

VALTRA TEAM



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in Sweden
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is the future**

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+ **Growing Valtra
fleet ticking
all the boxes**

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New Valtra Q Series

RELEASE THE BEAST!

page 06

EDITORIAL



THE "BEAST" IS HERE!

Welcome to the second Valtra Team of 2022. We've had an exciting and busy summer with our long awaited launch of our new Q Series – designed, engineered and manufactured in Finland. The Q Series is the ideal tractor for large farms and contractors that seek performance and integrated smart technology in the 230–305 HP range. By combining industry-leading design, high quality components and finishing, and outstanding aftersales support, the Q Series has the power, intelligence, and versatility to maximise productivity while driving down costs for large farms and contractors.

We were able to include the new Q Series in our UK SmartTour roadshow that took place during September and October. We held a number of events across the UK for our dealer network and customers. They not only had the chance to “meet the beast” and be one of the first to get behind the wheel but also had the opportunity see our full range from A through to S Series alongside expert demonstrations on our Smart Farming solutions such as SmartTurn and Precision, Lift & Load. It was a great success.

If you didn't have chance to come to the SmartTour then don't worry. We will be back at LAMMA on the 10th & 11th January with the complete range on show there including the Q Series. We hope to see you at the show.

Alan Sanderson
MANAGER VALTRA NATIONAL SALES UK & IE

New Q Series combines the best components in the industry

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Easy to switch from transport to field mode

Controlled from the SmartTouch screen

Compatible with

- 650/65R38
 - 650/75R38
 - 710/60R38
 - 710/70R38
 - 650/65R42
 - 710/60R42
- tyres

Compressed air hoses to tyres

Special wheels



CENTRAL TYRE INFLATION SYSTEM SAVES FUEL, FIELDS AND TYRES

Valtra's Unlimited Studio now offers a new central tyre inflation system for tractors. The system is supplied by PTG, which has 30 years of experience in tyre inflation systems and has tailored the new system specifically for Valtra tractors. PTG has been part of the Michelin Group since 2018.

"The central tyre inflation system makes it easy to set the optimal tyre pressures for roads, soft fields or any other conditions. The right tyre pressures save fuel, reduce soil compaction, increase safety on the

road and prevent tyre wear," says **Petri Loukiala**, head of the Unlimited Studio.

The new central tyre inflation system is available on Valtra N and T Series tractors with ISOBUS.

The tyre pressures are displayed on the SmartTouch screen and can be adjusted at the push of a button.

The system is compatible with specific Michelin, Bridgestone, Mitas and Trelleborg tyres. •

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NEWS

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Mechanic Julius Salmela installs a crankshaft with the help of an industrial robot.

New family of engines and further investments

AGCO POWER CELEBRATES 80th ANNIVERSARY

The Second World War was in full swing in Europe 80 years ago. Due to a lack of engines for military aircraft, the decision was taken to establish an engine factory in Linnavuori, Nokia. The factory was built partially in caves excavated from the granite and partially in buildings above ground. These days, the caves are used almost for their original purpose, as the jet engines for Hornet fighters are serviced in them. The factory buildings above ground house AGCO Power's diesel engine and transmission component plants.

"The investments of more than 100 million euros that were announced a couple of years ago are now in their final stages. A brand-new family of engines will soon be entering series production, new buildings have been constructed, and new production lines have been installed in the existing factory buildings," says AGCO Power CEO **Juha Tervala**.

In addition to its plant in Linnavuori, AGCO Power today also has major production facilities in China and Brazil. Nevertheless, Linnavuori remains the company's centre for functions such as R&D.

"We have received the green light from AGCO to build a new training centre and R&D laboratory at Linnavuori, and construction will begin in the near future. The training centre will be used to train our mechanics and service personnel. The R&D laboratory in turn will enable us to develop not just diesel engines but also other types of power sources, such as electric, hydrogen, ethanol, biodiesel, hybrid and other future solutions." •

NEW PERFORMANCE REPORT FEATURE IN VALTRA CONNECT

A new reporting feature has been added to Valtra Connect that provides information about the tractor's performance over a specific period. For example, the new performance report feature lets owners of multiple tractors view information about all their machines at a single glance. The user interface is extremely simple, and information is displayed in both numbers and graphs. Naturally, the performance report feature can also be used to view the functions of individual tractors.

