



Summer 2010

VANDERFIELD - Landmark

Published by Vanderfield Pty Ltd

What a dramatic change we have seen in our operating conditions in the last few months. Record rainfalls, rivers running during late winter and spring, a very high dollar and yet some record commodity prices. Summer crop planting is well underway and complete in some areas so here's looking towards a cracker of a summer season. There is real cause for optimism.

Recently I attended the Dalby information session where the Murray Darling basin authority put forward their proposed plan for water entitlement reductions. Later that day I hosted a delegation of Agricultural officials from the Jiangxi province in China. It struck me how out of kilter our system is when we have a government that would strangle the productive capacity of our country while we have international competitors that are encouraging their farmers to produce more and give them incentives to do it. The folks from China are looking ahead at least 20 years to determine how they will feed their population. I know I am preaching to the converted but at every opportunity we need to educate our city cousins that this Murray Darling proposal will be devastating to our country.

Speaking of planning ahead, please enjoy reading this edition of Landmark. You will see items of interest including an article on planning your purchases well in advance. There are real benefits to doing this above and beyond the obvious financial ones.

Our new Lismore branch is up and running and you will meet some of the new staff in this edition also.

Here's to a great summer and please accept our very best wishes to you and your family for a happy and holy Christmas season.

Bruce Vandersee



JOHN DEERE

Rice bubble in WA



Laurie Arthur at home in the Ord River Valley

Leasing 360 hectares in the Ord River Valley in the far north west of Australia to grow a commercial rice crop is something that has not been done in over 30 years.

Harvesting their first rice crop in July was a culmination of many months of hard work and planning. Which in fact started back in 2009 and research well before that, for two Murray Valley rice growers Laurie Arthur and Nick Lowing.

Both had experienced severe water shortages due to drought in the Murray Valley and were looking for a plentiful supply to provide the right growing conditions, for rice elsewhere.

Settling for the Ord it became a matter of deciding when to plant? That was the question, as magpie geese pose a real threat from August onwards when literally thousands of geese invade the area.

The geese had long been a factor in rice growing in the past in this region. Along with water buffalo and stem borer pests in the wet season.

Timing became a critical part of the venture and Laurie and Nick timed it perfectly. They beat the geese by 2 weeks.

In March this year they transported 40 tonnes of rice seed to the Valley.

Concentrating on the 3 most commonly used varieties – Quest, Amaroo and Jarrah. Planting started in March and then another round of planting took place in May.

Remarkably, 97 days later the rice was ready to harvest. The same crop in the Murray Valley would take an extra 53 days to reach the same stage. The shorter growing time meant less water was used in the growing cycle. The shorter growing time also means management changes will need to be made next season to optimise yields which were up to 8 tonnes per hectare. The strong results lead Laurie and Nick to believe that they now have a future, growing rice in this part of the world.

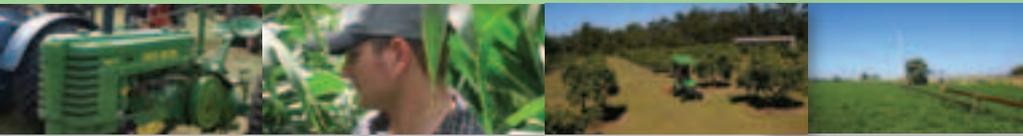
Already they have targeted 400 hectares each, in 2011. That's despite the enormous challenges they faced moving their harvesting equipment and meeting quarantine requirements, plus other considerations that would have deterred many others.

Others are now also convinced that rice is going to be one of the most promising crops to grow in the Ord River Valley.

Thanks to two very industrious men who were creative enough to think outside their square!



Nick Lowing after many months of planning, timed it perfectly to be standing in a field of rice



Won over



a versatile cotton harvester that knows no limits

In the late 1980's when farming was no longer sustainable for Russell Keeley of Brookstead on the Darling Downs in Queensland, he, together with his brother Andrew, decided to look for work in the local district.

Twenty-three years on, the Keeley brothers have each created successful businesses for themselves, in their own right. Now contracted to nationally

recognizable cotton growers, such as Prime Ag, Cubby Station, The Willis Family at Bullamon Plains and Bruce Bailey at Boomi, Russell operates three John Deere 7760 Cotton Pickers and Andrew three as well in the Emerald district of Queensland. This revolutionary picker, combines harvesting, and module building solutions into one versatile cotton harvester, which Russell said, "they work very well and do everything we expected of them".

