

VALTRA TEAM

VALTRA

+ User experience
**Convinced by
the reliability of
Valtra Tractors**

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+ N Series
**Great design
earns awards**

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+ Valtra in Africa
**Rapid
mechanisation
of agriculture**

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Unlimited Studio

ONE IN TEN VALTRAS CUSTOMISED

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EDITORIAL



Despite the recent downturn of tractor sales throughout the UK and Ireland we at Valtra feel that we are more than holding our own, gradually, but steadily, increasing our market penetration. After all just 20 years ago Valtra (then Valmet) UK and Irish sales were near enough zero!

A leading reason for our current position has been the introduction of T4 and N4 models. T4 lead the charge after its introduction a couple of years ago. Our dealers liked the changes and after several days of extended trials it became obvious the British and Irish press felt the same. A year later we introduced N4 models including, the N174 which, at 185 hp (136 kW), is the most powerful four cylinder tractor model on the world market. T4 and N4 series tractors continue to grow in popularity.

This magazine, Valtra Team, keeps you up to date with the latest technical developments and user stories. If you feel you are doing something different and are willing to talk about it please let us know. (UKSales@agcocorp.com) This request is definitely not limited to agriculture but to all tractor users throughout the UK and Ireland. We look forward to hearing from you.

Mark Broom
NATIONAL SALES MANAGER



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VALTRA IN AFRICA



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ASR OPTIMISES WHEELSPIN

One would think that less wheelslip means better traction. However, when it comes to tractors, somewhere between 20 and 30 percent wheelslip usually achieves best combination of pulling power and fuel consumption. If fuel consumption is not an issue, then the highest pulling power is achieved with up to 50 percent wheelslip.

Automatic Slip Regulation (ASR) is a standard feature found on N and T Series Direct models and an option on Versu models that automatically regulates wheelslip. The system measures the wheel speed of the wheels and compares this to the ground speed as measured by a radar and other variables. If the system detects too much

wheelslip, it automatically reduces engine revs.

Wheelslip limits can be set to one of five levels ranging from 1 to 5. The highest setting (5) is recommended to begin with, reducing engine revs only when high levels of wheelslip are detected. The driver can then gradually work his way down the settings until the system begins to react too sensitively. Selecting the next highest setting will then ensure that the ASR is at the optimal level.

The lowest setting (1) is suitable for very slippery conditions, such as on icy roads, while the highest setting (5) is ideal for heavy mud. Settings 2 and 3 are suitable for most field tasks. •

www.valtra.co.uk



ASR
20-30%

NEWS



The Valtra N Series claims two awards at Agritechnica: Machine of the Year 2016 and Golden Tractor for Design 2016.

N SERIES CLAIMS TWO PRESTIGIOUS AWARDS AT AGRITECHNICA

The fourth generation N Series won two major awards at the Agritechnica agricultural trade fair in Hanover, Germany, last November.

The N Series was named “Machine of the Year 2016” in the Standard Tractor category by a jury consisting of independent agricultural journalists from sixteen European trade magazines. The Machine of the Year competition is organised in collaboration with Terre-net from France and the DLV agricultural magazine from Germany and has been held since 1997.

The N174 Versu model in turn won the “Golden Tractor for Design 2016” award. The jury of 24 independent agricultural journalists, each representing a different European country, praised the Valtra N Series for its “modern, dynamic, compact and cool look”. The design award recognises not only the quality of a tractor’s appearance but also its usability, ergonomics, comfort and other factors that enhance productivity. •



MACHINE OF THE YEAR 2016



T234 WINS RED DOT DESIGN AWARD

The Valtra T234 has won the prestigious international Red Dot Design Award in the product design category. Altogether 5214 products from 57 countries were entered in this year’s competition.

The Red Dot Design Award has been presented since 1954 in Essen, Germany. The jury comprises 40 independent design industry professionals from around the world.



reddot award 2016
winner

SWEDISH AIR FORCE PURCHASES 37 VALTRA TRACTORS

The Swedish Air Force has placed an order for seven N Series tractors and plans to order an additional 30 units. The tractors will be used for snowploughing, mowing and similar maintenance tasks.

The tractors will be fitted with all the equipment needed by the Swedish Air Force on the assembly line and in the Unlimited Studio in Suolahti, Finland. The tractors will be painted the same grey colour as the air force’s fighter jets. They will be delivered and serviced by Lantmännen, the official Valtra importer and dealer in Sweden.

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Valtra is a worldwide brand of AGCO

Valtra's 4th Generation

AN IMPORTANT PART OF SEVERAL HAPPY DAYS

Valtra tractors are taking an important part in the course of true love. In June 2015 Valtra owner's daughter **Sarah Preston** was taken to All Hallows church in the village of Rowton, Shropshire to marry **Rupert Stafford** in her father's T194 Direct. **Bill**, a long time Valtra owner was the first person in the UK and Ireland to order a new T4 from local dealer Edwards and Farmer.

In July 2015 **Jess Bookham** married **Sam Gubbin** at St Juliot's Church near Boscastle, Cornwall travelling in **Alan Snow's** Valtra demonstration

T194 Versu. Continuing the tractor theme at the reception the 4 section cake topped by a model Valtra Valmet 6550 was made by family friend **Vicki**.

Valtra's demonstration T234 Versu was also in action a month later in August at the wedding of **Richard Tipton** and **Helen Morgan**. The Groom arrived with his son James on the Valtra to the 17 century church of St John the Baptist at Great Bolas. Richard works on a Shropshire dairy farm and the couple were also treated to a cake made **Sarah** and **Gareth Jones** featuring the dairy cow theme

with an old fashioned milk churn.

