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SOUTH EAST

1919

100
TRACTOR CENTENARY

2019

HAYNES



HORSES TO HORSEPOWER

100 years ago, on 8 August 1919, Mr Monty White sold Haynes Brothers' first tractor, a Fordson Model F, to an East Peckham farmer for £120.

In those days, it wasn't easy to convince a farmer to move away from horses and labourers but the Fordson proved to be a revolutionary machine. As the first lightweight, mass produced tractor on the market, it came reasonably priced, which made it accessible and affordable for even the average farmer.

Inventor and developer of the Fordson, Henry Ford may have started his career in the automobile industry, but he began life on the family farm. While mechanics were more appealing to him than the prospects of toiling the land, he never stopped looking for a way to lessen farmers' burden, writing in his autobiography: "to lift farm drudgery off flesh and blood and lay it on steel and motors has been my most constant ambition".

In the early 1900s, Henry started working on his agricultural dream, initially building the 'automobile plow' in 1907. By 1916, his son Edsel had joined the business and together the pair developed a new tractor; with the Fordson Model F making its debut in 1917. The Model F was to farming, what the iconic Model T car was to personal transportation and by making its way down numerous farm tracks, it quickly transitioned the industry from horses to horsepower.

CELEBRATORY CENTENARY EDITION

While Haynes did not sell its first tractor until 1919, the first Fordson Model F, engine number

1303, was shipped from Henry Ford's home town in Dearborn, Michigan, USA, to England in October 1917. Weighing in at 2,500 lbs, the 20 horsepower, four-cylinder petrol/paraffin machine came complete with three speed and reverse, multiple disc clutch, low tension magneto and four coil ignition.

A Model F tractor kindly lent to Haynes, by Simon Hiscock, is set to attend various agricultural shows with Haynes throughout 2019 in celebration of 100 years since the dealership sold its first Fordson. The Model F will sit proudly alongside a centenary edition New Holland T7.245 Auto Command, worth £120,000 - 1,000 times the original Fordson Model F value.

"Haynes has come a long way since its first tractor sale," said Adrian Woods, agricultural operations director at Haynes. "The sixth-generation family-run business has witnessed nearly every single stage in farming innovation, the development of tractors and mechanical agricultural equipment. While the technology, size and shape of modern-day tractors has advanced significantly, we wanted to find a way to honour the Model F, so we worked with New Holland to design a special edition T7 which has a grey cab with red wheels."

Readers unfamiliar with the complex merger history of various tractor manufacturers should note

that Ford bought-out Sperry New Holland in 1986 to form Ford New Holland, which Fiat purchased an 80% interest of in 1991, before merging with Case IH in 1999, to give way to CNH, of which Haynes remains a main dealer.

PART OF THE COMMUNITY

Haynes had become an integral supplier to the rural community long before its first tractor was sold in 1919. Proudly sitting in the Wrotham branch's office is a spectacular photograph of the agricultural dealers' trade stand at the Royal Agricultural Show, which was held in June 1899 at Mote Park, Maidstone. It is clear to see that





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the company provided a vast array of agricultural implements, from horse-drawn ploughs to horticultural equipment and sundries for the hops and fruit sectors too.

There are few businesses around today which are not only able to celebrate over 225 years' trading but can also claim to be actively managed by the founding family. Established in 1790, the original Haynes business was a popular ironmongers and general store based at Edgeware Road in London.

In 1832, William Haynes moved the company to Maidstone, Kent, where he continued to sell a vast array of products to the local community and trade, including the agricultural sector. In 1911, a pivotal test drive in an automobile changed the business forever, shaping it into the modern-day Haynes group.

"Bernard Haynes took a Ford Model T on a test drive and was so impressed with how the car handled and its competitive price that he ordered

one on the spot," said Andrew Haynes, managing director of Haynes Bros and the sixth-generation of the family to sit at helm of the business.

After that drive, the firm took on the Ford franchise and everything spans from there. Ford soon began to develop trucks and commercial vehicles and later agricultural machinery and tractors. During the war, the agricultural side of the business thrived as the other sides of the business wound down.



CENTENARY CELEBRATIONS

Keen to spread the centenary celebrations throughout the year, Haynes will be organising a special trip to the New Holland factory in Basildon for interested customers and members of staff in October 2019.