Each machine has covered approximately 5000 acres this season. "Previously I would have employed 25 men to cover this area whereas now I only need 7 men. There is a huge saving in labour costs. However this is probably offset by the need to pay higher wages to more specialized workers. But then I don't

have the headache of dealing with inexperience."

Both Russell and Andrew have been won over and impressed with their capacity to perform.

The ease of handling the compact 360 degree round modules in their protective wrap was a feature that Andrew commented on, "it means the cotton arrives at the gin in tip top condition. Transporting the picker from one location to another is so much easier too. Loading takes about half an hour and I am ready to go".

If you would like to speak to Russell he can be contacted at Brookstead Farming on 0428 457 324 or Andrew can be contacted at Myamba Farming on 0429 455 126.



No more complaints about opening the gate.



the John Deere Gator offers an amazing ride and a must for every farm

With 100 head of cattle on 600 acres near Esk in Queensland featuring some steep slopes and a combination of scrub and forest soil, Ken and Rose McBryde were unsure what type of vehicle would be suitable for their property terrain.

"I was looking for something with versatility and considered the two seater quads in the usual brands but they didn't seem value for money. When I discovered the new John Deere Gator XUV with independent suspension and a serious diesel engine, I could see that it might be the workhorse for us. The value of the dollar helped and with the government incentive that was available, we decided to grab it"

What jobs do we use it for and what do we like about it?

"Rose has a good eye for cattle and we like to inspect them together, taking notes and talking as we go. With a couple of bales of hay in the back, the Gator is perfect for that. It's simple to drive and so easy to get in and out of. We have two teenage boys and remarkably, no one complains anymore about whose turn it is to open the gate. Mind you, it helps if we're off to the lake for a picnic and some fishing.

If I'm mending a fence, I can get in close to the work and use the tray like a workbench - the height is just right. No more leaving the fencing pliers on the ground somewhere"

Ken adds, "I have found the Gator to be very stable. The location of the 3-cylinder diesel gives it a very low center of gravity. This is great for our steep country or when we have extra load in the back. It really is very safe in that regards. I have set up a lantana spray tank too. The load carrying ability and the stability is so much better than any quad bike.

Surprisingly, it just about goes anywhere. With independent suspension, 4WD and the

Continuously Variable Transmission, you hardly ever need the low range or the diff lock but they're there if needed. When cleaning up old fences, collecting wire and posts, the Gator can easily tow a loaded box trailer.

Did I mention it is very comfortable? The ride is amazing. Unlike my ute you don't get bounced around at all. It's a lot kinder on the pasture and tracks too. I might even sell the ute!

It's a John Deere, so you know it's very well built. Being able to fuel up at the farm diesel tank is also very handy. Overall, we have a great feeling of confidence that the Gator will do the job and be with us for a long time to come.

Oh, and Vanderfield in Gatton, I couldn't fault them. I ordered the Gator with the hydraulic tipper option, but it wasn't immediately available. Two weeks after the Gator was delivered, we were advised the unit was ready. We agreed on a suitable date and the technician came over and fitted it without delay. They were excellent".

Rose and I can thoroughly recommend the John Deere Gator. Like us you will find it to be a very useful addition, whether you have a large or small operation".



No two challenges are the same



Chris Keller, Parts Manager at Vanderfield Chinchilla

For Chris Keller, Vanderfield Chinchilla Parts manager, his ability to listen to what customers want and where they are coming from has formed the basis of a strong work ethic for him. Being the winner of Hino's national Parts proficiency Program in 2008 and runner up in 2009 is a testament to this.

Prior to his move to Chinchilla, Chris learnt a great deal from his time in the Toowoomba parts department where he spent 5 years. Combined

with the experience he gained from operating headers and tractors in a farming environment prior to joining the company has also helped to give him a solid understanding of the types of parts that are more likely to wear.

One day Chris hopes to become a homeowner and wants to travel overseas whenever he gets a chance. While saving for both, at the moment he is content to go fishing, hunting and getting away with friends at the weekend.



Latest technology from Hino



Sam Elliott of the Toowoomba Regional Council attended a Hino DECA driver trainer demonstration day recently

Always one step ahead, Hino have taken the unprecedented move to ensure that their 300 Series will be the first light truck released in Australia to be fully compliant with Euro 5 standards.

Thanks to the added feature of a Diesel Particulate Active Reduction System (DPR) the entire Hino 300 Series range – of Hybrids and diesels, now meets ADR80/03 (Euro 5) emission requirements.

