

WHERE THERE'S MUD, THERE'S A JOHN DEERE GATOR!



JOHN DEERE

SPRING 2015

IN THIS ISSUE

EXTENDED WARRANTY PLAN
SHOWS MAJOR GROWTH
PAGE 2

BIG SLURRY CONTRACTOR
OF THE YEAR
PAGE 4

ISUZU PICK-UP TRUCK GOING
ON FOR MILES AND MILES....
PAGE 5

LSE RECOGNISES TAG AS A
COMPANY OF INSPIRATION
BACK PAGE

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GAMEKEEPING, TURF, GOLF OR
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SURGE IN EXTENDED WARRANTY PROGRAMMES



Simon Amos

Being able to budget accurately for year on year costs over the life of a machine (other than for the operator and fuel), is proving to be a financial necessity for businesses. A major growth in extended warranty and maintenance programmes, that essentially insures businesses against breakdowns, means that uncertainty can be dismissed and without doubt saves operators from those nasty breakdown surprises, that can result in racking-up thousands in unexpected repair bills.

No matter how reputable the machine or brand, when equipment is being used for high output operations, there is always a risk that a breakdown may occur. It is of course less likely on the more reputable brands, but there is certainly no guarantee for a trouble-free lifetime of operation.

Maintenance

At TAG, in line with other businesses, we have seen a significant increase in customers taking out our John Deere PowerGard programme – which is essentially an extended warranty and maintenance programme through the life of the machine (normally 5 years).

Previously, we had seen growth in this market for contractors and large farming operations using John Deere machinery, but more recently smaller and medium sized farms, as well as golf courses, local councils, amenity facilities, schools and major sports arena – all of which are our market - have been moving towards these extended warranty and maintenance packages.

It would seem that the market is willingly adopting these programmes so as to guarantee costs without nasty costly surprises, which is just what the John Deere PowerGard extended warranty programme aims to

do for our John Deere customers over the assigned life of a machine.

With full PowerGard Protection Plus and Maintenance, TAG will come along and carry out manufacturers recommended servicing and in the unlikely event of a major component failure, unforeseen breakdown costs are usually covered by the extended warranty programme. In addition, even though a component is replaced at no cost to you, the warranty remains in place until the end of the agreed warranty period. So how much does PowerGard cost?Well a lot less than you might think!

It will of course vary according to the type of plan that suits your needs, the size and cost of the equipment purchased as well as the anticipated annual hours of operation. For example, a John Deere 6100MC tractor (100hp tractor at mid specification level) with a Recommended Retail Price of £55,635 performing at 500 hours per annum over a 5 year period, the extended warranty would cost only £23.17 per month – maintenance would be extra.

No surprises

All of this makes economic sense, in that you know exactly what that machine will cost you in a given year, which can be built into your cashflow budget with certainty of no nasty surprises – all you need to do is to provide an operator and fuel!

If you came to sell your machine before the PowerGard Protection had expired, the value of the trade-in would normally be higher as it would still have a warranty. Not only this, the purchaser would also have a recorded servicing programme report that would instil confidence in history of the used machine.

In our opinion, it is worth considering PowerGard for your machines, if only for peace of mind!

Simon Amos - Sales Director



TOUGH TIMES AHEAD? TIME FOR MORE INVESTMENT.

I'm sure everyone will agree that we are once again going through one of those typically cyclical roller coasters in the agricultural industry, where the focus is often on low margins. We've heard a lot recently where in the supermarket, milk is cheaper than water and the outcry from our farmer customers in the dairy industry is clearly asking 'where is this all going to stop?'

Likewise for all of the prime commodities such as wheat, oil-seed rape, fruit and meat, price pressures remain heavy and therefore have a knock-on effect on the entire agricultural industry. Every sector is affected, be it inputs, feedstuffs, livestock or machinery. At TAG, where our company history can be traced back some 150 years we take this threat to the industry very seriously, but admit that we have seen it many times before and it is likely to happen again and again, so it comes as no surprise although it is never palatable. Conversely, the fall in oil prices has meant that numerous costs have fallen but that might only be short-lived. Importantly, we must all prepare to become more efficient at what we do.

