyond Expectations' Dealer conference in Perth, where Kubota revealed some awesome new products. These will be on show at the Dealership very shortly. Michelle, with the help of Design Experts, has now completed our new look website. She's done a fantastic job, and I invite you to take a look - www.echucacih.com. Salesmen, Bruce and Leo recently attended 'Armed and Ready', a Case IH sales training program conducted by trainers from the USA. The world class training targeted our large Tractors and Combines. Combine training, for our 2012 Combine buyers was held in Sydney recently. Bruce escorted the group of new owners to the event, who were all very pleased with the information provided.

Darren Stephenson (Dealer Principal)

Staff News

At the end of August, Matthew Jackson tendered his resignation to pursue interests outside the Agricultural industry. Matthew has been with the company for 5 years and we wish him all the best for his future endeavours. We welcome Rebecca Cross to the position of Reception/Accounts as Matt's replacement. Rebecca joins us with experience from Clark Equipment in Dandenong and Braeside, and more recently Vincents Retravisation and the Telstra Shop. In her spare time, Rebecca enjoys watching ski racing, and lazy days on the river with fiancé Josh.

Sales News

Various Echuca CIH staff and many customers spent the 29th and 30th of August attending the PFG in Action Field Day at Shepparton. Events like this take a lot of time, money and effort to organise and the staff from PFG should feel very pleased that their efforts have been rewarded with two successful days.

The day was split into silage making and tillage demonstrations. The rye grass silage crop was cut with the various Taarup and Vicon mower conditioners. The Taarup 4336 was a real highlight with its updated suspension system, semi swing steel tyne conditioning, and flip over spreading vanes. The McHale V660 round baler showed its ability to pick up and wrap short crops and

produce dense, well formed bales. Of the 10 tillage items demonstrated, the Simba Flatliner 500, and Great Plains 9 metre Spartan stood out. At the front of each seeding module is a "Turbo" coulter which is doing 95% of the work. Downward pressure is transferred hydraulically to the coulter – this system is unique to Great Plains.

The Field Day was attended by 80 New Zealand farmers visiting Australia. Their trip also included a tour of Patrick McMonagles Kanyapalla dairies and a bus trip to Brendan & Sue Barlow's property. The group were treated to a crop tour and magnificent BBQ lunch prepared by the Barlows. Thank you to these people for their generous hospitality.

Service News

The Service Department have been busy with Pre-Season work on headers and balers which will continue into the month of October. Echuca CIH After Sales Department recently put out an After Sales Customer Survey. We would like to thank every customer that put the effort into completing and returning the survey. Congratulations to the following winners:

iPad — David Johnson of Hunter

Case IH Jackets — Rob Comer of Drummartin, Ken Berryman of Nanneella, Les Fry of Leitchville, Steve

Hore of Leitchville; and Ron Fitzpatrick of Echuca. Simply come into the office and collect your prize!



Pictured left: WD Series being prepared for delivery

Parts News

Congratulations to Rhys for completing the first year of his apprenticeship as a parts interpreter! Rhys was new to the industry and within 12 months has adapted and shows plenty of interest in the farming sector.

Polaris motorbikes are now offering a monthly order special. If you are interested in stocking up on consumables or some new accessories, contact Parts for a deal under this program.

Case IH recently introduced a new parts ordering and warehouse system. The intention of this is to increase the efficiency of the ordering process, getting the customer back on the job as quick as possible. While there have been many teething issues we are sure it will be of great benefit in the long run.

A new parts catalogue (OPC) will be launched globally in October so look out for this on our website.

Benefits include a 'live' system offering up to the minute details, and easier and faster navigation for you, the user.

Just a reminder that there are links on our website for all the current online parts catalogues, a powerful tool over the busy period to make finding the correct parts a breeze, speed up the ordering process, and minimize downtime.

Marketing & Promotions



Case IH Advanced Farming Systems (AFS) fully integrate cutting-edge precision farming technology for every operation. With features like repeatable auto-guidance accuracy, yield and moisture mapping and prescription sowing, Case IH AFS helps you maximise productivity for optimum crop yields. For more information call our Product Specialist, Phil Kennaugh on (03) 5482 1733.

For all our tech-savvy customers, you will be pleased to know that we are now on Facebook . . . Find us and Like us! We have also included our QR code below—simply download a QR Reader from the app store, scan the code, and our contact details can be saved directly to your phone!



'BE GREEN AND READ FROM THE SCREEN'. If you would like to receive this newsletter electronically, please email your details to michelle@echucacih.com