The performance report feature makes it easier to manage work, make profitability calculations and improve the efficiency of tractor tasks. Performance reports can also be printed out in PDF format. •

MORE THAN 13,000 CONNECT USERS

Valtra Connect telemetry is already used on more than 13,000 tractors. As of this summer, the system was actively used on 78% of all Valtra tractors delivered with Valtra Connect in 2021. Valtra Connect is standard or available as an option on nearly all Valtra models. Using Valtra Connect is free of charge for the first five years.

Valtra Connect makes it possible for both the owner and the local service representative to monitor the tractor's data. The data can be viewed on any device connected to the internet, including a smartphone, tablet, laptop or desktop computer. •

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A test drive in the new Q305 highlighted its versatility. The powerful engine and long wheelbase make it ideal for heavy field work, while the impressive manoeuvrability and excellent view from the seat mean it is equally well suited to yard, loader, and transport tasks.

Valtra Q Series

FIRST REACTION

TEXT AND IMAGES DAVID WILLIAMS, FARMERS GUIDE

The new Q305 has plenty of power and a generous specification, but what is it like to drive?

The light, spacious cab has a high-quality finish. Controls are well arranged and within easy reach of the operator. There is plenty of storage.

For a tractor with 305hp and a long wheelbase, the Q305 feels surprisingly compact. The manoeuvrability rivals that of many smaller tractors, and the excellent operator view makes it easy to monitor clearances when working in tight spaces. It is just as well suited to yard work or negotiating busy

traffic during transport tasks, as it is to field operations.

The CVT transmission is smooth and quiet. Drive engages without a delay allowing precise control for loader work, or when attaching implements and trailers. The test drive included rough tracks, but the long wheelbase and effective suspension maintained a comfortable ride.

The Q305 is an attractive proposition with a design that means it will be used throughout the year. Its versatility, plus the superb operator environment will appeal just as much to existing Valtra owners as those currently using competitor brands. •



Suitability for a wide range of tasks means the Q305 is likely to be used all year around. The well-designed cab is quiet and comfortable, and operators will find the new tractor enjoyable and rewarding to drive.

New Q Series offers 230–305 horsepower

THINKS LIKE A PRO. WORKS LIKE A BEAST.

The Q Series is ideal for heavy pulling tasks in both agriculture and contracting.



"The dimensions of the Q Series are proportionate. It is relatively light, but the maximum load is high. It is also agile for its size. The long wheelbase and low centre of gravity provide stability when driving on the road."

The new Valtra Q Series has been designed for large farms and demanding contracting tasks. The new tractor series combines all the best components – an AGCO Power engine, stepless transmission and Valtra cab – in a package that can be tailored to each individual customer. The Q Series fills the gap between the Valtra T and S Series in the popular 230–305 horsepower size class.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

The Valtra Q Series has been launched to much acclaim from both the press and customers. This tractor has long been waited for and satisfies the needs of today’s customers. Many of the tractor’s main components, such as its engine, cab and transmission, have been proven reliable on other Valtra tractor series, but now they have been combined into a brand-new package that is both smart and powerful.

“The slogan ‘Thinks like a pro. Works like a beast’ describes the tractor well. It has the power and size for extremely demanding tasks. In addition, it offers all our precision farming features,” says Product Marketing Manager **Aapo Aijasaho**.

The engine and powertrain on the new Q Series are particularly impressive.

Maximum power is achieved at just 1850 rpm and maximum torque at 1500 rpm, though the torque remains close to maximum from as low as 1000 rpm. As a result, the Q Series engine produces excellent

torque even at low engine speeds.

The 7.4-litre AGCO Power engine is fuel efficient, and AGCO’s classic stepless transmission has two speed ranges, making it easy and efficient to operate the tractor on both fields and roads. Power boost with 20 more horsepower is available at transport speeds and when needed by the hydraulics or PTO. On the Q305 model, power boost is available in all situations. The fuel-saving EcoPower low rpm feature is standard on all models.

“The dimensions of the Q Series are proportionate. It is relatively light, but the maximum load is high. It is also agile for its size, even though agility is not as important in this size class as it is for smaller tractors. The long wheelbase and low centre of gravity provide stability when driving on the road,” Aijasaho adds.