And finally, when **Helen** and **Mathew Ingram** were married last summer Helen approached **Dan Hurford** at H Curtis and Sons to see if she and Mathew could borrow a tractor as a wedding car. As Helen said, "I have always said the Valtra was a sexy piece of machinery and thought how great it would be to have one as our wedding car. Guests had a real shock when they saw it standing dressed with white ribbon outside the church." •



Jess and Sam after their wedding with Alan Snow's demonstration T194. A rather different four tier cake with Valtra Valmet 6550 at Jess and Sam's wedding last summer.



Rupert and Sarah Stafford after their wedding with Sarah's father, Bill Preston's T194.



Helen and Mathew with Curtis's metallic blue Valtra T234 Versu on their wedding day.



Richard and Helen Tipton with Gareth and Sarah Jones after their wedding in Shropshire. Richard and Helen cut the cake made by Sarah Jones and iced by Gareth.

World's fastest tractor displayed at Agritechnica

UNLIMITED STUDIO TRANSFO

When a tractor rolls off the assembly line and is sent to the Unlimited Studio, it undergoes a complete transformation. The team of experts in the Unlimited Studio don't just fit options and equipment to tractors; they design them, test them, source parts, install them and document the entire work process to ensure that everything is legal and compatible with the tractor's other equipment and that spare parts will be available also in the future. Three of the seven team members are mechanics, while four work in the office.

Last autumn, for example, the Unlimited Studio created a new version of the T174 Active tractor that four-time World Rally Champion Juha Kankkunen used to set a new world speed record for tractors earlier in the year: 130.165 km/h. The replica was ordered for the Agritechnica agricultural trade fair in Germany last November.

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

"One of the requests for the rally tractor was a bucket seat, but this was incompatible with the high-tech armrest."



RMS TRACTORS



1 Petri Loukiala, head of the Unlimited Studio, works with designer Tomi Hänninen, Paavo Nousiainen (purchasing and documentation) and supervisor Jarno Krapu on the interior materials for the new tractor. The brainstorming began back in June 2015 together with Valtra's marketing department and the German sales company. Some ideas, such as a racing-style bucket seat, had to be discarded due to incompatibility problems, but the design process also led to many new ideas and further refinements to original plans.

2 When it came off the assembly line, the T174 Active was already in a white metallic livery and fitted with a passenger seat, cool box and high-end stereo. The Unlimited Studio was given around a month to complete the project.

3 All of the body panels and interior fittings were removed, leaving a stripped tractor to work on.

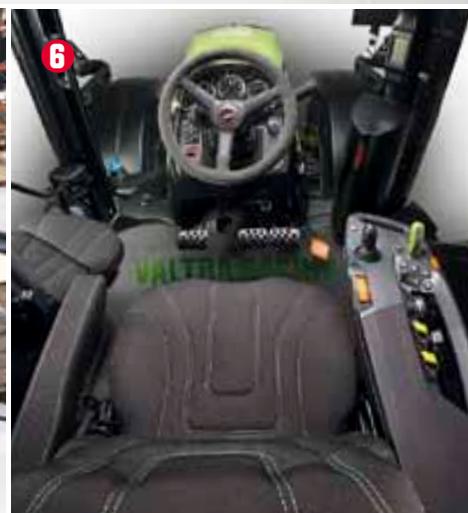
4 The original factory-fitted tyres were exchanged for the same type of Nokian Hakkapeliitta winter tyres that were used when setting the world speed record. The wheels were painted green on the inside and black with green striping on the outside.

5 Graphics are a key part of the final design. The two-tone graphics were applied to the engine cover, roof and rear mudguards by specialists, making it look as if the design had been painted onto the tractor. In fact, the graphics can be removed, leaving only the original metallic white paint.

6 The interior was completely redesigned: The cab was reupholstered and hard surfaces given a carbon-fibre look. This process involved dipping the parts into a liquid and removing them slowly so that the carbon-fibre film on the surface of the liquid sticks to them. Other design highlights include a racing steering wheel, perforated pedals and green lights under the hood.

7 The tractor was completed one week before the start of Agritechnica. The total build time in the Unlimited Studio amounted to around two weeks in man hours. The replica of the world speed record holder was transported to Hanover, Germany, by truck along with the other tractors destined for the Valtra stand.

8 The replica was one of the most photographed tractors at Agritechnica, which attracted 451,000 visitors and 1400 media representatives. According to the team on the Valtra stand, just about everyone who climbed up into the cab gasped with amazement and said "Wow!"



5



Last year the Unlimited Studio completed 652 tractors that were delivered to 20 different countries.

7



8



ONE IN TEN TRACTORS ARE CUSTOMISED IN THE UNLIMITED STUDIO

Almost ten percent of all new Valtra tractors manufactured in Suolahti are sent to the Unlimited Studio for further customisation. Basically, the Unlimited Studio continues where Valtra's already comprehensive list of options ends. The Unlimited Studio promises to fulfil all the wishes that customers may have for their new tractors so long as they are technically feasible and legally compliant.

"Visual enhancements, such as graphics, special paint jobs and customised interiors, are very popular. Sometimes they are requested for very pragmatic reasons, such as by contractors who want a particular safety colour or by military customers who need camouflage," explains **Petri Loukiala**, head of the Unlimited Studio.

Other popular refinements include changes to the hydraulics, forestry equipment, specialty contracting equipment such as graders and front linkages, auxiliary lights, heaters and even breath alcohol ignition interlocks. One customer wanted customised steps to prevent his dog from getting its paws stuck between the steps. The Unlimited Studio team found a solution to this problem too.

"Even though the Unlimited Studio has existed for only a few years, we have experienced tremendous growth. Last year we completed 652 tractors. In our first year we delivered tractors only to Finland, but these days they go all over the world," Loukiala adds.

Tractors customised by the Unlimited Studio differ from other customisations in that all the options have the same warranty as the tractors themselves, they are fully compatible, and they are all documented, allowing spare parts to be ordered in the future using the tractor's serial number.