In effect the DPR acts like an air filter in reverse. Engine air filters clean the air before it goes into the engine. A DPR cleans the exhaust gases before they pass into the atmosphere and is designed to reduce particulates (carbon soot) by over 95 %. It has a ceramic honeycomb structure to trap the matter and incinerate it during the vehicle's regular operation.

So every drop of fuel will be burnt more efficiently and more effectively which will improve performance, save on fuel, save money and lower exhaust

emissions.

Along with environmental considerations, Hino have also focused on safety, driveability and comfort upgrades.

All 300 Series models will now be fitted with heated electric mirrors and the wide cabin models in the 300 Euro 5 range will have an inbuilt fuel cooler. The good news too is that the Hybrid 300 model is now available with a 6 speed automatic gearbox.

Sam Elliott of the Toowoomba Regional Council was fortunate enough to test drive the 300 Series 714 Hybrid Automatic at a special 'drive day' held recently. Hino provided DECA driver trainers for all demonstration models to showcase their technology to participants to its' best advantage. Sam commented, "The 300 Series Hybrid was a smooth drive and driven properly would be a great asset".

Hino launches heavy-duty truck with AMT 700 Series.

The reliable heavy hauler as it is known has witnessed an exciting development. Hino has moved to make double clutching a thing of the past.

Hino's SS 2848 and SS 2848 High Roof are now offered with the overdrive version of the ZF AS-Tronic 16 speed automated manual transmission.

Truck operators will benefit from the latest product upgrade as it translates into reduced running costs through improved fuel consumption, improved emissions and less maintenance for the driveline and braking system.

Testing the Hino AMT 700 Series out at the "drive day", Stewart Elmes of Allstate Trucks and Commercial Rental Pty Ltd in Toowoomba said, "driving the new trucks, learning about the improved emission controls with the technical people there in the one spot, to explain it, was simply a great day".

Sam Elliott enthusiastically commented, "driving the 700 Series was a dream. It almost made me want to give up my office job for truck driving".

More details can be obtained from your nearest Vanderfield Hino representative.



Stewart Elmes from Allstates Truck and Commercial Pty Ltd also participated in the Hino DECA driver training day



Vanderfield staff cements Lismores stability

Likes to keep customers 'in the loop'.



Duncan Hignett, Hino representative at Vanderfield Lismore

As the newly appointed Hino Sales representative for the Vanderfield Lismore branch, Duncan Hignett brings 18 years of involvement in the transport industry to the position. In addition to this broad base of experience he has been employed for the last 10 years in truck sales in Lismore.

He better than most understands how frustrating it can be for customers if they don't know how their vehicle body building stage is progressing. So one of Duncan's main aims is to keep customers 'in the loop' at all times. This will ensure their delivery date keeps to schedule and that there are no unexpected delays or surprises at the

last minute, which he acknowledges only, translates to disappointment.

For Duncan who has a strong work ethic, he guarantees complete integrity, honesty and friendliness in all his dealings and strives to establish long-term relationships. He is someone who finds the varied mix of personalities he meets, an enjoyable part of life and delights in witnessing their reaction and delight on taking delivery of a new vehicle.

Although reluctant to admit he is a grandfather, this is tinged with pride. He says, "I have a wonderful wife and 3 fantastic kids. While two children are adults, the third is just 8 years old. This makes for busy weekends with my family. When time allows I like to jump on my bike and head away for a couple of days, checking out the country side and soaking in the wide open spaces under a blue sky".

Motivated by a challenge



Jeff Slade, technician who services and repairs all types of trucks and machinery at Vanderfield Lismore

As a mature age apprentice, Jeff Slade is based at the Vanderfield Lismore branch and carries out services and repairs on all types of trucks and machinery.

Jeff started his career in Dandenong in Victoria in 2001, assembling implements, such as slashers and was also trained in spray painting. From there he moved to Goondiwindi in Queensland where he worked for an agricultural company servicing and repairing John Deere headers. In this position he gained a lot of knowledge and grew in efficiency.

Enjoying the experience of learning, Jeff is thrilled to be able to now offer his header expertise in the northern rivers area of New South Wales. Through his apprenticeship he is also aiming to increase his skill level and knowledge base and become the best mechanic he can be.

Passionate about his work, he is equally as proud to be the father of his beautiful two and half year old daughter, Maddie and is excited about another baby that he and his wife are expecting later in the year.

Vanderfield wishes you every success Jeff in your apprenticeship and in achieving your goals in life.

All the action you can handle over 2 days

at the Vanderfield Lismore branch in Cook Street.