Intelligence and comfort

The new Q Series is available with practically all possible precision farming technologies. For example, Valtra Guide will most likely be



Q Series customers are ensured excellent service and spare parts availability along with all the technical support they need.

fitted to nearly all new Q Series tractors. Of course, in keeping with Valtra traditions, customers have the freedom to specify exactly the features and options they want on their own tractor. Moreover, if something is not on the options list, the Unlimited Studio can satisfy any wish within the limits of the law and the customer’s imagination.

“With Valtra Guide, Auto U-Pilot and SmartTurn, for example, field work and headland turns can be fully automated.”

The front axle features Valtra’s traditional Aires air suspension, which improves traction by reacting rapidly to uneven surfaces regard-



Valtra Q Series

- Power: 230–305 hp
- Torque: 1000–1280 Nm
- Weight: 9.2 tonnes
- Max load: 16 tonnes
- Lifting capacity: 10 tonnes
- Hydraulic output: 200 l/min
- Max tyre size: 710R42
- Engine: 7.4-litre AGCO Power
- Transmission: AGCO CVT

Valtra Q-serie models

Model	Engine AGCO Power	Standard			Boost		
		hp	kW	Nm	hp	kW	Nm
Q225	74 LFTN-D5	230	169	1000	250	184	1100
Q245		245	180	1100	265	195	1200
Q265		265	195	1200	290	213	1280
Q285		285	210	1280	305	224	1280
Q305		305	224	1280	305	224	1280

Max. power at 1850 r/min (Rated speed 1950 r/min). Max. torque 1500 r/min

less of the outside temperature. The cab is also available with Auto-Comfort air suspension, which reacts in milliseconds to front-axle movements and dampens cab movements extremely effectively.

The ultimate purpose of all these features is to generate financial and time savings for the owner, as well as to enhance working comfort. Precision farming technologies help save production inputs and the amount of time needed to perform tasks, and also help owners make smarter decisions based on all the data that is collected. Valtra Guide automated steering and precision farming technologies combined with comfort features help the operator stay more alert and work considerably longer days when without excess fatigue or strain.

Service, sales and spare parts ready to support customers

Tractors in this size class are expected to provide much more than just power, comfort and precision farming features. They must be reliable, service and spare parts must be available at lightning speed, and other technical support must also be provided.

“The Q Series also sets high standards for dealers. All service technicians must undergo special training, a defined selection of spare parts must be kept in stock in the warehouse, sales personnel must know the tractor, a replacement tractor must be available, and so on,” says Aijasaho. •

The new Valtra Q Series introduces a new alternative to the growing 230–305 horsepower size class.



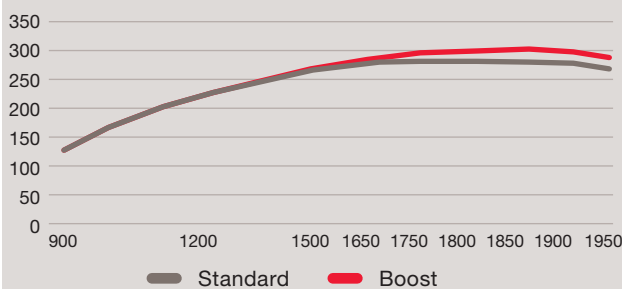
Precision farming features

- Valtra Guide
- Auto U-Pilot
- SmartTurn
- SmartTouch
- Section Control 96
- Variable Rate Control
- Task Doc
- Valtra Connect
- Wayline Assistant
- Automatic Field Detection

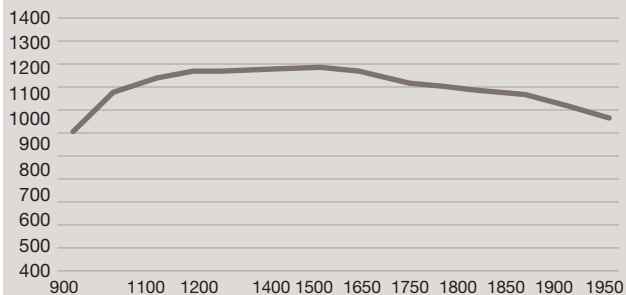
Options

- TwinTrac reverse-drive system
- Front linkage
- Front loader
- SkyView cab
- Central lubrication and central tyre inflation (available from Unlimited Studio)

Engine output Q285/Q305



Engine torque Q285/Q305



Initial customer feedback about the new Q Series



” From our perspective, this fills the gap between the T and S Series in the model range.