The Unlimited Studio moved into new and larger facilities last autumn, allowing it to handle more than a dozen tractors at a time. The new studio has six lifts, an engineering workshop, a small paint shop for parts, and an additional workshop for making hydraulic hoses. The new facilities also make it easier to welcome visiting customers. •



Tommy Clark with driver Craig Robertson.

WORKING HARD IN THE BORDERS

Valtra T Series joins the fleet in the North of England.

TEXT AND PHOTO ROGER THOMAS

Kershesters is part of the extensive Roxburghe estate, a 360 hectare mixed farm with beef and cereals run by father and son partnership **James** and **Tommy Clark**. Located just a couple of miles from the border between England and Scotland above the River Tweed, the predominantly north-facing land ranges in altitude

from 150 to 500 feet above sea level with a mix of clay and sandy loams.

“The north-facing aspect does make a difference,” comments Tommy Clark. “We can look across the valley and see what our neighbours are up to and know that in several days we will have to be doing the same!”

The Clarks are currently culti-

vating 400 acres of winter wheat, 150 acres each of oilseed rape and spring barley, and 50 acres of beans. Wheat yields an average of 9.5 tonnes per hectare, spring barley 6.5 tonnes, beans 5 tonnes and OSR 4.5 tonnes. The remaining 130 or so acres are made up of grass, mostly leys, some for silage or grazing by the beef herd that consists of 90 single suckler cows, mostly Aberdeen Angus cross.

The farm also has around 50 acres of permanent grass on difficult land. Cows are put to an Angus or Simental bull depending on blood line and conformation. Forty of the cows and progeny spend the summer on the Cheviot Hills, and for the last 50 years the farm has bought in 40 six-month-old stores from a single supplier in Argyll in the West of Scotland, although this may change in the future with more cows joining the herd permanently. All calves are finished or retained for breeding, while bulls are left entire and sent to the abattoir on a deadweight basis.

Silage is currently made in the clamp, which may need serious renovation, so baled silage an alternative. Currently the farm cuts the silage grass, while a contractor comes in with a forage harvester and trailers that are hauled by the farm’s tractors. The farm operates a McHale round baler for cereal straw for farm needs and for sale, so a move to baled silage would not be a great change.

Interestingly the farm operates a 195 kW Glenfarrow biomass boiler that supplies hot water for all the farm’s houses and the workshop.

“The telehandler is in daily use, so pushing a bale or two into the boiler is no real hardship. The boiler is also a good use for baled OSR straw,” adds Tommy Clark.

Valtra T234 Versu from the local dealer

Before 2015 Kershesters had not run a Valtra tractor, but in that year the



Kerchesters' Valtra T234 driven by Craig Robertson planting spring barley.



Driver Craig Robertson finds all the operating controls come easily to hand, making life in the cab for long periods much, much more comfortable

farm's main tractor proved unreliable – a situation that could not be tolerated. James and Tommy Clark, together with driver **Craig Robertson** looked at several contenders before opting for a 230-horsepower Valtra T234 Versu. The new Valtra joins four other tractors on the fleet, two of which hardly leave the yard.

"We've a 22-year-old and a 40-year-old tractor that are mostly used for feeding and other work inside sheds with limited headroom. Modern field tractors are simply too tall for our older buildings. They also come with features we honestly don't need. This all adds to the price in terms of both purchase and maintenance," Tommy explains.

A glance into the machinery shed reveals that most field work is undertaken by Tommy and Craig with occasional help from the semi-retired James. Alongside the tractors and telehandler, the farm has its own combine and 24-metre self-propelled sprayer. The main implements include a five-furrow plough, a 4-metre cultivator and a 4-metre drill with an old power harrow drill for difficult conditions.

"Autumn-sown crops are usually planted using a minimum-till system while we tend to plough for spring-sown crops. Additionally we operate

a fertiliser spreader and variable-chamber round baler," Tommy tells us.

Such a comprehensive line up of equipment does not leave much for outside contractors, just the forage harvesting and some hedge trimming.

"This is one of the reasons we shortlisted Valtra. The tractor may have an excellent reputation for reliability, but in the event of a hiccup we know we can turn to the dealer, Kelso Harvesters. You can pretty much see their depot from our yard – they're reliable and handy."

Precision farming at Kerchesters

Driver Craig enjoys operating the T234. He's found that all the controls come easily to hand.

"Driving a demonstration machine is one thing, but sitting in the cab for long periods day in, day out is quite another matter – especially once you start to get tired. The cab is large, so there's plenty of space. We also specified the tractor with AutoSteer readiness and installed our existing terminal; it makes long days less tiring," Craig admits.

Precision farming is important at Kerchesters. Tommy Clark was an early convert to yield mapping.

"We sourced and retrofitted a second-hand yield monitor 15 years

ago. The collected data is used to accurately place fertiliser and target where field drainage is required. This year we are experimenting with variable seed rates when planting, so we can put a bit more seed down in the heavy areas compared to areas where conditions are ideal," Tommy says.

Once the crop has matured, the combine continually monitors yields with grain going over a continuous flow drier capable of 22 tonnes per hour before being held in the 2200-tonne storage facility. Feed grain is stored in a 180-tonne moist grain tower.

"We aim for a high-quality crop, with wheat for seed, distilling, or biscuit flour and the barley for malting. The beans are exported for human consumption and OSR for oil, while some of the rapeseed meal is bought back as cattle feed," Tommy adds. •

Good design also means usability

N AND T SERIES EARN AWARDS FOR DESIGN

When the Valtra engineering team set out to design the fourth generation N Series, it wanted to create the world's most powerful four-cylinder tractor while retaining its excellent agility. The design team backed this up, and the end result was a great success. The new N Series has proven popular among customers and earned numerous awards.