In agriculture, our customer base in the main, consists of lots of small entrepreneurial businesses that have learnt how to diversify and put a soft barrier between the hard face of commerce and the way of life of the farming community. That diversification came through investment into such projects as buildings or skills and even different cash crops available to generate new lines of income, while using the resources and facilities that already existed on their farming enterprise.



Ben Tallis

After-sales service

Likewise at TAG, we see this as a time to invest for the future, because when the cycle goes back the other way, we need to be ready to respond to market demands and maintain a fit and healthy outlook and continue to work efficiently with our customers throughout the upturn. The message for us is clear; Customer Service is paramount to the future of our working relationship, always has been, always will be!

People are our biggest asset and this is just one area where our investment has had a major impact on after-sales service. Just in our service department alone, since 2012 we have seen a 32% increase in service technicians and apprentices. As you will read within this edition of Sentinel, Apprentices are a very important part of our expansion plan where we aim to find the best quality entrants and steer them through an intense education and training programme called TAG Academy. This programme ensures long term, high quality service staff, which will immediately impact on quality of after-sales service and the ultimate customer experience.



Overnight parts

In our Parts department, investment has reflected heavily in the availability of components for customers when they first walk through the door. Currently we have at least 85% of requested components in stock on our premises and, we can provide 99% coverage for overnight parts which are normally with us before breakfast next morning. Effectively, we realise that when you buy the best product, you expect the best after-sales service and that is essentially what we aim to do on every occasion for every customer.

Do we get it right on every occasion? Probably not, but we are very close and we will move heaven and earth to keep our customers operational, even more-so during the harvest periods. We realise you have a choice to buy your machinery and after-sales service from anywhere you wish. I hope that by coming to TAG, you get the best customer experience possible.

Ben Tallis - Managing Director



SLURRY CONTRACTOR'S GOT IT COVERED!

With a home base in Cardigan, Mid-Wales, Stepside Agri, the Farmers Weekly Contractor of the Year for 2006, has certainly lived up to its reputation of being a first class, general agricultural contractor. The company provides virtually every service to their customers within 20 miles radius in one of the most productive dairy regions of British farming. The business was established by Gareth James in 1975 and he has since been joined by his sons Daniel and Edward.



Stepside Agri is probably most famous for its handling of slurry waste from the dairy industry, applying typically an average 15,000,000 (fifteen million) gallons every year for their local customers. Obviously there is a lot of road work involved and it's important that ground compaction and over application is avoided at all costs. But typically, the time of year when most slurry needs disposing of, is usually the time of year when the ground conditions are at their worst.

"We cover about a twenty mile radius of Cardigan, said Daniel James, "and although slurry used to be a nasty word back a couple of decades ago, it's now become a very valuable commodity. A controlled returning of waste to the land has proven to be a significant contributor to profitability for our customers."

Umbilical system

Typically Stepside uses slurry tankers with a splash plate (9m-12m spread) through the months of October through January, but mainly employ an umbilical system from January through September. "We can often spread up to 2500 gallons of slurry per acre, commented Daniel, "and often use special holding tanks that can take up to 12000 gallons, from where we can pump through an umbilical cord for up to two miles distance."

One of the biggest challenges in slurry application is through soil compaction and structure damage. So to avoid much of this problem occurring, Stepside uses Major 2600 gallon tankers on 800 tyres, which gives excellent floatation. With much of their delivery requirements from farm to field being as much as six to ten miles, the tanker also has to run smoothly behind the tractor.