Two things made a special impression on me today: The controls on the T and Q Series are so similar that it's easy for our drivers to switch from one tractor to the other. We have been looking for a tractor with 250 to 270 horsepower and a stepless transmission, and this meets our needs perfectly.”

Andrew Fletcher, UK



” Fuel consumption is low, even though there is lots of power and our soil is really chalky. Fuel consumption is around 20 litres per hour – impressive!”

Thibaut Smessaert, France



” This tractor feels special, as if I'd always driven it, even though I'm using it for the very first days.”

Samuel Toikkanen, Finland



” The cab lets you work long days without getting tired thanks to the good seat and ergonomics. There is also lots of room in the cab. I really like it!”

Luc Smessaert, France



” I wanted something heavier and more powerful. I'm quite satisfied with what kind of tractor this is. We have worked the first 50 hours in different conditions, and the machine has made a good impression. Our employees are satisfied with it.”

Jörg Henke, Germany



” A sufficiently agile and really pleasant front-loader tractor.

The new mirrors are really good – significantly bigger than the older wide angle mirrors.

The new upper work lights don't shine on the engine cover – they have better optics that light up the area you're working on.”

Ville-Matti Vuollet, Finland



” Look at the turning radius, even though it has 300 horsepower. This is what we want.

Agility, visibility – everything is just perfect! This is once again a well put together Finnish tractor.”

Tom Dirom, UK

” It has a lot of power and manages really well.”

Lauri Hänninen, Finland

VALTRA G125 CONTINUES

TEXT AND IMAGES DAVID WILLIAMS



The Valtra G125 Active is favoured for grassland operations by Oxfordshire-based agricultural contractor, C & R Rowland. Business partner and main operator Chris Milligan says the G125 and the Joskin harrow form an ideal package for grassland rejuvenation.

A Valtra G125 which replaced a competitor brand tractor on the fleet of an Oxfordshire-based agricultural contractor last year continues to impress with its versatility and performance.

The new Valtra was chosen by **Chris Milligan**, who runs the business with his father-in-law **Robert Rowland** and Robert's brother **Colin**. Trading as C & R Rowland, contracting services

offered include ploughing, cultivations, spray and fertiliser applications, drilling, and manure spreading. Grassland maintenance is a speciality, and hay and straw bales are made and sold.

Before buying the new G125, several makes and models of tractor were considered. A Valtra N174 was borrowed from the local dealer, Chandlers (Farm Vehicles) Limited. Chris was impressed by the comfort and performance, but

it was bigger than he needed. The G125 had recently arrived into stock and Area Sales Representative, **Rob Jenkins**, suggested a trial. The size, power and weight proved ideal, and the cab shared the excellent design of the N-series. An order was placed, and the tractor arrived in spring 2021.

Versatile package

During harvest, the G125 operates a six-rotor tedder and a twin-rotor

TO IMPRESS



rake, and it also loads bales in the field.

“We selected a large G5 front loader for extra reach and it stacks bales four high on our trailers,” explained Chris.

“We load 70x80 four-string bales using a flat-eight grab lifting three at a time. Our previous tractor struggled, but the Valtra lifts them easily. The panoramic cab roof is fantastic and allows a clear view of loader attachments from the ground



The G125 Active was purchased last year. It proved so popular with its operators that a T254 Versu has also joined the fleet. Chris Milligan with the T254 Versu (left) and the G125 Active with the G5 front loader.

to maximum height.”

The G125 also operates a batwing topper, and an offset mower. A Joskin Scariflex grass harrow is used for grassland rejuvenation.

“The Joskin harrow is effective but heavy, and when the front loader isn’t fitted then we mount a ballast weight on the front linkage instead,” he continued.

“The Valtra and harrow make an ideal combination. The tight steering angle allows pass-to-pass working which reduces time at the field ends, and the light footprint means there is very little damage from the wheels.”

Chris said the G125 performs as well on the road as it does in the field. “The transmission is smooth

and easy to use, and all the controls are just where I would want them. It’s comfortable and quiet, and I enjoy using it.”

Growing demand for the company’s services means an additional tractor will soon be needed. “After buying the G125 last year we also purchased a T254. Both have impressed us with their performance and comfort, and back-up from the Chandlers team has been excellent.

“We need the right machines for our growing business and our positive experience of Valtra so far means that adding an N-series tractor is the most likely option,” he concluded. •

TECH

One tractor – two perspectives

Are you a tractor owner or driver – or perhaps both?

