

Latest Massey Ferguson, Fendt products on display

AGCO's display at Nampo 2023 included a range of breakthrough products. The focus was the unveiling of Massey Ferguson equipment new to the Southern African Development Community, including an upgraded self-propelled sprayer, and a new MF combine harvester.

Both low-horsepower (LHP) and high-horsepower (HHP) tractors were on display, including a specialised orchard model. In the LHP segment, the MF 4700, MF 5700 and the MF 6700 series took centre stage. With this straightforward and dependable tractor range, Massey Ferguson has taken the concept of the sub-97kW tractor and re-engineered it from the ground up to meet the needs of present and future farming.

A full fleet of Fendt tractors was also on display. AGCO's hi-tech

Fuse Smart Farming solution had a dedicated space within the AGCO building. Fuse Smart Farming is an open platform consolidating the broader developments in agricultural technology, allowing farmers to take their operations to new levels of productivity and efficiency while conserving resources for generations to come.

AGCO Connect allows machine data to be used to make informed operational decisions about equipment performance and preventative maintenance.

MF Connect comes standard with a five-year free subscription on all new purchases of a new MF 8700 S model and as an optional extra for the MF 7700 S Models. Fendt Connect is standard on all machines.

This service gives you the advantage of the following:

- Real-time monitoring of the status of your tractor.
- Notifications of upcoming services.
- Early detection of faults and preventive maintenance.
- Fully connected to your Fendt dealership so it can keep tabs on your equipment.

"Nampo is an important platform for us to showcase our commitment to the local agricultural community, introduce the latest technology to increase productivity and efficiency for farmers.

"It shows that our offering and investment in the agricultural market is significant, future-focused and speaks to our organisational strategy to connect with our customers in a more dignified and meaningful manner," said Dr Dominik Reus, managing director, Africa, at AGCO.