

Hands-on JCB Loadall training highlights strong market potential

There is huge scope for JCB Agriculture's range of Loadalls (telehandlers) in South Africa as local farmers increasingly look to mechanisation to maximise the efficiencies of their operations, as Bell Forestry & Agriculture and JCB Agriculture dealers learned first-hand during an intensive two-day product training session.

The training was presented by Ben Mansfield, JCB Product Manager for Loadalls from the UK, who expertly shared his knowledge and enthusiasm for the product during two two-day training sessions held at Caledon in the Southern Cape and Sasolburg in the Free State. Sales representatives from Bell Equipment South Africa, selling into the agricultural space, also attended the training.

On the first day, Ben acquainted the attendees with the history of

JCB Loadalls, design and production of which started in 1977, as well as the various features of the machine and the difference in the models. Further detail was shared on the various applications where a Loadall is more advantageous compared to modified tractors and backhoes. Those attending then had an opportunity to drive a JCB 530-70 Loadall and experience handling the machine.

The second day started with Natasha Swanepoel, JCB Manager: Finance, explaining the workings of the JCB Finance Calculator and Interest Rate Template for calculating rates, terms, and instalments.

Ben concluded the training session by explaining the workings and benefits of JCB's telematics system, LiveLink, which works as a web-based portal providing owners with data encompassing security,

location, whether the machine is idling or active, its speed, hours worked, fuel used and service notifications. This data can then be downloaded onto a spreadsheet. He also demonstrated the online training that is available as well as the JCB Hub which is an excellent iPad-based sales tool including product brochures, short informative video clips, and comparative information.

Finally, showing his quirky sense of humour wearing a Springbok rugby jersey, he spoke briefly about what the future holds for JCB equipment when he mentioned the E-tech range of electric machinery, hydrogen engines, more compact machines, larger equipment than what is currently available, and a futuristic Series III cab for all machines.

Charles Inggs, Dealer Development Manager: Bell Forestry & Agriculture South Africa, commented: "We are

appreciative of JCB Agriculture for their support and this invaluable face-to-face and hands-on physical training for our dealers and sales representatives. Our time spent with Ben was incredibly beneficial as the training was dedicated to JCB Agriculture's range of Loadalls specific to South African applications. It presented an excellent opportunity for our dealers and sales representatives to learn, understand, and operate the machine themselves, and it was heartening to see their enthusiasm to learn and experience more about the brand and equipment that will enhance their offering."

He added: "Our drive in South Africa is to keep track of the world as it becomes more mechanised. Farmers are applying more precision farming practices, which call for increased mechanised material handling to meet the demands of food production. This, in turn, creates the need for

equipment such as the JCB Loadall on our farms."

Mark Tolmay, owner of Dornings Motors in Kokstad, was full of praise after having had the experience of operating the JCB 530-70 Loadall: "We're excited at having the JCB range of agricultural machines to add to our offering. We feel that in southern and western KwaZulu-Natal we'll receive favourable feedback from especially dairy farmers who we believe will have real work for the JCB 530-70 Loadall."

Matt van Tonder of Tractor Giants in Pretoria believes that the JCB Loadall range will open new possibilities. "We can already picture that our many clients who run dairy farms and cattle feedlots will be excited to experience the JCB Loadall range because it will bring many advantages in terms of its adaptability and multi-purpose uses."