Q SERIES OFFERS BENEFITS TO ALL TYPES OF CUSTOMERS

DRIVERS

- Spend a lot of time driving the tractor and other company machinery
- Appreciate new, tiptop and comfortable tractors
- Power, torque and proportionate dimensions make work easy and productive
- 7.4-litre AGCO Power engine offers steady torque and power
- Turning radius of just 6.75 metres
- 41/59 weight distribution
- Unlimited Studio offers unique features – the sky's the limit!
- Reliability
- No EGR exhaust gas recirculation
- Special maintenance services for the Q Series
- Tried and tested basic components, including engine, transmission and cab
- Air suspension on front axle, cab and driver's seat
- Reliable and easy-to-use stepless AGCO ML260 transmission
- Comfortable cab
- Cab noise level just 69 dB
- Easy-to-use SmartTouch armrest and interface



Ultimately, owners and drivers share the same needs: when the owner's company performs well, drivers get to enjoy good working conditions, and when drivers have good working conditions, the company performs well.

When drivers have good working conditions, the company performs well.

Among the customers for the new Valtra Q Series, some plan to drive the tractor mostly themselves, while others run large farms or contracting businesses and employ drivers to operate the tractors. Owners and drivers sometimes have different wishes regarding their tractors, but the Q Series meets the needs of both.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

OWNERS



- Tractors are operated mainly by employed drivers
- Run farms or contracting businesses
- Appreciate flexibility of a tractor that can perform numerous different tasks
 - TwinTrac
 - Adjustable bar axle
 - Front linkage
- Overall economy of a large tractor that is driven a lot is extremely important
 - EcoPower reduces rpm by 15% and lowers fuel consumption by the same amount
 - Eco option on hydraulics produces 200 l/min of hydraulic flow at just 1650 rpm
- Excellent maintenance services keep the tractor's wheels turning and downtime to a minimum
 - Special service training
 - Spare parts availability
 - Replacement tractors
- Precision farming technologies save production inputs and improve decision-making
 - Valtra Guide
 - Variable Rate Control
 - Section Control
 - Task Doc
 - Valtra Connect



According to Janek Peru, Service Manager at Valtra's Estonian importer Taure AS, and Sales Manager Toomas Jürgen, technical support is available to customers throughout the summer season also on weekends and evenings.

Taure AS services Valtra tractors in Estonia

ASSISTANCE AVAILABLE ALSO ON WEEKENDS AND EVENINGS

TEXT AND PHOTOS TOMMI PITENIUS

Taure AS has been the Valtra importer and dealer in Estonia for over 30 years already. The company takes care of importing, sales and maintenance services. Taure has just two main locations, but since Estonia is small, its representatives can reach Valtra tractors anywhere in the country in no more than three hours.

“Our competitors have tried having individual service technicians located throughout Estonia, but without much success. We have 19 employees in our service department, which allows us to respond rapidly, acquire specialised expertise and arrange replacements when needed,” says **Toomas Jürgen**, Sales Manager at Taure AS.

Taure's service department has ISO 9001 quality



Father and son grain farmers Hugo and Jaak Mässak have been satisfied with Taure's maintenance services. Their tractor is a Valtra T175 Versu.

certification and ISO 14001 environmental certification. These are required by many large customers and public bodies, and they also provide additional points in tenders. Taure also meets all Valtra requirements as an official service dealer for the new Valtra Q Series.

On-call services practically any time

Taure provides technical support also on weekends and evenings between April and September. Problems can often be resolved by providing advice over the phone. If needed, any spare parts that are required can be delivered to the customer, or an on-call service technician can drive out to the customer.

“If a tie rod end has come a little bit loose or something similar, it is unlikely that we will fix it overnight on a weekend. But if otherwise, if there is an emergency, we organise assistance. We cannot promise that assistance is available exactly 24/7, but in practice we always carry our work phone with us,” says Service Manager **Janek Peru**.

Taure stocks around a million euros worth of spare parts. The company also has five well-equipped service vehicles at its location in Türi and four in Tartu. On average, each service technician has 13 years of experience with Valtra tractors. They also have a good routine, as over 90 percent of service work is done on Valtra tractors and the remaining amount on Kühn implements, for example. More than 1500 Valtra tractors are in active use in Estonia. •



THINKS LIKE A PRO. WORKS LIKE A BEAST.