"We've had a number of different makes of tanker before but now we found the Major, which we bought from Tallis Amos Group in Narberth, and they have been excellent in their after-sales service. We run twelve John Deere tractors because they are far more reliable and we cannot afford to let down our customers. Because the Major has a special rubber buffer suspension on the drawbar, we don't get the bouncing ride anymore. It's much more comfortable for the operator. The single axle is one of the heaviest duty commercial axles you can find, it's made by Granning and comes complete with hydraulic and pneumatic brakes, so is very safe and reliable on the road."

Stepside chose their Major with a 11500 litre Mec Pump which has a tremendous amount of suction and generally tankers are prone to sucking sand and stones which if left, tend to limit payloads to the fields. But the Major is designed such that debris is pushed straight to the sump and doesn't build up like other tankers and therefore need less cleaning and downtime.

Internal baffles

"The Major has a heavy-duty 6mm steel tank and it's slung within the chassis and has two internal baffles to aid stability and strength, limiting any wave motion. The chassis is independent from the tank and can flex without causing damage to the tank barrel. It's also got a large access door at the back and we specified a frontal access door so we can check regularly for stones and debris," said Daniel. "The good thing about Major is that we can specify what we want and they will build it for us. We've been so happy with everything about the Major tanker and the way that TAG look after us that we now have five Major 2600 Tankers and they are the only ones we operate because they are far superior than anything else on the market. We've put them through a lot of high capacity workloads and we don't get any problems, and as we are reliant on their durability it helps us to maintain a high class service for our customers."



Daniel James

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tallis amos group



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1 BASIC
Retail price: £1,560
TAG price: FOC

- 3 years Basic PowerGard Protection (1+2) - not including maintenance
- 3 annual Inspections and Report

2 PLUS
Retail price: £4,812
TAG price: £25/month

- 4 years PowerGard Protection Plus (1+3) - not including maintenance
- 4 annual Inspections and Report

3 DELUXE
Retail price: £4,392
TAG price: £33/month

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Retail price: £7,692
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- 3 years RTK, JD Link, WDT
- 3 years Optimisation, Training and Support.

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Retail price: £19,116
TAG price: £200/month

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- 5 years full maintenance
- 5 years GreenStar support
- 5 years RTK, JD Link, WDT
- 5 years Optimisation, Training and Support

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TAG CUSTOMERS VISIT JOHN DEERE FACTORIES IN GERMANY



In early March, on a three day programme, some forty customers of the Tallis Amos Group visited three major factories and facilities in Germany. The tour included a visit to the Zweibrücken Combine Harvester and Self-propelled Forage Harvester manufacturing plant, where W, T and S Series combines were being manufactured and shipped out to the world-wide marketplace. It was also the first opportunity that customers had the chance of seeing the very latest 8000 Series Self-propelled Forage Harvesters coming off the production line. Sales of these has been so fast-paced that total production of the 8000 Series is now sold-out until next year.



Visitors also had the chance to see the Bruchsal cab factory where cabs are made for all world markets for agricultural and forestry harvesting equipment. Also in Bruchsal, our guests had the opportunity to see the European Parts Distribution Centre (EPDC) which feeds the European and Global markets for spare parts supply. The latest technologies in ordering, selection, packaging and shipping showed that if a component was ordered from TAG by 5.00pm today, it would have been picked and shipped directly to the TAG dealership before breakfast next morning. John Deere EPDC

stocks 99% of all components for immediate availability, therefore providing a very responsive after-sales supply programme.

On the final day, visitors were welcomed to the Mannheim Tractor factory, where all 6 Series tractors are assembled and sourced. Robotised manufacturing procedures and intense technological testing have meant that products coming off the line have the highest quality of tolerances and therefore arguably the most reliable products in the industry.

Customers also had the chance to visit the John Deere Museum, filled with original examples of the first John Deere and Lanz tractors that set the pace for agriculture way back in history.

TAG wanted to provide their customers with a first-hand experience of what goes into a John Deere product before it reaches the final customer. Undoubtedly we had a lot of very impressed customers and the consensus from the group was that it was indeed a very worthwhile trip.