TEXT TOMMI PITENIUS PHOTO TOMMI PITENIUS AND KIMMO WIHINEN

Valtra's new T Series was presented this spring with the prestigious Red Dot Design Award in the product design category. The new N Series in turn claimed the Golden Tractor for Design award at the Agritechnica agricultural trade fair in Hanover, Germany, in November. The jury comprised 24 European agricultural journalists, who named the new N Series the best designed tractor of the year.

"The fourth generation N Series is closely related to the latest T Series. They share the same basic cab, but the mudguards and exhaust pipes are different. In addition, the cab on the new N Series is slightly lower and further back," explains **Kimmo Wihinen**, Head of Design at Valtra.

The N Series was designed especially for use in farmyards, forests and built-up areas, so its external dimensions are smaller than those of the T Series, which is mostly used for heavy field work. For the same reason, outward visibility was a pri-

ority with the N Series, and this has been achieved in part by giving it a compact bonnet and nose.

Ergonomics, functionality and smart features

Valtra's industrial designers were not only concerned with how the new tractor looked – in fact, this was only a small part of their work. More attention was paid instead to practicality, quality, safety, serviceability, ergonomics, usability and productivity.

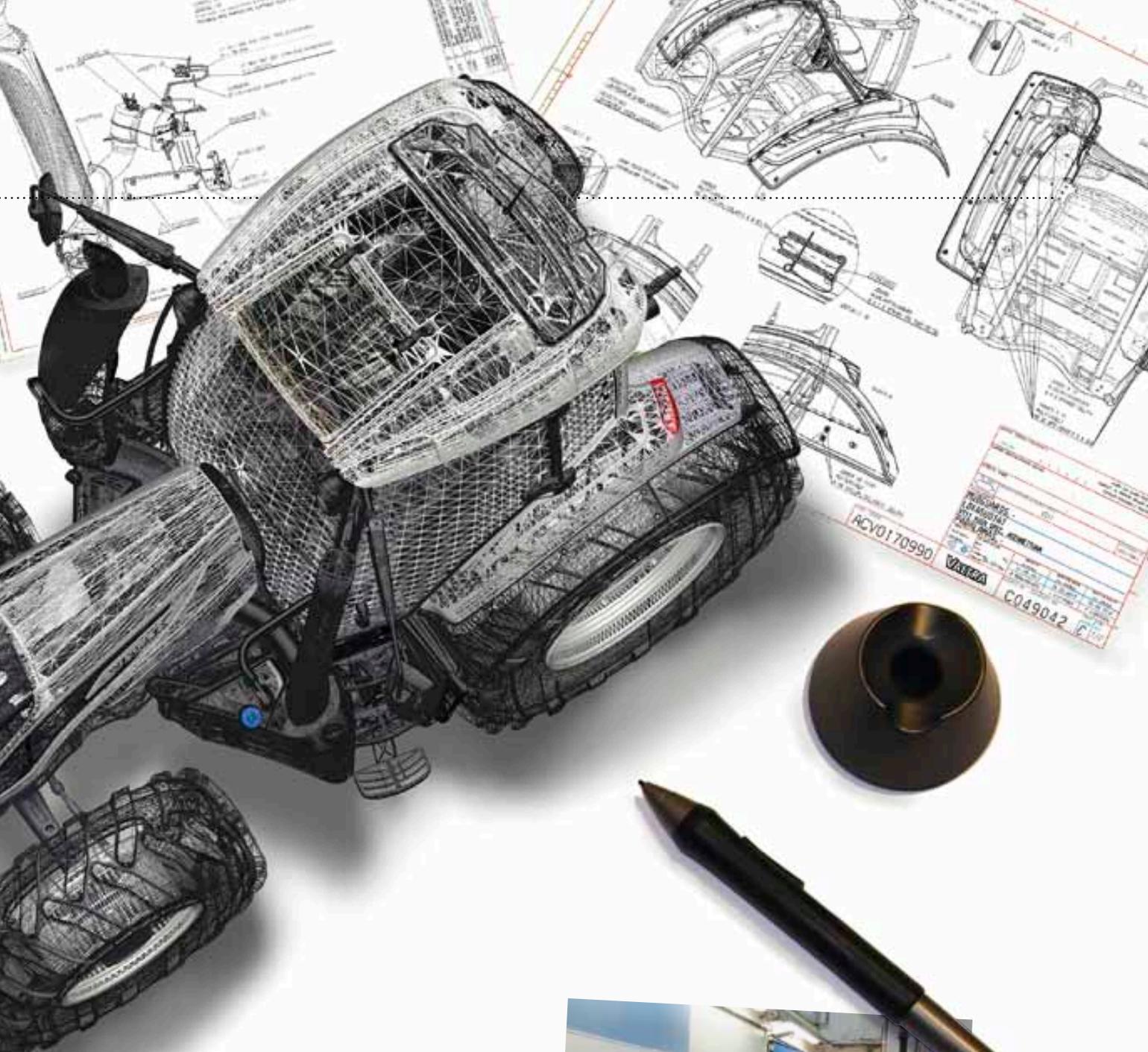
"For example, the pillar-mounted air intake was designed to take in cleaner and cooler air from the side of the cab instead of from above the engine. This solution puts less load on the engine, which in turn reduces noise from the fans and fuel consumption. Such design details have a big impact on how the tractor performs," Wihinen points out.

Another great design detail is the flashlight integrated into the B pillar, available with the auxiliary lighting package. This serves as a cab light when fixed in place, but the driver

can also detach it and use it like a normal flashlight. The design solution has three obvious benefits: it makes sure that a flashlight is always onboard, it provides a handy place to keep it, and it recharges the flashlight when it is stored and used as a cab light. The flashlight also features a magnetic attachment, so it fixes to any metallic surface to free up the driver's hands. If for some reason a metallic surface is not available, the flashlight is easy to stand up thanks to its flat surfaces.

