

## Massey Ferguson's 'farm in a box' to help transform agriculture

Manufacturer of agriculture equipment, [AGCO](#), Your Agriculture Company, is showcasing its new Massey Ferguson Farm Mechanisation package at the 10th Biennial US-Africa Business Summit in Addis Ababa on 1-4 February 2016.



BulldozerD11 via [Wikimedia Commons](#)

The package is aimed at farmers who are taking their first step in mechanised farming and is primarily based on the newly launched MF 300 Series tractor plus a set of MF implements and forms part of a wider package of support through the Massey Ferguson Africa distribution network. This package is at the heart of AGCO's strategy to help transform agriculture in Africa through inclusive and sustainable mechanisation solutions.

### **Mechanisation as a catalyst to raise productivity**

Aligned with this strategy is the announcement of a new partnership between AGCO and the international development non-profit organisation 'Cultivating New Frontiers in Agriculture' (CNFA) to promote mechanisation as a catalyst to raise farm productivity and food security in Africa.

"To be sustainable, farm mechanisation needs to be environmentally compatible, economically viable, affordable and adapted to local conditions." says Dr Rob Smith, AGCO senior vice president and general manager Europe/Africa/Middle East who will speak at the US-Africa Business Summit.

"The Massey Ferguson Farm Mechanisation Package, you could call it a 'farm in a box', is designed to make staying on the land or indeed, returning to the land a viable choice. It's especially designed to encourage more young people to get involved in agribusiness," continues Dr Smith. "Further support has been built into the package by the provision of training and support through the pioneering AGCO Future Farm project and our Massey Ferguson distribution network together with the assistance of partners such as CNFA."

### **The new MF 300 Series**

The new Massey Ferguson MF 300 Series tractors feature powerful and straightforward operation, robust dependability and are ideally equipped to meet the tough challenges of African agriculture. The range will initially consist of three models from 50hp to 85hp. Further models are to be released later in the year. The new line of complementary Massey Ferguson-branded implements includes a range of harrows, ploughs, subsoilers, planters, trailers and transport boxes.

## **CNFA and AGCO to work together**

The farm mechanisation package is to form the central focus of the newly-announced AGCO collaboration with Cultivating New Frontiers in Agriculture. For more than 30 years, CNFA has worked to improve agricultural productivity, competitiveness, and smallholder household wellbeing around the world through training, demonstrations, behaviour activities and partnerships.

CNFA and AGCO will work together to take action to increase farmers' access to mechanisation Africa-wide. This will include channelling the expertise of CNFA's Farm Service Centres and agricultural dealers to highlight the effectiveness and validity of mechanisation to increase productivity. Among the activities planned will be farm machinery leasing, demonstrations and training using Massey Ferguson machines. A pilot project started in Ethiopia in January, supported by Massey Ferguson's national distributor, Ries Engineering, will be followed by a staged roll-out across Africa.

"Among one of CNFA's flagship approaches is the development of privately operated agricultural dealer outlets and Farm Service Centres across Africa to improve smallholder farmers' access to high-quality agricultural inputs and services," CNFA president and CEO Sylvain Roy said. "In conjunction with better access to inputs, agricultural mechanisation is also a critical element in making Africa more food secure. Through this partnership with Massey Ferguson, CNFA will be able to reach more farmers and demonstrate on the ground how this machinery and technology can significantly increase crop yields, thereby generating higher incomes for both their families and communities."

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