



## FALCON FOCUS 28 - August 2004

### ISCOR OUTPERFORMS US ALL

As the rand and interest rates are still remaining stable, I think it is only the "minute" or time that is devaluating at the moment. Man, time is fleeting.

One thing that has not devaluated is steel. We are all experiencing an average increase of 25% on all Iscor products. First there was a 6% increase and shortly thereafter a 15%. This has forced all local manufacturers to adjust their retail prices with Falcon's new prices being effective from 01 May 2004. We were also told by Iscor that there would be further steel increases later in the year but everything has gone quiet. Let's hope the world market stabilizes and we don't have to contend with further increases. With the combination of late rains and price increases we have had record March, April, May and June months making up for the below average, July to December 2003 sales. The increase in sales has been most welcome and has moved us closer to achieving our overall target.

In every way (including the weather) NAMPO was a great success with us recording 149 written enquiries, many of which we are hoping to convert into sales through YOU - our nominated dealers. Yes I am biased, but I do believe our stand was right up there with the best. Thanks to all of you who supported us.

Lastly, as we draw to the close of our season and financial year, we look forward with optimism to the new season. You can look forward to the launch of our website, new Falcon brochures as well as new products as we continuously strive to be and remain the best supplier you have.

Steve Thurtell  
MANAGING MEMBER

PS: "You cannot plough a field by turning it over in your mind - Actions speak louder than thoughts."



### SURGE IN EXPORT SALES TO SUB-SAHARAN AFRICA

Falcon's exports to countries in Africa are improving at a steady rate and the number of countries involved is also increasing. Over the past year machines have been shipped to Kenya, Malawi, Namibia, Swaziland, Uganda, Zambia and Zimbabwe. A wide range of equipment is exported including Falcon Slashers, Haymakers®, Rotorvators and even Rotasled golf course mowers to Kenya and Uganda. One very important order was for 23 Falcon Limespreaders for Malawi. The new range of mouldboard ploughs is also proving popular, particularly in Swaziland.



Falcon Limespreaders loaded for export to Malawi



## IMPROVED EXPOSURE FOR FALCON

Recent marketing activities for the Falcon brand have included a strong presence at both NAMPO (Bothaville) and the Royal Agricultural Show (Pietermaritzburg). Falcon had its own stand at NAMPO and also participated in a promotion with Grain SA. Grain SA was keen to confirm the details on their farmer database and so e-mailed and SMSed each one, asking them to visit the Grain SA stand. A lucky draw then resulted in Japie Smit winning a R20 000 Falcon Slasher. Our presence at Royal was courtesy of our dealers in the area, including Mascor and Barlow World. Falcon also sponsored the main equestrian event at the Royal Show, the FEI World Cup Qualifier.

The Falcon team has been very busy updating the marketing materials and the result is that the new slasher, mulcher and haymaking equipment brochures will be ready for distribution in August. The brochures provide information on the brand, the construction process as well as the models in each product group.

The Falcon website [www.falconequipment.co.za](http://www.falconequipment.co.za) and [www.falconequipment.com](http://www.falconequipment.com) went live in July. The site has been designed with the objective of being a resource to dealers and farmers. Apart from information on the company, its products and services, you can download brochures, the latest price list, Rotary Cutter Manual as well as the Falcon Focus. We are also setting up a Frequently Asked Questions section and would like to ask you to let us have those questions you would like answered. If you have any feedback at all, we would really like to hear from you so e-mail us on [info@falquip.co.za](mailto:info@falquip.co.za).



(Left to Right) Koos Du Plessis, Public Relations Chairman for Grain SA, The winner of the F50/150/4, Japie Smit, James Buchanan, Regional Sales Manager for Falcon and Amelia McDonald, Public Relations Manager for Grain SA

## YOUR NEED IS OUR CHALLENGE

"I need that machine tomorrow," or "See what you can do", are two expressions that our internal sales team hear on a daily basis and it is Falcon's philosophy that we should always try to assist you with your specific needs.