Experience a unique Industry event

on Friday the **12th November** from 12pm to close and Saturday the **13th November** from 9.00 till midday

to celebrate the new Vanderfield custom built premises and their first successful year of business. Speak directly to **Manufacturers** and **Suppliers** and learn how the team has developed in such a short space of time and what drives them to have an appetite for excellence.

Free BBQ and drinks will be available.



**Steven Halliday
Vanderfield Lismore
Branch manager**

In a breakdown situation, likes to exceed all expectations



Jade Magner, Spare Parts Coordinator at Vanderfield Lismore

Taking pride in what he does, providing an efficient and honest service is all part of Jade Magner's day as Spare Parts Coordinator at the Vanderfield Lismore branch.

Jade brings a wealth of parts experience to this position and said, "having worked with a large variety of products and different supplier parts in the Ag and Truck area, as well as sales, enables me to better understand the needs of our northern rivers customers.

In a breakdown situation I know how important it is to obtain the part so the problem can be fixed as soon as possible, as time is precious. That's when I try to meet and exceed all expectations. I get a lot of satisfaction

from doing that and it helps to cement a good working relationship with our customers. My role can often be challenging, but also very rewarding".

Listing one of his life's achievements as having his first child with wife Katherine, Jade finds himself busy changing nappies and feeding his young daughter, Lara. Somehow he managed to find time to build their first home as well but is finding it difficult to squeeze in a round of golf these days!



VNet vision for the future



Andrew Earle (Livingston Partnership) pictured showing Dick Smith how to operate the GPS on his tractor at the Mungindi show. Dick took time out of his busy schedule to officially open the show

VNet is rapidly expanding in an attempt to catch and meet customer's demand for new technology in the farming sector. Designed to maximise your return from every hectare using new technology not seen before.

VNet

- Offers a range of data services. You can now get the most from your Greenstar equipment and utilise the results after processing

- Provides a robust and widespread network of John Deere RTK bases means no more moving equipment, flat batteries, bird damage, software updates or lightning strikes to worry about

Currently testing new technology VNet (Cors Network) will soon be able to cater to your entire correctional signal needs covering a larger area. It is envisaged that all the current VNet RTK base stations will be

converted to enable VNet to supply RTK corrections to users other than John Deere, such as surveyors and earthmoving contractors.

Some exciting new products John Deere have released include

- The Greenstar rate controller for granular, liquid and gas control on John Deere and competitive equipment
- iSteer – is an active implement steering system for 3PL and trailing equipment
- The SF3000 receiver gives you faster start up and access to the Glonass network
- The iGrade land leveling system is used to level irrigation fields and channel construction

If you have short-term requirements or would like to discuss any aspects of the VNet technology call the following Vanderfield Vnet representatives now.

Michael Kennedy 0427 295 025
Sean McColley 0409 626 232



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An integral team player



Gavin Gibson, Parts Manager at Vanderfield Nerang

Moving to the Coast in 1995, Gavin Gibson, the Parts Manager for Vanderfield Nerang, has spent the last 15 years at the branch. Originally from Goondiwindi where he was employed in parts by an agricultural and international truck

dealership, Gavin commenced with the organisation that Vanderfield took over and has been responsible for this department since then.

Part of his reason for moving was to further his cricketing career. Gavin was a keen player and ultimately the opening batsman for the Gold Coast Dolphins. At one stage he played alongside Andrew Symonds. For Gavin a highlight was his team winning the district premiership in 2002.

Teamwork is really his focus. As Parts manager he enjoys teaching new staff members and believes a good, well trained, focused on the job team is essential to the smooth operation of the department. This helps contribute to high staff morale and to a great environment in which to work.

Gavin's philosophy is to obtain the right part the first time for the customer. He attempts to do this 100% of the time, as he knows how difficult it can make life for everyone involved

in the process if that doesn't happen. A lot of this comes from his experience and broad knowledge base of parts, and being a considerate person says, "I get a lot of satisfaction from getting our customers back on the road so that they can continue to make a dollar".

His main love in life is his family, which consists of his wife Kelly, and his two daughters, Clare and Kate. To wind down at the weekend he relaxes by being with his girls, watching the mighty St George Illawarra Dragons play or tuning into the horse races.

It was John F Kennedy who said in 1963, "Leadership and learning are indispensable to each other". You display both of these attributes Gavin and congratulations from the whole Vanderfield team on achieving 15 years of service.