When you head out to work, you're not there to play. You're there to win. The Q Series is a pleasure to work with and a driver's dream. It is the perfect combination of power, practicality, precision, and performance. When your business needs a Beast of a machine with enough power and technology to handle every task and utilise any implement like a Pro, the Q Series is your winning machine.

valtra.co.uk/qseries



VALTRA

YOUR WORKING MACHINE

Carbon is sequestered in the soil at Bjerktorp farm in Sweden

SUSTAINABLE PRODUCTION FOR FUTURE FARMING

TEXT AND PHOTOS ANNA ANDERSSON

The food products industry is up against immense challenges, and so is farming. To meet these and other challenges that mankind is facing, a massive transformation is required.

For its part, agriculture must become an increasingly effective carbon sink.

“This is a question of survival for farming. It comes down to how we can produce food in a sustain-

able way,” explains **Jessica Johansson**, Project Manager at Svensk Kolinlagring, a collaboration to increase carbon sequestration in Swedish agricultural soils.

Bjerktorp is one of the farms of the future of Swedish agricultural cooperative Lantmännen in Varaslättan in southwest Sweden. The goal is to increase carbon sequestration and biodiversity in an effort to fight climate warming and improve the health of the soil.

Bjerktorp is one of 41 Swedish farms that have signed up for the project and has dedicated 25 hectares of its total cultivated area of 890 hectares to the project.

“We want to find a sustainable system for reducing carbon emissions from the soil,” says **Kjell Carlsson**, Operations Manager at Bjerktorp. “We cultivate one of the fields with minimised tillage, grow catch crops to achieve a better structure, keep the field green, minimise nitrogen loss and add organic fertilisers.”



Kjell Carlsson, Operations Manager at Bjerktorp.

Increased interest in carbon sequestration in Europe

Svensk Kolinlagring launched the project in 2019 with the aim of learning more about how carbon can be sequestered in the soil, which methods should be used, what costs are involved, how to work efficiently and what is feasible in practice. The Swedish project collaborates with several universities, the European SCARF Network, Carbon Action from Finland and partners in Norway.



Svensk Kolinlagring pays 1300 Swedish kronor (122 euros) per hectare annually, of which 1000 kronor goes directly to the farmers and 300 is used to cover the costs of metering. It is calculated that one hectare can store at least one ton of carbon per year.

“Farmers have great innovation power, and interest in carbon sequestration is growing in Europe. This is an important issue for farmers, considering the drought that has hit Europe this summer, for example,” says Project Manager Jessica Johansson.

“By increasing the carbon content of the soil, we can improve the water retention capacity of soils, which means that the soil binds more water, reducing the problems caused by drought or flooding,” she explains.

Meeting challenges together

Johansson points out that the shortage of water is the greatest threat for the growth of vegetation, and it is important for European farmers to become better at utilising the rain that falls.

The Svensk Kolinlagring project is divided into three parts: practical trials that are carried out at the farms, measuring and monitoring soils, and developing successful business models.

“For us, the primary goal is to gain

How carbon sequestering is achieved in practice?

1 Keeping fields green year-round

Protects the soil against drying out, prevents erosion and provides microbial life with food all year round.

2 Maximising biodiversity

The organisms living in the soil want to have a varied diet, just like our gut bacteria. High diversity above ground is needed to preserve high diversity underground.

3 Minimising disturbances such as soil preparation, chemical crop protection and pesticides

All types of disturbances harm the microbial life, bacteria and fungi whose job it is to ensure that carbon is sequestered in the soil.

4 Maximising living biomass above and under the ground, incl. microbial biomass and fungi

The more plants are growing, the more carbon is pumped down into the soil. It is important to utilise the entire growth season and grow plants with different needs to maximise biomass.

insight into how we can transform our system for the future and how we can create healthier soils while operating sustainably,” says Operations Manager Kjell Carlsson.

“Basically, we want to have the soil covered with vegetation all year round, and the project will help us identify the most efficient and practical way of working. We do not

have the answer yet, but we feel we are on the right path,” Carlsson adds.

Interest in carbon sequestration is increasing in Europe, and there are various ongoing national initiatives.

“Farmers play a significant role in this transformation. This is an agribusiness project carried out together with farmers, for farmers,” says Jessica Johansson. •

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 **arctic**
a brand of aebi schmidt



John Netas was godfather to the children of dozens of Valtra customers.