Expensive tools, affordable parts

Design has big influence not only on a tractor's features and performance, but also on the efficiency of the manu-

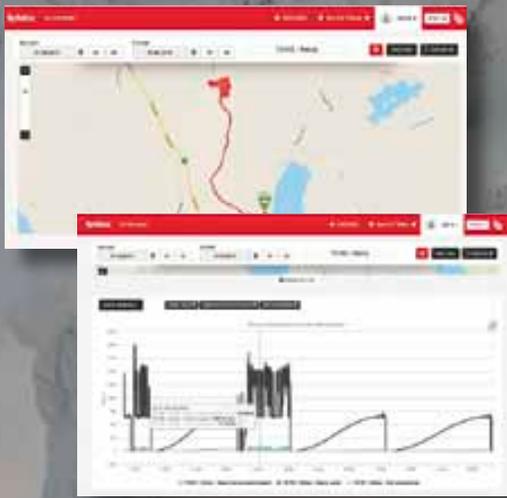


facturing process. For example, the new rear mudguards now feature a one-piece integrated design, which prevents mud from accumulating on the inside and makes them both easier to produce and smart looking. However, the tooling costs for creating the moulds are higher.

“The brand new cab frame uses many more moulded parts than previously, but at the same time the actual number of parts and welded seams has been reduced. As a result, it takes around 40 percent less time to manufacture the cab frame. The dimensions are also much more precise now, and the overall structure is more robust,” Wihinen adds. •



Kimmo Wihinen, Turkka Heiska and Arto Riimala are excited about their design work, which requires not only advanced CAD software but also a lot of creative handwork and model building.



The Valtra Smart user interface is extremely straightforward and easy to use.



Statistics 01.01.2015 00:00 - 31.03.2015 16:00	
Total fuel used	1,238 l
Average fuel consumption	7.39 l/h
Average utilized engine consumption	8.29 l/h
Distance	171 km

Access tractor data from your phone or computer

VALTRA SMART INTRODUCES REMOTE TELEMATICS TO TRACTORS

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

Valtra Smart revolutionises remote telematics for tractors, both in terms of cost effectiveness and ease of use. A small device is fitted to the tractor that gathers data from the CAN bus and sends it to a cloud service that the customer can then access. Installing the system is very simple and takes around an hour by an authorised Valtra technician, but it can also be installed by customer themselves.

“You may have read about advanced services like Valtra Smart before, but now we have made remote

telematics accessible to everyone, and even on older tractors. People assume that these services cost thousands of euros, but in fact Valtra Smart is available for just a few hundred euros,” says **Jyrki Hyyrönmäki**, head of the Valtra Smart services.

The device was designed for fourth generation Valtra tractors and provides around 50 pieces of information for customers and over a hundred different signals for service technicians. The device can also be fitted to older Valtra tractors, although less data and fewer signals are transmitted.

Theft protection, work management, invoicing

The system can be used in different ways for different tasks and situations. For example, farmers can use the data to provide proof to EU inspectors that fallow land has been mowed. During the busy harvesting season, farmers can keep track of where all their tractors are and what they are doing, making it easier to manage all the work. Snowploughing contractors in turn can use the data to prove that sidewalks have

been sanded at the right time.

Other applications include theft protection, driver authorisation, implement identification, linking cultivation planning with tasks performed, and providing documentation to contractors for invoicing purposes. Services are currently offered by the Finnish companies Suonentieto Oy and Nosteco Oy, for example, but the user interface is open and apps by other companies can use the same data.

If a fault appears in the tractor, for example, service technicians can inspect precise data from the seconds leading up to the fault. The system displays all the information gathered by the tractor’s sensors, from oil temperature and boost pressure to PTO speeds and the status of the transmission.

“Valtra Smart improves servicing by making it easier to pinpoint problems. Spare parts can also be ordered in advance before the tractor even arrives. Valtra Smart also makes it easier to prevent problems by monitoring certain parameters,” Hyyrönmäki explains.

Valtra Smart is available for new and older Valtra tractors from authorised parts dealers. •

VALTRA SMART

Developed for fourth generation Valtra tractors but can also be retrofitted to older tractors that have a CAN bus

Messages sent over the CAN bus plus the tractor’s location are stored by the service

The user can remotely monitor around 50 pieces of information, such as fuel consumption, speed, location and fault codes

All harvesting data for the entire season can be stored on the cloud service

The service can be used for management tasks, invoicing contracting operations, documenting tasks performed, anticipating servicing needs, implementing the cultivation plan, etc.

Tim West now runs 13 Valtra tractors finding them highly reliable.



▲▲ Tim's recently delivered T154. All tractors are fitted with front linkage and most have front PTO. A new T714 arrives soon.

▲ John Telford in a T153 with four furrows leads Nicky Moore in the T182 with five furrows on land recently taken over by T W West Ltd.

T W West Ltd.

AGRICULTURAL CONTRACTORS

TEXT AND PHOTO ROGER THOMAS

Sandwiched between sea and fells near St Bees on the Cumbrian coast T W West Ltd., run by **Tim West** is an expanding agricultural contractor. Established over 30 years ago as a round balling service when Tim was still at college, the company now operates around 20 miles north and south of the St Bees base and offers a wide range of services from single operations to full farm management. As a result Tim runs a range of equipment to match the services offered. Tim also farms around 350 acres in his own right.

"I purchased my first Valtra, a HiTech 6750 with reverse drive in 2002 mainly for buckrake work and I've been a keen Valtra owner ever

since," Tim recalls. "I strongly believe its not what a piece of kit costs to purchase. Its what it costs to own – The largest repair bill I've ever had was just £4,000! – In that respect Valtra are way ahead of the competitors." With fourteen years experience with the brand and now 13 Valtra tractors on the fleet Tim's in a good position to comment.