It is our objective to deliver equipment to the 300 dealers distributed throughout South Africa, as well as dealers across our border, in 7 - 10 working days. As the dealers are spread all over the country, we try to accumulate loads that are destined for a particular area. In this way, we are looking to be cost effective as well as ensuring that the correct route is taken. Falcon uses a local transporter, SKN, to do most of our deliveries. The SKN employees are trained to advise and assist with the loading of the machinery to ensure that the farmer receives the equipment without scratches or other damages.



Falcon machines load for delivery to dealers

Where a machine is required urgently and is available at our factory, we can arrange delivery through Sun Couriers. However, in this case, the dealer will be liable for the payment difference between our normal contractor's tariff and that of the courier service.

In the unfortunate event that a problem does occur with a delivery, we will do our best to keep you up to date with the situation and any changes. Where possible, alternative plans will be made to get the equipment to you as quickly as possible.

It is a requirement that dealers are equipped with offloading facilities, but where this is not the case alternative plans can be made. The benefit of having the offloading facilities is that with your help, we can ensure that your and our next load will be delivered on time. Our being on time is in everyone's interests and ultimately that of the customer who is waiting for that urgent delivery. FALCON WORKS FOR YOU!

## A "BIRDS" EYE VIEW OF NAMPO

Whether you're a farmer, an agricultural dealer or an agricultural manufacturer, you must have, at one time or another, attended or heard of NAMPO, the biggest Agricultural Show in the Southern hemisphere. There is also no doubt in my mind that this show has been predominately for our male counterparts and only in recent years have they allowed us to become involved in one way or another.

The company invited myself and our marketing consultant, Karren Hodgkins, to join them. We were, of course, the perfect two women to invite as we had arranged the marketing material and much of the logistics. It was important for us to see just how our hard work had paid off. And, of course, we were also the perfect candidates to scrutinise and "compare" our marketing ideas with those evident on the show, it was an opportunity to see and learn from others.

After a rather grueling six hour trip wedged between two larger male colleagues, in the back of a double cab bakkie, I finally arrived at NAMPO. I could not believe that this landmark expo was hosted in such a remote part of the Free State. But there it was and there we were! To my surprise, I noted there were "aeroplane parking facilities." While I come from a large city, this was a novelty. The farming community was using aeroplanes to get to the show. (Definitely an improvement on the back seat of the double cab stuck between 2 large okes!)



Jolene Klaasen experiences NAMPO

Once inside the show grounds I have to admit I was extremely impressed at how large this show is and of course at how well this show is supported by both the exhibitors and the public. Karren and I spent the rest of the afternoon walking around discussing all the important issues that need to be covered when visiting a show of this nature; the colours of the machines, the quality of the labels, the display positions of machines, the size and quality of the flags, the brochure designs, the promptness of the service... and the great tasting jaffles.

During one visit to a very large and professional stand, we were advised by one of the male sale professionals that it was very evident we were not farmers as we stuck out like sore thumbs in our jeans, takkies and T-shirts. Apparently, this show is a dress up event, not a dress down one. So, for the rest of the afternoon, (in between visiting the show stands) we eyed our Free State counterparts and are still debating the truth of the remark. (Women to the bitter end!)

On a more serious note, I would sum-up my experience of NAMPO, as one where I got to learn a great deal more about the agricultural community and their requirements. One point I can make with confidence is that I am very proud to be part of a dynamic and exciting company like Falcon, with a great sales team who give excellent service to all our prospective customers at this show. (In all honesty, no other company could measure up in this area.) Well Done Falcon!! (PS: Karren and I look forward to dressing up next year- so we will officially be 'under cover').

## THE FARMER REPORTS BACK ON THE FALCON FIELDMULCHER™

This article is based on feedback from eight farmers who have been working with the Falcon Fieldmulcher™ in the Tsitsikama and Alexandria districts of South Africa.