Agrotica is the largest agricultural machinery trade fair in Greece and is held every other year in Thessaloniki. As with other exhibitions, the main purpose is to meet customers and exhibit products. Pictured here at Agrotica 2016, from left to right, are Theodore and John Netas.

NETAS FAMILY HAS SOLD VALTRA TRACTORS IN GREECE FOR OVER 50 YEARS

In Thessaloniki, on the corner of Monastiriou and Pesonton Pirosveston, stands a sturdy looking three-storey office building. Even though the building is lower than its neighbours, it has something they do not: an elevator for people and tractors. The elevator makes it easy to move tractors from the showroom down to the service premises and back up again.

The building is also home to Karintis-Netas S.A., Valtra’s longest-serving foreign importer. Valtra and Valmet tractors have been marketed in Greece for over 50 years already. Especially during the boom years at the turn of the millennium, the Netas family were frequent visitors to the Valtra factory in Suolahti, Finland.

John Netas (Ιωάννης Νέττας 24.4.1937–30.10.2020), the long-time head of the company and family, was a devoted tractor expert who was even awarded a prestigious medal of honour in Finland.

The head of the company

always takes care of the most important matters, which naturally include customers. Every time a representative from the Suolahti factory visited John, their conversation would often be interrupted by customers who had come to collect spare parts from the company’s impressive warehouse or pay the final instalment on their new tractor. These transactions were always handled in a prompt yet friendly manner, always exchanging pleasantries, handshakes and even hugs. Only then could the negotiations with Valtra continue from where they left off. The relationship between the Netas family and their customers has always been close, and they are even godparents to some of their customers’ children!

John’s spouse **Chrysantis** (Χρυσάνθη) speaks excellent English and would translate for guests whenever necessary. Their elder son **Dimitris** and younger son **Theodore** received a good education, and

management of the company was gradually transferred to them. There was no rush with the generational transfer, as John maintained control of the company for a long time.

The family acquired a second property on the same street in the 1990s for spare parts operations, which Theodore was then put in charge of. The large fleet of Valtra tractors in Greece keeps the spare parts business busy, and with the decline in new tractor sales since the boom years, the importance of spare parts sales has increased. Customers know that they can find all the parts they need, even for older tractor models.

At the turn of the millennium, over a hundred Valtra tractors were sold in Greece each year. These included also the biggest and most heavily optioned models. When the Greece economy collapsed in 2010, volumes declined, but the Netas family continues to serve Greek Valtra tractors with reliable and friendly service. •



Lincolnshire-based salad and vegetable producer, Windy Ridge Vegetables Ltd has invested in seven Valtra tractors so far this year, following a successful on-farm demonstration. Models from the A, G, N & T Series have been selected – all for specific tasks.

GROWING VALTRA FLEET TICKING ALL THE BOXES

TEXT AND IMAGES DAVID WILLIAMS

A rapidly growing fleet of Valtra tractors is ticking all the boxes for a large Lincolnshire-based salad and vegetable producer.

Trading as Windy Ridge Vegetables Ltd, based near Boston, the Nundy family farms approximately 360ha of mainly Grade 1 silt land. Crops include cabbage, cauliflower, savoy cabbage and pumpkins as well as specialist vegetables. Planting and harvesting continue throughout

most of the year to maintain supplies of fresh produce.

First experience of Valtra

“Our 20-tractor mixed brand fleet includes models of various sizes, power and weights, but before this year we had never owned a Valtra,” explained Managing Director **Mark Nundy** who manages the farm with his father **Mick**.

When the Chandlers (Farm Vehicles) Limited, Valtra Area Sales Manager, **Rob Immink** visited the

farm to discuss a new fertiliser spreader, he suggested to Mark and Mick that they should try a Valtra. A demonstration N-series tractor with a front loader was driven by several operators and it quickly proved popular – so much so that it never returned to the dealer.

Additional models

Within a short time, six additional Valtras had also been ordered and, by early July, the fleet included the N155 with a Valtra loader, plus an



Mark Nundy (left) with his father Mick and three of the eight-tractor Valtra fleet.

N175, a T255, two G125s – one fitted with a harvesting rig and the other for fertiliser applications, and two A115s – one for planting and box handling, and the other to power a robotic hoe. All the tractors are different colours, making it easier for members of the large farm team to differentiate between machines on the fleet.