Tim also treats staff well. "Sellafield is just up the road and they are always on the lookout for good staff. We have to pay well to compete, but good staff paid well actually save me money because they look after the equipment."

In recent years Tim finds there have been a number of important business changes. "The number of

customers has reduced but the size of their farms has increased. Traditionally this is a dairy area with high rainfall that helps grass growth but due to low prices dairy farm numbers are declining." To help offset any future decline in business Tim has launched a new venture composting green waste. "While this is a separate operation it dovetails nicely with the contracting. If work is a little flat for whatever reason including weather we can often spread compost."

Will Tim continue with Valtra? "We've just taken delivery of a T154 and I've a T174 on the way. With the support we get from D W Toppin Ltd both for Valtra and other kit they supply I've no plans to change." Do Tim's men like their Valtra machines. "Well its like this. Each man has his own tractor and they often come in on a Saturday to clean them – they like them." •

Valtra strengthens position in Africa

HIGH DEMAND FOR TRACTORS, PLUS HARVESTERS AND GENERATORS

Africa covers an area around 3.5 times larger than that of Europe and is already home to over a billion people – and this number is growing by 20 million a year. Valtra is doing its part to help mechanise African agriculture and feed the growing population.

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE



While most people associate Valtra with Finland and Brazil, it is also a long-established brand in Africa. There was even an assembly plant in Kibaha, Tanzania, from 1983 to 1989, supplying thousands of tractors to Tanzania and other parts of East Africa. In recent years Valtra has been one of the most popular tractor brands in the 176 to 250 horsepower class, commanding a market share of over 20 percent.

“The population in Africa is growing rapidly, yet the mechanisation of agriculture is still only just getting started. Valtra already has a strong position in Africa, but there is still lots of room for growth,” says **Mikko Lehtikoinen**, Marketing Director at Valtra.

Within the EAME region – Europe, Africa and the Middle East – Turkey

currently accounts for the highest volume of annual sales at around 60,000 units, Africa accounts for sales of around 35,000 units, while France and Germany each account for around 30,000 units. Although the tractors sold in France and Germany are on average more expensive models than those sold in Africa, the demand for tractors throughout Africa is growing faster.

Service network expanding rapidly

“Currently Valtra has a sales network in 13 African countries, but this will be further expanded considerably this year. AGCO is investing heavily in growth in Africa. Traditionally, most Valtra customers in Africa have been large commercial farms that have purchased large T and S Series tractors, but we can now of-

fer a growing range of smaller models, as well as harvesters, generators and implements. This will allow us to serve an entirely new customer segment,” Lehtikoinen explains.

Already several dozen Valtra harvesters have been delivered from Brazil to Senegal and deliveries of AGCO Power generators will commence this spring. For the most part new tractor models will be supplied by the Valtra factory in Brazil, but European Valtras will also continue to be offered.

“Our model line-up in Brazil has been designed for the similar conditions that exist in Africa, so it is natural for us to offer these to customers there. Additionally, currency exchange rates at the moment are making our Brazilian tractors extremely competitive in Africa. Emissions regulations are already in place in South Africa, Morocco and Algeria, but they are also

RATORS



being introduced in other African countries. Naturally, our product range has to take these into consideration,” Lehtikoinen adds.

288 tractors for Ghana

Valtra will continue to grow rapidly in Africa in 2016. Valtra’s order book already contains around 400 orders, which is more than was delivered during the whole of last year.

Last winter, for example, Valtra received orders for 288 Brazilian-made A750 tractors to be delivered to Ghana. These tractors are being financed in part by the More Food Program, in which Brazil is lending funds to African countries to help mechanise agriculture.

Valtra’s expansion in the African markets is being further supported by AGCO, which has opened a parts warehouse in Johannesburg, another in Istanbul to serve North Africa, and a model farm in Zambia to train farmers and dealers. Due to the long distances in Africa, a strong network of maintenance and spare parts services is vital. Since the mechanisation of agriculture is still in its early stages, basic training is also required for sales people, service technicians and customers. •



Toure Assane of Valtra importer AgriPro:

“VALTRA ENJOYS A STRONG REPUTATION IN SENEGAL”

AgriPro has been the Valtra importer in Senegal for the past two years, during which time it has got off to a flying start. Already more than 150 Valtra tractors and 10 harvesters have been delivered to Senegal, and many more orders are lined up.

“A lot of the orders we receive are connected to agricultural development programmes. For example, we supplied 116 tractors and 3 harvesters as part of the More Food Program. In addition, we have delivered tractors and harvesters in connection with a programme promoting self sufficiency in rice, as well as for USAID and UNDP programmes,” **Toure Assane** from AgriPro tells us.

The More Food Program covers 60 percent of the purchase price for approved farmers, who in turn pay only 40 percent. AgriPro also provides training, maintenance and parts service and parts service.

“A lot of grains, nuts and vegetables are cultivated here in Senegal. Valtra tractors are particularly popular for rice farming. The aim here has been to improve food security and self sufficiency by increasing the amount of land under cultivation and yields per hectare while reducing waste,” Assane adds.

Senegal’s agricultural sector is developing at a rapid pace, and demand for agricultural machinery is on the rise.

“Valtra enjoys a strong reputation in Senegal as a supplier of high-quality tractors and harvesters backed up by efficient maintenance and parts services. Our customers are satisfied and are helping spread the word. The biggest impediment to growth at the moment is the lack of financing for farmers,” Assane explains.



**MACHINE
OF THE YEAR 2015**

VALTRA

IF YOU ARE A WINNER IT IS EASY TO SMILE.

