



MASSEY FERGUSON



by Maryna Steyn

Massey Ferguson: Mechanisation that makes economic sense

Massey Ferguson tractors offer three important benefits to the farmer: excellent fuel economy, technologically advanced performance, and after sales service that builds real relationships. This is precisely why farmers like the Wiggill family rely on these red tractors, again and again.

Cliffed Wiggill farms with his father, Clive, between Vivo and Alldays in the far north of South Africa. They farm with potatoes and butternuts which they supply to two of the large chain store groups. Cliffed's wife, Theresa, handles the farm's financial affairs.

Clive and his wife Marietjie bought the farm in 1992. At first it was just a cattle farm, but they slowly expanded it to include crops. They also have a small wildlife section. There are now three generations living on the farm.

"I am privileged that I was able to grow up on the farm," says Cliffed. "It is a privilege to be close to nature and be exposed to it." These days he manages most of the farming as his father, who is now in his seventies, is starting to retire.

"Age has started to catch up with me now," says Clive. "So, my son is taking over. I'm just a helping hand for him to give advice."

Massey Ferguson people all the way

The Wiggill family has come a long way with Massey Ferguson — from the first Massey Ferguson 135 that was used

to transport tomatoes, to now where there are several tractors on the yard.

Cliffed plants about 300 hectares of potatoes under irrigation; three times a year. Butternuts are planted in the summer from December to March. Every four to five years the potatoes are alternated with sorghum.

To make all of this possible, the farm needs reliable tractors that can work hard and consume little fuel. The Massey Ferguson tractors are mainly used for tilling. There are two MF 8737 tractors.

"When we prepare the field, one tractor takes the ripper through. The other one runs after it with the high-speed disc cultivator," explains Cliffed. "Then we also have an MF 7720 which forms the seed bed for the potatoes. The MF 6711R is used to plant the potatoes and butternuts." For the potatoes they use a Grimme 3-row planter and for the other crops an MF 555 seed drill.

"The big tractors (MF 8737's) are very economical for us. The fuel consumption is great," says Clive.

"The MF 7720 is optimised for seed bed formation using MF Connect and all the tractors are consistently fuel efficient," Cliffed elaborates. "For me, Massey Ferguson is the best value for money," he says. "Firstly, the MF 8737 is a large 370 horsepower tractor, so not every manufacturer has a tractor of that calibre. Not every manufacturer offers, like Massey Ferguson, this quality equipment within an affordable price

range. Therefore, these tractors offer value for money. It is also technologically well advanced."

For the Wiggill men, it is clear that Massey Ferguson is going from strength to strength. "Their tractors are being expanded all the time and they are constantly developing new technology," adds Cliffed. The result of the advanced MF technology is visible in their farming practices.

"In my day we did not have all this technology," Clive remembers. "But the younger generation grew up with the stuff. One should not be left behind in farming, you have to keep up with technological developments, because



Whether it is time for ploughing or harvesting, the MF 8737 is hard at work in the potato fields all year round.



Tractor Field Service's team of dedicated people provides first-class service – from sales to long after.

it only makes farming management easier for you."

According to Clive, it is difficult to catch up once you have lost track of technological advances in farming.

The Wiggills have also acquired and worked with other types of tractors, but now they can truly say that Massey Ferguson's are perfect for their farming needs.

Tractor Field Services at your service with Massey Ferguson

Tractor Field Services (TFS) is the northernmost tractor dealer in South Africa, based in Louis Trichardt. This dealer serves the north of Limpopo which also includes the Wiggill family's farm. They currently employ four mechanics. TFS also offers operator training.

George Fogwell senior, owner of TFS, has come a long way with the Wiggill farm. He has been servicing Clive's tractors since before TFS existed. "When Clive still had MF 165 and 135 tractors, I fixed them for him. It was in 1994," says George senior.

His son, George Fogwell junior, also



George Fogwell senior, owner of Tractor Field service, with his son, George junior, who is now taking over the reins of the business.

became involved in the business and nowadays fills his father's shoes. "My father taught me that service is everything, not tractor sales. Because service brings respect from the customer and if a man sees you are working hard to satisfy him and keep his equipment in good condition, it makes him happy. Then he will continue to use your service. The effort you put in builds the relationship."

Clived believes that great customer service and good human relations go hand in hand. "George is very good, I could not wish for better. His after sales service is always top notch. You can even call him on a Saturday, and he answers his phone."

Clive believes the most important part of purchasing a tractor is to choose a make whose after-sales service speaks of just as much quality as the mechanical craftsmanship. "The after-service is more important than the product," he elaborates. The product must be good, but without excellent service you cannot grow.

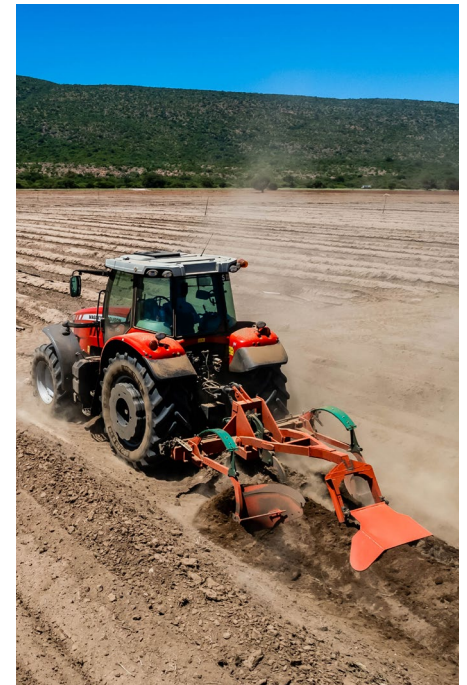
"Clive is meticulous about quality," George senior also testifies. "Everything, from trucks to tractors, runs



Clive and Cliffed Wiggill, father and son, farm near Alldays in the far north of the country. With Massey Ferguson as a partner, the success of their potato farming is possible.

smoothly on his farm," he says. It makes sense that the Wiggills and TFS are partners in business.

In the future, Cliffed wants to expand and modernise their farm even more and farm more productively — and TFS and Massey Ferguson are without a doubt on his side!



The MF 7720 is used to form ridges for the potatoes.

Watch this video on **YouTube**

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Contact Tractor Field Service at (+27)83-415-3076, or send an email to maseyfergusonltd@gmail.com. You can also visit their website at <https://tractorfieldservices.co.za>.

Locate your nearest Massey Ferguson dealer by visiting the website at www.maseyferguson.co.za.