

BAGMA



THE MEMBERSHIP MAGAZINE OF THE BRITISH
AGRICULTURAL AND GARDEN MACHINERY ASSOCIATION
ISSUE 54 | NOVEMBER-DECEMBER 2025 | £5.50

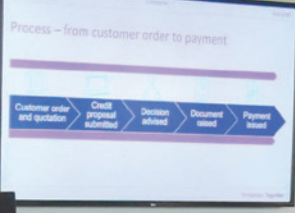
BULLETIN



Staying in the Hunt

Ed Smales of Hunt Forest Group recently welcomed BAGMA to their new Green Ore Depot, to discuss how technology and strength of portfolio is keeping them one step ahead of the competition.

The AEA at 150 | Book your BAGMA Training | LAMMA



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Thank you to our Industry Partners for their ongoing support and commitment to the good work BAGMA does. We will continue to provide the best support, services and information to our members to help develop their businesses.



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Signing off on another year

Dear members,

If you're anything like me, you're thinking 'where did 2025 go?'

This year has been particularly tough for our industry and the economy more generally. It's happened, and now we must look forward to the future and hope we get a spring back in our step very soon.

BAGMA have had an incredibly busy year with shows and events which has seen us visiting England, Wales and Scotland. The diary for 2026 is already looking pretty busy – you can find details of all the upcoming events on the BAGMA wallplanner included with this edition.

I, for one, am entering the new year with cautious optimism. The country still needs feeding and we should be encouraging people to buy British. Perhaps a back to basics approach is what's needed to kickstart the economy?

This year we've also worked hard

to expand the products and services we can deliver for members. We're fortunate to have a fantastic range of providers helping with utilities,

finance, security, HR, legal, recruitment and more – please make the most of what's available to you. If there's something you'd like to see introduced, please let us know.

BAGMA have incredibly solid foundations under the umbrella of the AEA. You can read about their 150 Year milestone later, and I wish to congratulate them once again on a fantastic legacy achieved.

My passion for the future remains raising awareness with the next generation. This year Nick and I have been well received by a number of educational establishments which we'll be continuing into 2026.

In the meantime, I'd like to wish you all a Happy Christmas and a prosperous New Year. If I can help please feel free to contact me on 07831 585476 or email peter@heming-engineering.co.uk



by
Peter Heming
BAGMA President



The membership magazine of the British Agricultural & Garden Machinery Association

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BULLETIN BOARD

MASONS KINGS APPOINT



Masons Kings are delighted to announce the appointment of Jon Day as a Turf Area Sales Consultant at St Columb - a role within their expanding Sales Team. Jon brings several years of experience and extensive industry knowledge, allowing him to provide exceptional support to customers across West Cornwall.

HELP BAGMA, TO HELP YOU!

We understand you're busy and receive lots of emails - that's why we're committed to only sending you information that's truly relevant.

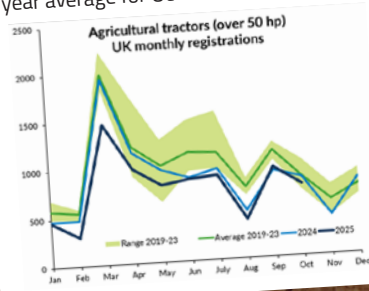
If you can spare five minutes, we'd appreciate you answering a few quick questions which will help to ensure we're always communicating with the right people within your organisation.

Scan here to complete the survey



UK AGRICULTURAL TRACTOR REGISTRATIONS - OCT 2025

Having nudged above last year's level in September, the number of agricultural tractors registrations in October 2025 was once again lower than 2024. At 746 machines, the shortfall is 9%, less than in the year to date, and 10% below the five year average for October.



Husqvarna joins BAGMA

One of the most trusted names in outdoor power equipment, Husqvarna, are delighted to have become a BAGMA Industry Partner.

With a long-standing reputation for quality, innovation and reliability across the land-based sector, Husqvarna's product range includes chainsaws, robotic mowers and battery-powered tools and is designed to meet the needs of professionals who demand performance and durability.

Husqvarna's commitment to proactively supporting the industry aligns closely with BAGMA's mission to support dealers and technicians with professional development. Through this partnership, BAGMA members gain access to enhanced training support, helping teams stay up to date with the latest technologies and best practices. This not only improves service quality and customer satisfaction but also

strengthens business performance and staff retention.

Together, we can raise standards across the industry and ensure that Husqvarna products are not only sold but expertly supported throughout their lifecycle. This partnership is about more than products – it's about empowering people, growing skills and a stronger, more resilient agricultural and garden machinery community.

Jonathan Snowball, Head of Business Unit Professional UK, said: "A major topic of conversation within our industry is how we attract and develop the next generation of professionals. At Husqvarna, we believe that innovative aspects such as autonomous robotic solutions, battery power, software and diagnostics can be very appealing to school leavers who are considering their career options. This new partnership will see BAGMA and Husqvarna work closely together to raise awareness and provide new and exciting learning opportunities, helping support such a vital industry to the UK economy."

BAGMA announce Connect events for 2026

BAGMA are pleased to announce the dates of three Connect meetings taking place in 2026.

Following the successes of the 2025 events at AGCO, Hartpury College and New Holland, BAGMA are delighted to be hosted by Toro UK, KUHN and Kverneland throughout the forthcoming year.

Open to both members and non-members, Connect events are free to attend and provide an opportunity to hear from industry experts on a range of important industry topics and network with likeminded professionals.