MAIN DRIVER IS, JUST DO IT RIGHT!

Farming over 2000 acres of arable land on the Wiltshire/Gloucestershire border is something of a passion for Farm Foreman, Jonathan Ducker and his family who work for the farming and contracting business, South Farm Products Ltd. itself wholly owned by the Backhouse Family. The business operates over a number of holdings in the area providing a range of contract farming services with the centre of operations at South Farm just outside Hatherop.



While the farming business is owned and operated by the Backhouse family, it's also a family affair for the farm's employees in as much as Jonathan's wife, Kathy provides administrative support while their two sons, Robert and Matt also work the land.

"Everything we do here for this business is about quality of service to our customers," states Jonathan. "You can take short cuts in farming if you wish, but our driver is to achieve the best yields, maintain soil condition and help deliver margins for our customers in a considered and sustainable way."

Much of the land is down to a mix of winter wheat, spring barley and oil seed rape with winter or spring oats and spring beans also being grown to extend the rotation and assist with both fertility management and weed control. A mix of inversion and minimal tillage techniques are employed throughout the rotation to manage establishment costs while optimising growing conditions

Ploughing

"We plough one third of the farm every year, to make sure we maintain a good soil profile", commented Jonathan. "We've also veered away from selling straw from the field and have just acquired a new John Deere S685i Combine Harvester with a precision chopper - that way we can be certain of returning the finely chopped crop residue to the soil thereby building a good level of organic matter to benefit soil structure and microbes."

In addition to the new combine, South Farm has also invested in three new John Deere tractors, a 7310R, plus a 7250R and a new 6215R. The objective was to secure reliable and high quality equipment to avoid breakdowns and enable timeliness of operations which are key to protect yield potential. South Farm has tried other

makes but the John Deere has always come out on top.

"We do whatever cultivation is appropriate at the time, according to weather conditions", commented Jonathan. "If a field needs a second pass to achieve the best seedbed, then it gets it. I know we are slightly over horse-powered for the acreage at present, but by doing the job right and on time, which is important for our customers, we very much hope that the results will be recognised thereby securing new instructions for the future. We use a Sumo Trio for initial stubble work and most of the ground is drilled using a six metre Horsch Sprinter drill."

In the office, Kathryn Ducker mans the GateKeeper system, where with management support from Mark Juniper of Strutt & Parker, all records, reports and invoicing are co-ordinated so that their customers have access to information needed for both performance monitoring and management purposes.

Strategic plan

Making a big investment in capital equipment this year, including a very high output combine harvester and three high horsepower tractors was something of a strategic plan for South Farm. All the products were sourced from Tallis Amos Group, the local John Deere dealer in Bibury. All the machines come with John Deere's PowerGard extended warranty and maintenance to ensure a known cost through the life of the machines.

"Tallis Amos is our local dealer and they provide us with an excellent after-sales service. I've known Chris Tallis for a long time and he is the kind of man that you can shake hands with and know that they will provide the service and support required. We've known many of their staff for a long time too and have benefitted from their first class after-sales support for the equipment they sell. We took out PowerGard so we could have a full guarantee and warranty plan throughout the life of these new machines. If anything goes wrong and let's face it sometimes things happen unexpectedly, there is no unexpected cost," added Jonathan. "There are no nasty surprises and we know from day one our costs throughout the planned working life.

Importantly, I've always been a person who wants to see the job done right every time, because that keeps our customers satisfied and I expect the same and will get the same from John Deere and Tallis Amos" he concluded.





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PICK-UP IS HOME ON THE ROAD!

There aren't many four-wheel-drive users who can claim driving 50,000 miles a year, often towing a trailer to the maximum weight limit, driving difficult terrains and still finding total reliability through the life of the vehicle. For Chris White, Southern Sales Manager with Teagle Machinery Ltd., it's all about par for the course.