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« Jumping forwards to 2019; Haynes' head office is still based in Maidstone, operating from an impressive five-acre site on Ashford Road. Across the group, which includes the sale of cars, trucks, commercial vehicles and agricultural machinery, the company turns over £80 million plus per year, of which the agricultural sector is second largest contributor with a turnover of about £22 million.

"The business is very complex," said Andrew. "We sell a lot of different equipment to a lot of different customers throughout the South East region. The agricultural community not only know us for tractors and machinery, but for trucks and commercial vehicles, such as the Ford Ranger."

In total, the business sells about 2,000 cars, 1,350 trucks and commercial vehicles, 350 tractors, combines and telehandlers, and 800 farm implements per year. On top of that, over 30,000 vehicles are serviced and repaired per annum, with £10.8 million worth of parts sold in support of that.

"We look after over 10,000 customers, retail and trade," said Andrew. "It is sometimes easy for farmers to forget how big the entire group

is, especially when they have forged a close relationship with their local branch. With a business this size we have to be highly professional in our operations, but it's very important we still maintain the personal touch."

UNPRECEDENTED PERIOD OF GROWTH

The agricultural branches of Haynes spread from Birchington in East Kent, as far as Uckfield in East Sussex, with Wrotham and Great Chart, near Ashford, nestled in between. Across the four sites, around 65 Haynes employees are on hand to ensure that customers have access to the very best sales advice, service and support.

The agricultural business is split into two separate companies, with Haynes Agriculture being the main dealer for New Holland, Kuhn Farm Machinery, Väderstad, McConnel and Stewart trailers, to name a few, and Haynes Agritec looking after the franchises for Case IH, JCB and Krone.

"Over the last 15 years we have focused a lot on expanding the agricultural side of the business,"

said Andrew. "When I joined the business, I was keen to grow our territory and relationship with CNH. In 2004 we moved into Sussex; in 2005 we took on the JCB and Case IH franchise; and we opened additional aftersales facilities in Uckfield in 2008. Then in 2010 the Birchington branch opened as a Case IH franchise; in 2011 we opened Great Chart for New Holland; and finally, in 2013 we launched Wrotham for New Holland and JCB."

As well as hailing an unprecedented period of growth for the agricultural arm of Haynes, these developments combined have given the family-run firm a much better foundation from which to look after its customers for the long-term.

"Our ethos as a business is not to be the biggest, but to always do the best we can for our customers," said Andrew. "We are keen to continue to grow the agricultural business and looking to the future, we plan to expand sensibly, as opportunities arise with manufacturers. Haynes is a three-legged stool – cars, trucks and agriculture – and it is important that the company has a long-term future in agriculture."



► 1922 Ford Model T



► The Haynes Boxer Nailing Press:

Designed and patented by Haynes to hold down the slats of an apple box. Produced in the early 1900's by Haynes Bros Ltd for fruit growers and in production until the late 1920's. It originally sold for under £5



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ABOVE AND BEYOND THE CALL OF DUTY

Since the eponymous family-run business was established over 225 years ago, all six generations of the Haynes family have strived to look after their customers, with a dedication to service and good value for money underpinning the business.

In 1911, when deciding whether or not to take on the Ford motorcar franchise, William Haynes was not only impressed with the performance of the Model T but was won over by the cost of the machine (£180), which was considerably more affordable than other options on the market.

Wanting to provide customers with quality machinery and reliable tractors, Haynes Agriculture and Agritec are not aiming to always be the cheapest machinery suppliers on the market. Instead, the focus is on providing customers with value for money which stretches much further than the unit cost price.

"Customer service is always at the top of the agenda and we really do instil this in our staff," said Andrew Haynes, managing director of Haynes Brothers. "We aim to go above and beyond the call of duty with our customers, taking the long-term view that our reputation is based on how we look after customers and the whole package we can offer to make sure they receive exceptional value from us."

KEEPING DOWNTIME DOWN

While each area of the Haynes group, which includes the sale of cars, trucks and commercial vehicles, all provides outstanding levels of after sales care and mechanical support, this is increasingly important for the agricultural branches who understand how stressful and inconvenient machinery downtime can be for their farming customers.

"Service is part of the Haynes ethos and our

agricultural customers really do get good value for their money," said Andi Taranczuk, group sales manager at Haynes. "As well as general service and machine maintenance, if there is a breakdown, we do everything within our power to ensure that downtime is kept to a minimum so that our customers can keep on farming. We have an out of hours phone line, which allows farmers to get hold of someone outside of normal working hours, and we have in the past supplied customers with support machines in time-critical situations."