VALTRA T SERIES WON THE HIGHLY REGARDED RED DOT
DESIGN AWARD IN PRODUCT DESIGN CATEGORY.



reddot award 2016
winner

**YOUR
WORKING
MACHINE**



“Turbocharged engines produce 15 to 25 percent more power than naturally aspirated engines with around 10 percent lower fuel consumption.”

VALTRA IS A PIONEER IN THE USE OF TURBO ENGINES

Turbocharged engines began to appear on European tractors in the 1980s. Initially they were offered only by a few tractor manufacturers and on selected models only and Valtra was very much a pioneer in this trend. These days it is as hard to find naturally aspirated engines on tractors as it was to find turbocharged engines in the 1960s.

Valtra’s predecessor Valmet entered the turbo era in 1969 when it unveiled the Valmet 1100, the world’s first turbocharged four-cylinder tractor. At the same time the Volvo BM T810 was also introduced with a turbocharged six-cylinder engine, yet the difference in power between these two models was only

around 20 horsepower. To this day Valtra is still known for its powerful lightweight tractors.

Four-cylinder turbocharged engines were also offered in the two largest 02 models in the 1970s, the 702S and 1102. Both of these models broke the 100-horsepower mark.

Valmet continued to break new ground in 1979 with the launch of the 02/03 model series, which offered three-cylinder turbocharged engines – the first tractors in the world to do so. The first three-cylinder turbocharged engine was introduced on the Valmet 602, which was also available with a naturally aspirated engine. The power difference between the turbocharged

and naturally aspirated versions was just eight horsepower.

At the same time the Valmet 1203 was introduced with a Comprex pressure wave supercharger. By 1980 only the two smallest models in the Valmet range were available with naturally aspirated engines.

In 1982 Valmet introduced seven new tractor models, only three of which – the 504, 604 and 905 – had naturally aspirated engines. All other models were powered by turbocharged engines with either three or four cylinders.

At the time most tractor manufacturers offered turbocharged engines only on their biggest models. By comparison, Valmet offered a turbo on almost all of its models. •



The 8550 spends much of its time operating with a side arm flail.

Proarb owner convinced by reliability of Valtra tractors

T SERIES TENDS TO TREES IN WALES

TEXT AND PHOTO ROGER THOMAS

In the shadow of Bodelwyddan Castle in North Wales, the Proarb yard and office is a simple, well organised depot from which owner **John Paul Williams** runs his arboricultural business. Proarb's services include tree surgery, site clearance, and forestry operations. The company employs around 30 arborists, 6 office staff

and 8 arboricultural surveyors, plus a couple of full-time fitters who work in the well-equipped workshop.

"We undertake almost anything for which we have the right equipment and trained men, and that doesn't mean I won't hire in kit," comments John Paul.

"Most of our work comes from electricity companies keeping the

areas under and around transmission lines clear of vegetation. In addition, we work for various construction companies on site clearance contracts, and we also carry out work in the private and domestic sector," John Paul continues.

He is currently investigating ways of expanding the business and has purchased land adjoining his yard.



The 100-horsepower 6400 is used for winching and trailer transport.



The T203 with TwinTrac and forest protection spends much of the time working with a heavy-duty mulcher maintaining way-leaves.

“With the help of a friend and partner we’re looking at the expanding wood chip and combined heat and power businesses. We have access to the raw products for both operations, and the power could be used here on site in the workshop and office or sold into the grid, while the heat could be used to dry wood chips. It all dovetails nicely into our established business.”

A trustworthy fleet of Valtra tractors

Alongside a comprehensive range of hand tools, including chainsaws, strimmers, ropes and other climbing equipment, Proarb operates a fleet of tractors and other heavy equipment.

A 1999 Valtra/Valmet 6400 with 6971 hours on the clock usually works with a small winch, standard trailer or hook-lift trailer for which they have several bodies with timber bolsters. These can be left on site, loaded as and when the timber becomes available and then collected. A Valtra/Valmet 8550 of similar vintage with 4300 hours on the clock does a lot of work with a side arm

flail or hauls a low loading trailer to move other equipment from site to site.

The latest addition to the fleet is a Valtra T203 complete with TwinTrac and forest protection. The T203 joined the fleet in 2014 to replace an older T Series Valtra and now has over 600 hours on the clock. The T203 is also used with a biomass chipper that will take anything up to 24 inches in diameter or with a big winch that can be remote controlled.

“We’ve been working with the electricity companies for several years already, and most of the larger timber has been cut back now. The T203 with TwinTrac reverse drive is used in conjunction with a heavy-duty mulcher to keep the re-growth under control, usually every three years,” John Paul explains.

When asked why he chose Valtra, John Paul is quite clear: “They have a good clean underside, nothing to get snagged up in out of the way places. They are well built and comfortable, so the drivers like them. They also have good, reliable engines with an excellent pedigree.”

The most important consideration for John Paul was reliability: “We get excellent support from the dealer **John Bownes** in terms of supplies, but the tractors themselves don’t give us any trouble.”

Alongside the tractors and associated equipment, Proarb operates an 8.5-tonne Hitachi excavator with both standard buckets plus a number of attachments, including a hydraulic winch, a tree shear and a timber grab, all of which are driven by a 100-horsepower ancillary motor mounted on the counterweight. The company also uses self-propelled stump grinders and similar kit.

“With much of the smaller powered equipment we have one or two units more than at first sight you’d think we need,” comments John Paul. “But if anything goes wrong, we can simply swap it for another and then the fitters sort out the problem in the comfort of the workshop where they have equipment and parts to hand. This is a lot better than working on site and in the end cheaper than having the team stood around too.”

While John Paul likes the security of spare equipment, he is not beyond maximising his investment by hiring equipment to other businesses. This income makes up about 5 percent of the company’s annual GBP 5 million turnover. •

Silence, freezing cold conditions, waiting and darkness. Outsiders might find it hard to understand, but Ville Kivimäki enjoys ice fishing along with half a million other Finns.