He's now on his third ISUZU truck in seven years and in all that time and all those miles, "I haven't had a single breakdown, not once," said Chris.

Teagle is a Cornish based and very reputable manufacturer of farm equipment that has been around for years. They have four senior Sales Managers covering the UK, usually towing large farm implements and demonstrating them to farmers all over the country, so you can imagine they certainly clock up more than a few miles of very hard work. Chris' area covers from Kent to Leicestershire, across to Worcestershire and down to Wiltshire. He bought his ISUZU Blade, with Automatic transmission in May 2014 and uses it for absolutely everything.

"I almost live in my ISUZU," said Chris, "not only visiting farmers and towing up to three and a half tonnes of farm equipment along the motorway and across fields, but also it's used for my social, domestic and pleasure purposes. In fact it is so smooth, it drives almost like a

COMPANY HAS A GOOD HEART

Since Golf Course Manager, Graham Wallace acquired a new John Deere 7400 Wide-area Mower for Bank House Hotel and Golf Club, just outside Worcester and overlooking the Malvern Hills, he claims that it "changed the presentation of this Golf Club overnight, we've seen improved definition, better greens surrounds, fairways and banks."

Although the 68 bed Hotel and Leisure facility is undergoing extensive refurbishment, the greens have come alive and the club has seen significant growth in membership. "Since we bought a second John Deere 3720 with front loader, it freed up two other machines and set off a chain reaction," said Graham, "that meant that we could get far more done in the same amount of time."

Local John Deere dealer Tallis Amos Group has a dedicated Golf and Professional Turf machinery division at their Evesham branch, sells, services and maintains the entire range of professional turf equipment including John Deere, Charterhouse, Trimax and many more.

"I have to admit that those guys at Tallis Amos are second to none,"

saloon car. We keep our ISUZU pick-up for three years and mine will have clocked up one hundred and sixty thousand miles before it's part exchanged and it always holds a great residual value. They also come with a very high specification so you don't need to spend a lot on extras."

The ISUZU Blade has a 2.5 litre, twin-turbo Diesel engine, a Double-cab and a separate, somewhat larger than normal pick-up body. Typically, Chris is finding the return on fuel to be around 34 miles per gallon, so pretty frugal and low-cost to run.

"Towing is an absolute pleasure with this pick-up truck," added Chris. "If you get somewhere like the M25 with a lot of slow moving queues, the automatic transmission is a boon. It's so smooth and much easier to drive than most vehicles and almost feel like you are not in a truck. It's quiet, comfortable, frugal, reliable - what else could I ask for? The cab is very spacious, and what I like most is the fact that the body is separate from the cab. I have three Labs and with them in the back, I don't get them licking my ears while I'm driving and even better, they don't smell or get dirty paws in the cab."

Chris bought his ISUZU Blade from Tallis Amos Group in Bibury, Gloucestershire and has it regularly maintained according to manufacturer recommendations. At the time of writing, Chris' ISUZU Blade has 37,940 miles on the clock and is still on the original front tyres, with the rears having been replaced at 30,000.

"TAG have a superb team of service techs and I have to say that nothing's too much trouble and as far as I am concerned, they are second-to-none when it comes to after-sales-service," commented Chris. "In my business, first class after-sales-service makes the difference between excellent and average, and I can honestly say that with TAG, the entire company is brilliant."



exclaimed Graham. "No matter what we need, be it spare parts or warranty work, they are so attentive and make things happen immediately. This is one of the main reasons we have some eleven John Deere golf course products at our golf course, it's because they provide the best overall package and the equipment is extremely reliable. No-one else comes close. That company has a good heart!"

Graham Wallace is a keen golfer, currently plays off a handicap of 1, is County Captain for the 1st's and 2nd's, and has won the Club Championship six years running.

A GREAT FUTURE AND A GREAT PLACE TO WORK!