On average, farmers tend to keep tractors, combines and telehandlers for somewhere between five and eight years. Although the number of hours racked up by each machine will drastically vary for each individual farming operation, over this period the equipment will no doubt need some form of routine servicing and maintenance to curb avoidable breakdowns.

>>



> Andi Taranczuk

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“Today’s farmers don’t just tend to land or livestock, they are true business men, and women,” said Andi Taranczuk. “They are focused on costs of production, of which looking after machinery is an important part. To help customers avoid any unexpected bills, we now offer extended warranties, for peace of mind, and service packages, which can lock down the overall maintenance costs.”

The telematics systems installed in the majority of the tractors, combines and telehandlers which are sold by Haynes also allows the team to be proactive when it comes to servicing equipment.

“When a service is due, we will be notified and can contact the customer, inviting them to book the machine in at a convenient time,” said Andi. “The more advanced versions are also capable of letting us know if a tractor is throwing up an error code

and in those instances we can proactively contact the customer to fend off any potential problems and reduce inconvenient downtime.”

ONLINE OFFERS FLEXIBILITY

Benefiting from a true understanding of modern British agriculture and wanting to exceed customers’ expectations for service, Haynes is currently in the midst of a three-year project to develop a comprehensive online shop.

Working with its manufacturing partners, such as Husqvarna, Haynes has already listed over 11,000 lines on the site and has developed an integrated system with Kramp to give further access to over 500,000 products.

“The online shop is an enormous undertaking because of the vast number of parts and sundries we

stock,” said Darrel Pearson, agricultural parts manager at Haynes. “Looking to the future, it is easy to envisage a time where customers will be able to order parts straight from the screen in their tractor cab. One of the main driving forces behind the online shop has been the ability to offer customers the flexibility to order parts out of hours. A lot of our customers are sitting down in an evening to organise their orders and even one of our biggest customers who is based on the same site as one of our depots has said that the online system will be a huge relief allowing him to place orders when it is convenient for him.”

Customers looking to use the online shop will be able to access a registered account and can choose between ‘click and collect’ or a ‘day rate delivery’, which will only charge one fee for delivery, even if several separate orders are placed.



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DYNAMIC OPERATION IN EVERY OPERATING SITUATION

The all-new Dynamic Command™ transmission from New Holland came to the market following extensive customer consultation and an intensive research, development and testing process.

Now available on the T6.180 6-cylinder model, in addition to the T6.145 - 175 four cylinder models, it has been designed to offer even more gears in the most frequently used operating ranges, enabling operators to perfectly match the speed of the T6 to the task in hand.

The 24x24 Dynamic Command™ transmission enables tractor operators to shift between eight gears under load, without having to change ranges. Thanks to the wide spread of speeds within the three ranges, which correspond to those most frequently used while conducting in field or on road activities, drivers shouldn’t need to change range mid-task, which results in improved productivity.

There is also the added ability to change direction nearly instantaneously, with the advanced Powershuttle technology. Conceived with loader-intensive operations in mind, it will speed up all farm yard tasks and will also make field work easier and more efficient.

The advanced Dynamic StartStop feature means that at lower operating speeds, such as those commonly associated with loader work, operators can simply depress the brake when coming to a stop, without the need to clutch. Once the brake pedal is released, the tractor will automatically start to move.

Then, when an extra turn of speed is needed, such as when accelerating away from a roundabout, the Dynamic Command™ transmission will automatically ‘kick down’ selecting a lower gear to maximise acceleration performance. Once cruising speed has been achieved, the gearing will automatically revert to the most efficient available.

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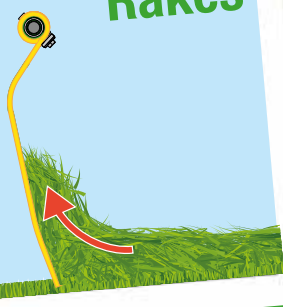
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TALENTED TECHNICIANS

Aiming to ensure that inconvenient machinery downtime is kept to an absolute minimum and does not stop their farming customers from farming, Haynes is always on the search for talented engineers and technicians and invests continuously in the professional development of existing members of staff.