Ice fishing

THE FINNISH WAY OF HAVING FUN!

TEXT AND PHOTO TOMMI PITENIUS

Brazilians have their carnivals, Brits have their pubs, and people in Mediterranean countries gather in town squares to socialise. Things are different in Finland. When a Finn wants to have fun, he goes out by himself onto a frozen lake, drills a hole through the ice and spends the next few hours in the freezing cold staring at the hole while hoping to catch a fish.

"I feel a need to go out ice fishing at least several times a week, depending on my workload, the weather and other plans. And when I do get to go out onto the ice, I like to see how the fish are biting in the morning, in the afternoon and in the evening. In the middle of winter here the days are short, but it still takes up a lot of time," says **Ville Kivimäki**, who works at the Valtra factory in Suolahti.

Admittedly, Kivimäki takes his fishing a bit more seriously than

others. He has been a member of the Finnish national team for fly fishing, and when he goes ice fishing he employs a state-of-the-art sonar fish finder.

"The device allows me to see the fish and bait. Fish respond in different way to different kinds of bait and how it is moved. I don't try to catch as many fish as possible, rather the biggest ones I can," Kivimäki continues.

Fishing with nets

Whereas in many countries fishing is more of a pastime than a sport, Finns take their fishing very seriously. Fish are caught for food as efficiently as possible in keeping with old traditions.

In Finland even amateurs fish using nets, fish traps and other methods that elsewhere are mainly employed by professionals. Nets can also be used for fishing beneath the

ice. This is made possible by floating planks of wood under the ice at the start of the winter season.

The thick ice on Finnish lakes in wintertime also allows trees to be harvested on islands and for other traffic to travel over the ice. A layer of ice five centimetres thick can carry a person, 50 centimetres can carry a 12-tonne tractor and trailer, while 105 centimetres is enough to carry a 60-tonne logging truck.

Finland has 187,888 lakes over five acres in size and 56,000 lakes over a hectare in size. In addition, Finland is bordered by sea along its southern and western coasts. Amateur fishermen catch an estimate 25 million kilos of fish annually. This equates to around five kilos per inhabitant. Altogether around 1.6 million Finns fish out of a total population of just over 5 million, and around half a million Finns enjoy ice fishing. •



Check out the Valtra Collection: shop.valtra.com

Valtra Collection

THE BRAND NEW VALTRA PULLING COLLECTION

IS AVAILABLE ONLINE AT SHOP.VALTRA.COM OR FROM YOUR LOCAL VALTRA DEALER



SOFTSHELL JACKET £ 54.17

Multiple zipped pockets. Reflective print on sleeves and Valtra Pulling print on back. Lightweight material, comfortable tricot lining. 96 % polyester, 4 % elastane. Lining 100 % polyester. Sizes: XS-XXXL (42707121-7)



T-SHIRT £ 13.03

Valtra Tractor Pulling print on front. Logo print on back of collar. Material 100 % cotton. Sizes: XS-XXXL (42707011-7)



CAP £ 10.29

Valtra Pulling 3D embroidery and accents on front. Embroidered Valtra logo on back. Cap size adjustable with double snapbacks. Material 100 % cotton. (42707000)



SHORTS £ 26.74

Zippered side pockets and thigh pocket. Back pockets with Velcro fasteners. Elastic waist with belt loops. Cool, light and quick-drying material. Material 100 % nylon. Sizes: S-XXXL (42707132-7)

POLO SHIRT FOR CHILDREN £ 16.57

Pleasant soft material, 95 % cotton, 5 % elastane. Small tractor emblem on front. Sizes: 80/86-128/134. (42607112-6)

POLO SHIRT FOR LADIES £ 21.95

Pleasant soft material, 95 % cotton, 5 % elastane. Sizes: S-XXL. (42607012-6)

Products available from the Valtra Online Store and Valtra dealers as of April-May 2016.

Limited availability – product assortment may vary at each sales location. Prices include VAT 20%. All rights reserved.

VALTRA TEAM 23

See us online: valtra.co.uk

Valtra Models



N4 SERIES

MODEL	MAX. HP/NM
N93 HiTech	99/430
N103 HiTech	111/465
N104 HiTech	105/470
N114 HiTech Eco	115/500
N124 HiTech	125/550
N134 HiTech	135/570
N154 HiTech Eco	155/610
N174 HiTech	165/680
N134 Active	145/600
N154 Active Eco	165/720
N174 Active	185/730
N134 Versu	145/600
N154 Versu Eco	165/720
N174 Versu	185/730
N134 Direct	145/600
N154 Direct Eco	165/720
N174 Direct	185/730



T SERIES

MODEL	MAX. HP/NM
T144 HiTech	170/680
T154 HiTech	180/740
T174 HiTech Eco	190/900
T194 HiTech	210/870
T214 HiTech	230/910
T234 HiTech	250/1000
T144 Active	170/680
T154 Active	180/740
T174 Active Eco	190/900
T194 Active	210/870
T214 Active	230/910
T234 Active	250/1000
T144 Versu	170/680
T154 Versu	180/740
T174 Versu Eco	190/900
T194 Versu	210/870
T214 Versu	230/910
T234 Versu	250/1000
T144 Direct	170/680
T154 Direct	180/740
T174 Direct Eco	190/900
T194 Direct	210/870
T214 Direct	230/910



A SERIES

MODEL	MAX. HP/NM
A53	50/196
A63	68/285
A73	78/310
A83 HiTech	88/325
A93 HiTech	101/370



S SERIES

MODEL	MAX. HP/NM
S274	300/1300
S294	325/1390
S324	350/1500
S354	380/1590
S374	400/1600