Drummond and Etheridge, New Zealand

One of the biggest challenges that many employers find difficult to handle, is employing and retaining high quality staff. Employment costs and training for entry level candidates can be significant, before a fully trained and qualified technician starts producing income or even covering their overheads. Here at TAG where we have branches from the West Midlands to West Wales, we are breaking the mould and taking a different approach to retained employment. TAG is a major agricultural dealership, where our main franchises include John Deere farm machinery and ISUZU pick-up trucks. We have developed a programme called TAG Academy and it's aimed at enhancing employment opportunities and long term employee potential.

TAG Academy was developed by Managing Director, Ben Tallis and Group Service Manager, Richard Allard and structures apprentices to encourage maximum success rates from entry level through to graduation. Once qualifications have been achieved, candidates get the opportunity to experience a six month international exchange programme, working at a similar establishment in New Zealand.

"Our aim is to present our company as being a great place to work," stated Rich Allard. "In reality, it really is a great place to work, but young people entering our industry, don't really know for sure what it is they really would like to achieve from a career. Initially potential candidates are taken on for work experience to see if they have the aptitude for this kind of work. We usually have a lot of work experience students which gives us the opportunity to select those that have the right ingredients to succeed."

This year, nine candidates were interviewed and six were given the opportunity to join the company and start from the ground-up as apprentice service technicians. The programme is managed in conjunction with Hartpury Agricultural College, Gloucestershire and Babcock University, which is based in Nottingham and carries out most of the John Deere University technician training programmes. Candidates spend three days a week at college and two days a week at their place of employment, are assigned a senior technician as a mentor and progress through the Land-Based Technician Accreditation (LTA) scheme. It is part of a five year training programme from which participants can move forward attaining Master Technician level or LTA4 accreditation for successful candidates.



"Apprentices are monitored through the entire process because we want to ensure that we are investing in the right people," commented Rich, "if they don't cut the mustard, then we have to let them go. Our aim is to encourage home-grown apprentices to become fully qualified service technicians."

Reciprocal exchange with the New Zealand dealer means that currently, one of their team members is at the Evesham branch of Tallis Amos. Ashleigh Ridge, finished her Parts Apprenticeship and also attended Polytech in New Zealand studying Office Management. "I would recommend this to anyone just starting out," said Ashleigh. "You get a job, an education and an opportunity to see the other side of the world. It's been a really great experience working in the UK, and the chance to visit London, Birmingham, The Royal Welsh Show and lots of other places and get paid for it."

The success of the Tallis Amos Group is down to a number of highly important factors, of which customer satisfaction is arguably the most important. Good quality franchised equipment, backed-up by a solid After-Sales Service, consisting of Parts supply and Service repair and staff capabilities will ensure continued growth. Only by employing high quality staff, who are fully trained, qualified and accredited, can further growth be achieved. It's one thing to expand and increase business, but it's even more challenging to maintain total efficiency. "Retention of qualified staff is an absolute must." concluded Richard.



RELIABLE DIET FEEDER CUTS COSTS

Efficient feeding of a high output Pedigree Holstein herd has proven itself time and again in the quest to up the milk yield but reduce costs at Shanael Farms Ltd. The enterprise is a 'little under' 1000 acre dairy farm just outside Evesham, Worcestershire, cropping around 270 acres of maize, 280 acres winter wheat and 200 acres of grass.



Steve Miller

With a total herd count of 680 head, of which 400 are milkers, Shanael operates a three times a day milking regime through a 28/28 Westfalia parlour and is averaging 12000 litres.

Established some 18 years ago by Michael and Shan Miller, the enterprise has been joined by their sons, Paul and Steve and so the operation is a truly family affair. In order to maintain high yields, diet feeding is very much at the hub of the operation and the Millers use a 24 cu.m Strautmann twin tub on a double-axled, steerable chassis.