Reliability so far has been excellent and support from the Chandlers team as well as Valtra UK has been exceptional, stressed Mark. •



VALTRA TOURS FRANCE

TEXT VALÉRIE SMESSAERT PHOTO CHARLOTTE MOREL



A Valtra G135 Versu tailored in the Unlimited Studio has toured around France to tell consumers about farming and agriculture.

Faced with increasing agricultural inputs and food prices in 2020, the French agricultural sector wanted to develop communications between the different agricultural sectors and consumers. The idea was to tell the general public about the daily life of farms, meet with various players in the industry and produce materials to support communications.

This was achieved by undertaking an agricultural “Tour de

France” by driving a tractor through the different regions of France and telling about the daily life of farmers, the different actors in the sector and the latest innovations. YouTuber Thierry Agriculteur d’Aujourd’hui and the association CoFarming partnered to launch this beautiful adventure through four stages in 2021 and 2022.

Valtra did not hesitate a second to participate in this adventure. Valtra’s objective has been to showcase its tractors across

France, visit its dealerships, and meet as many future customers as possible.

The CoFarming Tour set off from Paris in February 2021 with a Valtra G135 Versu that was specially tailored in the Unlimited Studio. The Valtra tractor has subsequently become the true symbol of this adventure, representing the close relationship between Valtra and those who are taking care of the beautiful French countryside and gastronomy. •

Please visit your local dealer

Valtra Collection

AUTUMN'S MOST STYLISH NOVELTIES



€ **47,49**

OUTDOOR VEST

V42806211-17

Lightly padded vest with zippered pockets. Unisex model. Sizes XS-XXXL

€ **25,10**

FLAT CAP

Stylish dark grey flat cap. Soft wool blend material feels comfortable and keeps you cool. 50 % wool, 50 % polyester.

V42803740 55-56 cm

V42803750 57-58 cm

V42803760 59-60 cm



€ **18,66**

BAKING SET

V42806030

Bake and tune your own Valtra! Set includes 1.5-litre cake pan and brush. Dishwasher, heat and frost resistant silicone -40 °C-+230 °C.



€ **31,21**

TOY TRACTOR

V42801970

Premium metallic black Q305 toy tractor. 1:32. Age recommendation +3. Made by Britains.



€ **30,53**

MULTIPURPOSE TOOL

V42802340

High-quality multipurpose tool with 9 different functions and a separate set of tips. Made of matte stainless steel. Valtra Unlimited logo.



€ **29**

FLEECE BLANKET

V42806020

Soft, fluffy fleece blanket with a tyre pattern print. The other side of the blanket is white. Size 130 x 150 cm. 100 % polyester.

These and other great products are available from **your local Valtra dealer**.

Selection at dealers may vary according to availability. All prices are recommended retail prices including taxes.

Price changes possible in different markets - all rights reserved.

See us online: valtra.co.uk

Valtra Models



F Series

MODEL	MAX. HP*
F75	75
F85	85
F95	95
F105	105



A Series

MODEL	MAX. HP*
A75	75
A85	85
A95	95
A105	105
A115	115
A125	125
A135	135

All A Series models are available with the HiTech (12+12R) transmission. A75–A95 models are also available with the HiTech2 transmission and A105–A115 models with the HiTech4 transmission.



G Series

MODEL	MAX. HP*	
	STANDARD	BOOST
G105	105	110
G115	115	120
G125e	125	130
G135	135	145

All G Series models are available with the HiTech, Active or Versu transmission.



N Series

MODEL	MAX. HP*	
	STANDARD	BOOST
N135	135	145
N155e	155	165
N175	165	201

N Series models are available with the HiTech, Active, Versu or Direct transmission.



S Series

MODEL	MAX. HP*	
	STANDARD	BOOST
S274	270	300
S294	295	325
S324	320	350
S354	350	380
S374	370	400
S394	400	405



Q Series

MODEL	MAX. HP*	
	STANDARD	BOOST
Q225	230	250
Q245	245	265
Q265	265	290
Q285	285	305
Q305	305	305



T Series

MODEL	MAX. HP*	
	STANDARD	BOOST
T145	155	170
T155	165	180
T175e	175	190
T195	195	210
T215	215	230
T235	235	250
T235 Direct	220	250
T255	235	271

T Series models are available with the HiTech, Active, Versu or Direct transmission with the exception of the T255 model, which is available with the HiTech, Active or Versu transmission.

*ISO 14396