"We invest around £80,000 into technical training on an annual basis," said Adrian Woods, agricultural operations director at Haynes. "As well as helping our staff to feel valued, the world of agricultural equipment is evolving every day and our technicians need to be up to date with how to work with electronics and specialised software."

Each manufacturer Haynes works with provides their own programmes of training and support. Having worked through a number of courses and exams with New Holland, Haynes' technician Chris Ward was recently presented with the highly esteemed title of Master Technician.

"We have some excellent technicians in the business and Chris is the first to have achieved the title of master technician," said Adrian. "It is not an easy process; Chris has demonstrated that he is capable of working on a range of different products at a very high level."

Having joined Haynes 25 years ago, Chris Ward has seen agricultural machinery evolve from the 'mechanical era' right through to processors, engine controls and tighter emissions regulations.

"As the machines become more advanced, the role has certainly become more skilled, more

complex and you need to be good with electronics," said Chris. "However, there is more diagnostic equipment to help pinpoint where the issue might be and with a fully-trained team at Haynes we can find and fix the fault quicker."

COMPETING WITH OTHER INDUSTRIES

As the sector becomes more specialised, there is an industrywide concern over a shortage of skilled agricultural engineers. Gone are the days when potential workshop employees just needed to show mechanical promise; today, it is largely about laptop computers and electrohydraulic diagnostics.

Meanwhile, farms are getting larger and the pool of people naturally coming into the agricultural sector is getting smaller, exacerbating the problem of finding the right calibre of staff.

"Becoming a technician is not a natural career choice for someone interested in electronics," said Adrian. "Those with the suitable skills look to work in computing, gaming, or aerospace engineering and other 'modern' technology sectors. That means that when we do find suitable candidates, we are having to compete with other industries who are often paying much higher wages."

While this may not appear to be a direct threat to the future of British agriculture, securing talented technicians, who are demanding higher salaries, without charging more for servicing and repairs will lead to an uncertain and unviable future for all agricultural dealerships.

"We always look to recruit and retain friendly and professional staff; that is part of our mission," said Andrew Haynes.

"Good technicians are a rare commodity and working on modern tractors is becoming increasingly difficult. We understand the pressures farmers are under because the team is living and breathing agriculture daily. We know that they are being expected to produce more for less, but unfortunately, if they want to continue accessing the level of service which agriculture dealerships provide, then there is a cost associated and skilled technicians need paying."

The agricultural landscape has undergone many changes since Henry Ford designed the Fordson Model T "to lift farm drudgery off flesh and blood and lay it on steel and motor". Technology is not only making life easier, it also helps farmers to control and reduce input cost. But while many understand how a variable rate spreader can save money by only applying fertiliser exactly where it is needed, when a problem arises, the skilled technician who is able to diagnose exactly where the problem has occurred and how to fix it, always comes at a reluctant cost.

"We are not operating in the same industry we were 30 years ago," said Andrew. "The return on capital employed has to improve so we can continue to invest in the future. This is not isolated to Haynes; this issue is concerning all dealers, across all tractor and machinery manufacturers and if we are going to continue to provide an excellent level of support to farmers things will need to change over time."

H11



CREATE YOUR FUTURE



SKILLED AGRICULTURAL TECHNICIANS WANTED

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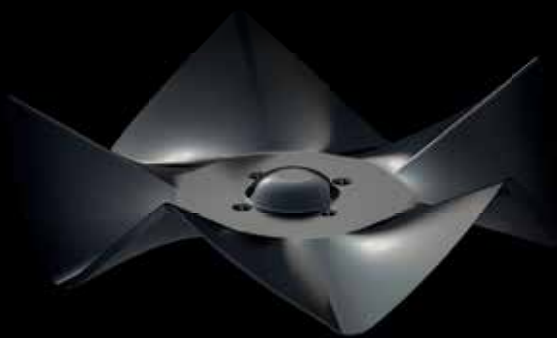
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THE FUTURE IS HERE

After having sold its first tractor 100 years ago, Haynes Brothers is one of the region's longest standing dealerships and following on from the first Fordson, remains a proud main dealer for CNH, which includes the New Holland and Case IH brand.

Technology has already come a long way since the Model F and looking to the future, it is clear this is only going to evolve further, becoming more advanced and intelligent, allowing farmers to farm smarter and more effectively.