"Reliability throughout the feeding process is absolutely paramount to the maintenance of high yields," said Steve Miller. "We can't just say, oh the feeder's broken down and not be able to feed the herd, that would be disastrous. So we had to buy the right machine, a reliable machine and from a reputable dealer who could provide the right back-up. Some good friends of ours have a large herd in Gloucestershire and they had been using a Strautmann for eight years and they only had a belt go, so that was proof to us that this was a very reliable unit. We bought our Strautmann, based on the experience of another dairy producer and that's proving to be the best decision we made."

The Strautmann 240 was supplied by their local dealer Tallis Amos Group (TAG) out of Evesham who are renowned for their first-class after-sales service and a reputation of getting it done, no matter what. The 240 was the largest machine that would fit the buildings - as it had a steerable axle, but was also of a large enough capacity to get round

all the stock quickly. With its reversible conveyor it can feed on the floor, over the feed barriers, either side and it was better suited to their system than any other machine on the market. It also handles caustic and all kinds of materials without a problem. Although the Millers feed only once a day, they are contemplating on feeding the high yielders twice a day to encourage an increase in dry matter uptake.

"Currently total intakes for the high yielders is around fifty five kilograms (55.2kg), equivalent to just over twenty six kilos (26.1kg) of dry matter intake." said Steve, "We add pre-chopped straw because it mixes better that way and overall the entire mixing process is very simple without the mix becoming too dense, even when the tub is completely full. We like the fact that the Strautmann is very well built with heavy duty materials throughout and that gives us a lot of confidence when it comes to relying on such a critical part of the production process."

For yard and road use, the Millers drive the 240 with their John Deere 6620 and although the Strautmann has a steerable axle it is locked for fast road use between stock buildings. Added Steve, "The John Deere simply purrs with the Strautmann and on the road it rides so easily that it's never a problem, even when fully loaded. It comes with hydraulic brakes, lighting and an ISOBUS control system that makes it easy to deliver exactly the right ration according to the stock grouping. We can also get access through a rear door to add extra minerals or concentrates and it's proven to be a very usable piece of equipment that hasn't let us down yet. Our local dealer TAG has all the parts and support we need if anything does go wrong and it's more than comforting to have this kind of back-up when everything is relying on such a key piece of machinery" he concluded.



Check out our brand new website at www.tallisamosgroup.co.uk for latest information on new products, events and customer testimonials



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QUALITY - AND WE KNOW IT!

Overlooking the beautiful Abberley and Woodbury Hills of Worcestershire, Ombersley Golf Club was opened in September 1991 and is a renowned, 18 hole golf course. Situated on 130 acres of self-draining, undulating ground, Ombersley is a very busy course all year round and operates mainly on a 'pay-and-play' basis.

Course Manager, Andrew Halfpenny has been working on this site for 38 years, way before when the grounds were a farming enterprise. He then helped when building the course commenced in 1989 and so you could say he knows a thing or two about the foibles and vagaries of the course that challenge some of even the best golfers.

"With so many visitors to our golf course, we are very focussed on quality of presentation," commented Andrew. "With good free draining land we have built our reputation on year-round capabilities regardless of the weather. "Quality of finish is about quality of input and we know it! "We have a team of five experienced green-keepers and a mechanic full time and add a couple of part-timers when things get really busy."

Since day one, Ombersley has been running a complete range of John Deere greens and fairway mowers including two 2500As a 2500A Hybrid, a 2653A, 8800 and 8700, a 3245C, two small tractors - 4700 and 4500, plus two 4x2 Gators. They have just taken delivery of a new 8700A, but kept their old one just as a back-up.

Perfect finish

"I already mentioned about quality," said Andrew. "Our John Deere machines reflect exactly that policy. They not only leave a perfect finish but they are so very reliable, day-in, day-out. We have a John Deere 2500A Greens mower that we bought in 1999, it now has 9600hrs on the clock and it performs just like it did when it was first delivered. It's the same thing with reliability on all our green and yellow machines. We don't get many breakdowns! Local John Deere Turfcare dealer Tallis Amos Group (TAG) also regularly offer operator clinics so we can be sure we get the best out of our machinery. That is priceless!"