**** Since writing this article Gavin has made another fine achievement in winning a trip to Japan later in the year, courtesy of Hino. ****

Racing runs in the family



Andrew Pezzutti ready for the V8 Dirt Modified racing season

Emerging as a leading V8 Dirt Modified Series driver is New South Welshman, Andrew Pezzutti. Winning a number of Australian titles, NSW Titles, the inaugural Gold Medal award for his division at the Lismore speedway and the 50 lap Mr Modified Event, Andrew and his father, Neville will be racing a New Troyer

(American) racecar this season. The car uses a 360 cubic inch V8 engine, generates 600 plus horsepower and has a specific body style. The minimum weight capacity is 980 kg with the driver.

Displaying such positive energy and intensely competitive driving skills,

Vanderfield Nerang, Lismore and Toowoomba branches are pleased to sign a racing partnership/sponsorship with Andrew and his V8 Dirt Modified Series racing team in 2010. The whole Vanderfield team wishes you every success Andrew.



Farming requires new planning techniques

Successful farming requires the stability of a solid plan with the flexibility to update the plan on the run.

Your farming road map ideally will be a plan, direction or strategy you intend to adopt to help you move forward. Included in this will be current or future purchases that will help you to support your plan.

Having the ability to gauge your future agricultural equipment needs requires some skill and foresight. Vanderfield is conscious of this and is willing to work closely with you to achieve your farming road map and to help you to -

- take advantage of any financial savings on offer and provide a suitable delivery time frame.

With equipment shortages expected to continue and with limited stock available to dealers, often buyers have to take what is available if they leave buying decisions to the last minute. This can often mean that the specifications may not be exactly what you want or like.

Forward ordering allows you to build a machine to the specifications you require and allows you to add in new features (or remove other options) at the best possible price.

Saving you money on top of any other discounts that may apply for ordering equipment in advance.



Not only can forward ordering work to your best advantage but it can help us plan our business too. Particularly if you are looking to trade in. We can factor in your trade before your new tractor is delivered.

Pre-season cotton picker repairs and assessment program

With very limited time slots available between January and March 2011 because of the quantity and preparation work scheduled for new cotton pickers it is vital that you book your repairs or pre-season inspection now.

This will ensure we will be able to fit in any preventative maintenance work that needs to be scheduled in before

next season's pick. At your request we will carry out a full appraisal and give you a written report on our maintenance recommendations.

This requires you to book before the end of December 2010 though. With three easy payment plans to assist you to better manage your cash flow situation, don't delay and don't miss out.

Call **Andrew White** at Vanderfield Toowoomba on 07 4631 4841 or 0409 626 231

or

Tony Grinke at Vanderfield St George on 07 4625 3666 **NOW!**



Boosting the equipment available at the Vanderfield Chinchilla and Roma branches is now a range of Kymco ATV's. Built for adventure, fun and work, those who participated in a 'demonstration and try day' were clearly enthusiastic in their remarks of the new product to Vanderfield. From the comments such as, "the ride is much smoother than the bike I currently have," it was obvious that the ATV's made a real impact.

Discover for yourself. Call Vanderfield Chinchilla, Roma or Darwin branches for a test ride or for more information go to www.kymco.com.au



The John Deere 4630 Sprayer impressive



John and Anthony Sovereign and their team

Built with the same kind of innovative thinking as its highly popular 30 Series Self-Propelled Sprayer siblings, the 4630 combines versatility, productivity and affordability, unique to this class of sprayer.

The option of either a wide or narrow axle configuration enables this sprayer to fit a wide range of row spacing needs, including 2 meter & 3 meter. Coupling a C-channel frame with an air-ride, four-link suspended axle, the 4630 delivers the smooth ride required for long days in the field.

This is exactly what John and Anthony

Sovereign of D A Hall & Co. say, “we are impressed with the ride. Being on air bag suspension, across cultivation it is more comfortable for the operator. The boom doesn’t bounce much and when spraying it doesn’t fluctuate much either. We are impressed with how well built it is and with the wheel centres being two metres, it’s a lot smoother”.

With 2,270 litres (600 gallons) of solution capacity and 24 metres (80 feet) of boom width, the 4630 Sprayer lets you cover 24-40 hectares per hour, all fitted into a comfortable, manoeuvrable package.

John and Anthony agree, “there’s more space in the cab and the RTK steering makes life easier too. It’s a good all round rig that suits our needs. The Vanderfield back up service boys are good to us. Any issues we had in setting up they came straight out to help”.

You can check out the latest John Deere 4630 Sprayer by going to the Vanderfield website on www.vanderfield.com.au click on Agricultural machinery and follow the links to sprayers on the left hand side of your screen.



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