CNHi has recently launched the Agxtend range of breakthrough precision farming technologies to provide its customers with exclusive productivity enhancing solutions which will be of benefit throughout the entire cropping cycle.

The first brand to specialise in emerging precision farming and ISOBUS solutions in the agricultural industry, Agxtend products will be fully integrated into New Holland Agriculture's existing PLM precision farming platforms to improve customers' precision, productivity and profits.

DETECTING NITROGEN NEEDS

Not just a simple biomass sensor, the CropXplorer uses exclusive algorithms to determine fertilisation rate based on crop requirements. Two high accuracy optical sensors capture both biomass and nitrogen needs of crops, while the exclusive 'Map + Overlay' mode allows farmers to use yield potential maps in combination with sensors' on-the-go measurements.

VARIABLE RATE CULTIVATION

The new SoilXplorer is a soil sensor which allows operators to explore and discover the full potential of their soils. It consists of a contactless sensor which

uses electromagnetism to measure soil conductivity at four different depths: 0-25cm, 15-60cm, 55-95cm, 85-115cm.

These accurate measurements can be used for soil mapping, recording soil heterogeneity and determine soil type and relative water content maps. With this technology, operators can also determine the depth of compaction in certain areas and subsequently control the working depth of tillage implements, working at full depth only where it is needed.

BETTER USE OF SLURRY

The crop NIR sensor can be mounted on all types of equipment from forage harvesters, to combines, balers and slurry tankers.

When used on harvesting machines, it allows farmers to determine yield moisture as well as crop constituents, including ADF (Acid Detergent Fiber), NDF (Neutral Detergent Fiber), Starch, Ash and Crude Fat. All these parameters deliver precious data in order to optimise both the selling price of customers' harvest and cattle nutrition for dairy production.

Used on a slurry tanker, this sensor allows farmers to monitor the amount of nitrogen applied in their fields, resulting in a better use of slurry for fertilisation, environmental protection and reduced slurry transport costs.

ENVIRONMENT-FRIENDLY ELECTRO-HERBICIDE

The Xpower is an electro-herbicide which will allow farmers to replace chemicals with electricity for weeding and pre-harvest desiccation of crops.

Electricity is an efficient, effective and environment-friendly method for weeding, since it's capable of destructing the complete plant down to the roots,

without spreading potentially harmful chemicals on the crops.

Applicators contact the weeds, essentially burning them and the effect of electricity on treated vegetables is visible after only a few hours.

THE SMART WEATHER APPLICATION

Also part of the range is the FarmXtend app, a smart weather application which works with a complete set of connected sensors and enables farmers to monitor in-field weather data to support a smart decision making process.

The connected weather stations includes WeatherXact, which senses temperature and humidity at a height of 1m and at crop level; RainXact, a connected rain gauge; and SoilXact, to record soil moisture and temperature at different depths.

Combined with the FarmXtend app, the data is processed through a series of powerful algorithms to help growers determine disease pressure (based on temperature and humidity) for a variety of crops, as well as optimal time for spraying.

These Agxtend products have the potential to significantly enhance the sustainability of agribusinesses through the resultant reduction in fuel consumption as well as the targeting of and eventual reduction in both fertiliser and crop protection productions.

"The new Agxtend range shows a glimpse into the future, I'm sure the innovations in the agricultural sector will continue at a rapid pace, including further development into autonomous vehicles" said Andi. "However, we must not forget those customers that like simplicity, to this end we have the New Holland T6 and T7s ranges which is a basic offering, no bells and whistles."

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FRUIT SECTOR IMPORTANT

Haynes is proudly celebrating 100 years since the sale of its first tractor, and this year on 9 June 2019, Jeremy Cloude will be celebrating 50 years' service at the 229-year-old family owned and managed business.

Having started on a five-year mechanics apprenticeship in the agricultural arm of the business, Jeremy worked his way up to workshop manager in 1981, before taking an opportunity to move into the sales department.

By the early 1990s he had excelled as assistant sales manager and was promoted to general sales manager. In 2016, Jeremy was appointed head of the fruit and vineyard sector, one which he remains incredibly passionate about today.

"All through my working career I have developed good working relationships with our customers," said Jeremy, who specialises in the fruit and vineyard sector with colleague Richard Smith. "I also truly believe in what we are selling; the

fruit tractor from New Holland has been a market leader for a long time and there is a lot of exciting innovation happening within the Kuhn Farm Machinery range too."