Ombersley originally purchased their John Deere's from Park and Grounds Machinery, a specialist turf-care company which is now part of the Tallis Amos Group, which covers territory throughout the West Midlands and into West Wales. Specialist teams of sales, service and parts personnel are responsible for Golf Course, Commercial and Homeowner machinery and are considered the best in their industry.

"Having the back-up of TAG close-by has been an absolute feather in the cap," added Andrew. "I find it hard to put it into words, but they have an amazing after-sales back-up service that other companies just don't have. They will always go the extra mile when we need it and the Parts team are just so efficient and helpful. Couple that kind of service with the latest John Deere 8700A which is leaps and bounds above anything else on the market and you have a recipe for success. Fuel consumption on this new machine means we get 18 fairways cut per day and use less than 40 litres of fuel. The old model would probably use about 70 litres. for the same task, but it would only manage 12 fairways each day. The new Q5 cutting units are an even greater improvement on the older model, so we are winners all round." concluded Andrew.



Andrew Halfpenny



TALLIS AMOS GROUP IS AN INSPIRATION

John Deere dealership Tallis Amos Group Ltd (TAG), with offices in Evesham, Leominster, Bibury, Dursley and Narberth, has been identified as one of London Stock Exchange's 1000 Companies to Inspire Britain. The report is a celebration of the UK's fastest-growing and most dynamic small and medium-sized businesses.



To be included in the list, companies needed to show consistent revenue growth over a minimum of three years, significantly outperforming their industry peers. More detail on the report's methodology, along with a full searchable database of all the latest companies listed, can be found online at www.1000companies.com

With roots in the agricultural industry that date back over 150 years, TAG has shown organic growth through sales and service expansion

as well as the amalgamation of Chris Tallis Farm Machinery Ltd (with outlets at Evesham, Bibury and Dursley), Alexander & Duncan Ltd (Leominster), Parks & Grounds Machinery Ltd (Bidford on Avon) and Lampeter Agricultural Services (Narberth).

As John Deere dealers for the company's full range of agricultural, professional turf and homeowner equipment, the company has shown great strides in new customer development and extensive after-sales back-up that has resulted in dramatic new growth across its sales territories in the West Midlands and West Wales.

Managing director Ben Tallis said: "I'm very proud of the commitment and effort that our entire team has shown in expanding our services and facilities for our extensive customer base – not only our agricultural customers but those professionals in the turf and amenity sports world, together with our widespread homeowner and residential markets. Customers not only expect the best product, but also demand the very best in after-sales back-up from our parts department and service workshop facilities."

TAG sales director Simon Amos added: "At TAG we have evolved our business to give our customers the very best experience they could possibly expect. We know they have a choice to buy their products and obtain service from wherever they wish, and therefore we do our utmost to provide the best of both worlds, without exception."

Xavier Rolet, chief executive of the London Stock Exchange Group, commented: "This report is a significant part of London Stock Exchange's broader campaign to support UK high growth companies in their journeys from start-up to stardom and to create an entrepreneurial revolution. I'm delighted that a strong alliance between UK government, financial market participants, investors, entrepreneurs and companies has been created to support these inspiring businesses."



London Stock Exchange

DEMONSTRATION MACHINERY AVAILABLE FROM TAG

By using any of our TAG Demonstrator machines, you can elect to try before you buy, on your own land. We have a wide range of new demonstration machinery available from Tractors, Combines, Forage Harvesters, Sprayers, MoCos, Balers, Professional Turf equipment including Fairway Mowers, Greens Mowers, Wide-Area Mowers and a whole lot more. Ask us for current demonstrator availability.

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