The conditions under which the Fieldmulcher™ was used varied, eg. the total cows milked daily ranged from 180 and 1000 and the size of the dry land and irrigated fields was anywhere from 100ha and 600ha. As a result of the varying soils and rainfall patterns in the different areas, it was not possible to calculate the number of animals grazing per hectare,

Four of the farmers cut 3 to 4 times per year, whereas the others cut after each grazing, on fields that were being irrigated. On the dry lands, the farmers may cut only once a year, depending on the weather. The reason for this is the slower growth rate of Kikuyu on dry lands with the soil type and rainfall playing a big part in pasture management.

The size of the pastures does not determine the number of cuts or the total number of machines used by farmers. There is also no obvious reason as to why some farmers have purchased two mulchers as opposed to one. It could possibly be the speed of operation of the mulching process. The fact that the farmers that have one fieldmulcher are considering purchasing a second one, seems to support this notion. But we also have to take into account that previously, slashers were used, which could cut at a much faster rate and have created a certain expectation regarding the time it should take to complete the cutting.

The cutting height was between 50 mm and 75mm irrespective of whether the lands were irrigated or dry.

All the farmers agreed that to use a Falcon Fieldmulcher™ is more cost effective than to use the shredder type mulchers.

Although not confirmed by all the farmers interviewed, it seems that, where the mulcher was not used after each grazing, the milk production declined. The opposite was also true in that if the mulcher was reintroduced, the milk production increased. In our minds this is a clear indication that using the Falcon Fieldmulcher™ in the pasture management system does improve the quality of the grass and that it is better to cut after each grazing.

A quote from a farmer in the Tsitsikama area is very encouraging, "I can't see any pasture farmer farming without one of these Falcon Fieldmulchers™. It's a must have"

Every farmer that was interviewed about the Falcon Fieldmulcher™ indicated that they would recommend this machine to their neighbours and that even farmer's planting Stargrass and K11 could use the Falcon Fieldmulcher™ successfully.



A Falcon Fieldmulcher™ at work in the field

## STAFF NEWS



Julie Veldman, Falcon's Financial Controller

We said a sad farewell to our Financial Controller, Janette Mclelland, at the end of April 2004 but are happy to welcome Julie Veldman to this position.

Julie was raised on a farm outside Glencoe in Northern Natal. She completed her schooling in Dundee and other than working for a manufacturing company in Hattingspruit, has spent most of her career with a firm of Chartered Accountants, in Dundee.

Julie is married, to Wimpie, and has a son, Dylan, in Grade 11. Julie says she is privileged to be working at Falcon and is grateful to everyone for their patience, friendliness and support.

We wish Julie everything of the best in her new position and are confident she will continue to run our Admin department efficiently.

## Project Literacy

As we have been very busy over the last few months, the Falcon staff has had to work longer hours and weekends, to try and keep on top of the work load. When the staff is as committed as our Factory Staff, we feel it is only fair to reward them in one way or another.

So we chose the date that South Africa won the soccer bid to have an afternoon of staff soccer followed by a braai. Each staff member was thrilled to receive the gift of a soccer ball for their commitment and hard work.



Falcon staff celebrating FIFA World Cup 2010, with their gifts of soccer balls

## REGIONAL SALES MANAGERS ALWAYS ON CALL



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WEB: [www.falconequipment.co.za](http://www.falconequipment.co.za)

In the unlikely event that you have a problem with a Falcon machine, don't forget that a Regional Sales Manager is on hand to help you. He will also assist you in organising demonstrations and promotions at shows.

Limpopo Province, Mpumalanga Highveld, North West Province and the rest of Gauteng

**Dirk Potgieter 082 443 5916**

Northern and Western Freestate, North West Province and Central Gauteng

**Blackie Swart 082 560 2266**

KwaZulu-Natal, Swaziland, Eastern and Southern Freestate and Mpumalanga Lowveld

**Clinton Diedericks 082 458 6243**

Western, Eastern and Northern Provinces

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