The fruit sector is very important to our agricultural business," said Andi Taranczuk. "It's vital that after 50 years of loyal service we have a successor in place to take the batten from Jeremy and continue to move the business forward."

"Richard joined us a little over a year ago and will be Jeremy's successor, when he decides that the time is right to retire."

THE FRUIT TRACTOR

Long considered as one of the best tractors on the market for the fruit and viticulture sector, the New Holland range offers growers an uncompromising level of features, including the super steer axle, which provides a very tight turning circle, the pressurised Blue Cab 4, which keeps

operators safe from harmful chemical sprays, and an intelligent engine management system, which makes life easier for the driver.

"Those are the top three elements of the tractor which growers know and love," said Richard, "but one of the other attractive prospects of investing in the New Holland fruit range is the high residual values. It is incredibly reliable and with a reputation as the fruit tractor, not just another fruit tractor, they are always in high demand. We also live on relationships and service is second to none for all our customers. Our ethos at Haynes is to keep people going and having skilled technicians and a dedicated fruit team in the workshop means we can make sure growers are back up and running if a problem does crop up."

KUHN SPRAYER DAY

Over the last two years, Haynes has also started to supply fruit growers and vineyard managers across the region with an innovative range of products from Kuhn Farm Machinery.

Manufacturing everything from sprayers to fertilisers, pulverisers and mowers, Jeremy believes that working with Kuhn has really enabled the dealership to step up its offering for growers.

"The Kuhn range is incredible, it is priced way below the competition but performs just as well if not better," said Jeremy. "We have been looking for different ways to show people how effective the range is but we didn't just want to put on another standard demonstration day, so we have decided to organise a night time sprayer event."

The night time sprayer demonstration will take place on 17 July 2019, from 8.30pm till 10.30pm, by kind permission of A C Goatham and Son at Howt Green Farm, Sittingbourne, Kent. UV dye will be sprayed through the orchard offering growers a special opportunity to really see how the Kuhn Antis range of trailed sprayers perform using a UV light to visually see what coverage they are capable of.



➤ Jeremy Cloude

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ALL-NEW CAB

A new range of JCB Loadall agricultural telescopic handlers has been launched featuring increased lift performance, improved safety and driver comfort, and an all-new cab.

The Command Plus cab is 50% quieter, the view to the front wheels has been transformed by the low-set dash panel and visibility upwards to a raised bucket or fork is 14% better thanks to uninterrupted glazing that sweeps up and over the operator's head.

It is also more spacious, has a neater control layout and provides considerably more dedicated storage, including a large lift-out bin located behind the seat for documents, light hand tools and the operator's lunch bag.

The new JCB Loadall Series III range comprises four models with up to 200kg increased load capacity over their predecessors – the 6-metre lift 538-60, 7-metre 532-70 and 542-70, and the 9.5-metre high-lift 536-95.

There is also a new 40kph TorqueLock 4 powershift transmission with four-speed torque converter lock-up for the 109hp engine to provide more performance and better fuel economy than the regular 30kph four-speed transmission when travelling and towing.

The new cab design embraces the JCB philosophy, which has been defined after extensive ergonomic studies to provide operators with a comfortable driving position that helps them work efficiently and with less fatigue over a long working day.

The Loadall telescopic handler is renowned for its all-round visibility so JCB engineers focused on the operator's view forwards and upwards to optimise productivity, safety and ease of operation. A single-radius sheet of curved glass would have been the simplest solution but was rejected for a more sophisticated multi-radius design that maintains a sense of spaciousness behind the wheel without distorting the view out.

DEMONSTRATIONS

If you would like a demonstration of these machines, please contact the team at Haynes.



FC MOWER CONDITIONERS

A cut above



FC mounted disc mower conditioner range: setting the standard in controlled high speed forage cutting, including the 9.5m triple gang front and twin-rear combination.

- LIFT-CONTROL hydro-pneumatic suspension for rapid and precise adjustment
- OPTIDISC cutter bar for outstanding cutting quality and low maintenance
- PROTECTADRIVE driveline safety system
- FAST-FIT quick change knives

OPTIDISC cutter bar

- Outstanding cutting quality
- Maximum rate of crop discharge
- Designed to withstand the stresses of heavy workloads



forage harvesting | livestock husbandry | arable | landscape maintenance

be strong, be **KUHN**



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