For more information on any of the dates shown, or to register for your free ticket, please visit bagma.com

25th March 2026

TORO UK Limited, Spellbrook Lane W, Spellbrook, Bishops Stortford, CM23 4BU

2nd July 2026

KUHN Farm Machinery, Stafford Park 7, Telford, TF3 3BQ

21st October 2026

Kverneland Group (UK) Ltd, Walkers Lane, Lea Green Road, Saint Helens, WA9 4AF

The benefits of spreader testing

It is almost 10 years since NSTS introduced a protocol for testing fertiliser spreaders, an important service to offer alongside pesticide application equipment testing.

Although not a legal requirement, spreader testing and accuracy of application is important in a range of ways. One aspect is for environmental reasons; the need to keep nutrients, in particular nitrogen and phosphate, out of watercourses to help ensure water quality is maintained. For farmers managing land in close proximity to rivers, maintaining accurate application will help alleviate this risk. In addition this will also help towards meeting legal obligations such as those contained within the Farming Rules for Water.

The second major benefit is financial. Effects of inaccurate spreading are often not seen in the growing crop and may only appear during or after harvest.

Uneven ripening, laid strips in cereals and nitrogen levels in grain can all affect quality, potentially missing out on contract specifications.

Spreader testing carried out by NSTS is not limited to agriculture, with a range of machines being tested in the amenity sector, in particular golf courses and sports grounds.

The spreader test itself consists of three main parts. First, an inspection of the machine to check the main components to aid accurate application. Worn discs and vanes, and damaged agitators have a large impact on spread pattern, along with shutter condition and operation. Second, tests are carried out on the product(s) to be applied. Checks for granule hardness, litre weight and size range of the product are all recorded and which assists the examiner in making initial settings ready for the final part, the tray test. The trays are laid out across the full

width of spread and the product caught in each tray is transferred to graduated tubes and results entered into an app which will calculate the coefficient of variation (CV). A result of 10% CV and below is a good spread pattern; however, if the tray test has given a result above this figure, settings will be adjusted and a second drive through the trays will be made to gain an improved result. An electronic certificate is sent to the customer on completion of the test showing the results from all stages of the test.

Not forgetting liquid fertiliser, we always recommend when you have a sprayer tested to have the fertiliser nozzles tested at the same time. Results from worn or damaged nozzles will have the same effect as with solid fertiliser but the visual signs can be far more noticeable from the narrow band width of individual nozzles.

For more information, or to find your local test centre, visit nsts.org.uk



by
Ian Forman
NSTS

Application equipment testing across the whole of the UK

For all users of pesticides, all equipment must be tested.

Fertiliser spreader testing also offered.

Please contact NSTS for more information or go to our website to book a test.

info@nsts.org.uk
01733 207606
www.nsts.org.uk





by
Nick Darking

BAGMA General
Manager

The highs and lows of 2025

With another year drawing to a close, comes the opportunity to reflect on the highs and lows of 2025. In many ways, the agricultural, groundcare and garden machinery markets have been volatile - be that in terms of the prolonged hot and dry weather, geopolitical uncertainty and, closer to home, a wavering economy.

At BAGMA, the emphasis has been on strengthening our brand - expanding and developing our offering to support our members during these challenging times. We are delighted to have welcomed Laura Wiltshire to the BAGMA Council as well as a number of new associate members including Makita, Cramer and Husqvarna.

Engagement with our members has also stepped up this year. Our three Connect events at AGCO, Hartpury College and CNH New Holland were incredibly well received - thanks to all of our speakers and Service Providers who continue to give their time to educate and

build attendance.

In between events, we also launched the Members Forum to provide a platform for knowledge sharing, asking questions and supporting each other.

Sadly, 2025 hasn't all been positive. This year there have been an alarming number of dealerships merging, being acquired or closing their doors. The rise in employers National Insurance, inflation and changes to inheritance tax have all created incredibly difficult trading conditions for dealers.

BAGMA will always do what it can to ensure businesses are making the most of their membership. Please explore our fantastic portfolio of Service Providers and make the most of discounts on services and BAGMA training courses.

A big thank you to everyone who has supported and engaged with BAGMA throughout 2025. Wishing you all a lovely Christmas and all the very best for 2026!

Advertise your vacancy on the BAGMA Jobs Hub

Open to members, non-members, manufacturers and everyone in between, the BAGMA Jobs Hub is the perfect platform to showcase opportunities within your organisation to those within the agricultural, groundcare and garden machinery industry.

Advertising of apprenticeship positions is also available at a discounted rate.

For more information visit: www.bagma.com/jobs-hub/



To list your vacancy with
BAGMA call 01295 713344 or
email admin@bagma.com

Scan here to
see current
vacancies



Book your BAGMA Training for 2026

Kick off the new year by securing a spot on one of BAGMA's training courses. By enrolling, you'll ensure your team remains fully compliant and up-to-date with the latest legislation.

Working together with industry stakeholders, the Health & Safety Executive, dealers, manufacturers and other training industry bodies, BAGMA's training is tailored to the needs of agricultural, garden machinery and groundcare businesses.

**BAGMA Members
get 20% off all our
training courses**



For more information or to book your place on any of the courses listed, please email Kari Hearn on info@bagma.com

Available Courses for 2026

Handover and Install Products and Services to Customers

Carried out in just one day, BAGMA's Handover and Installation training focusses on giving the skills and confidence to both dealer staff and manufacturers when it comes to the machinery installation process.

Attendees will leave feeling empowered to successfully carry out site-specific risk assessments, fully understand operator handbooks and competence with all other important aspects of the installation. Developed in conjunction with the Health & Safety Executive.

Safety Essentials for Technicians – OHEV & Electric Outdoor Power Equipment

As the shift toward electrification accelerates, technicians must be equipped with the knowledge and skills to work safely with off-highway electric vehicles (OHEVs) and electric outdoor power equipment (EOPE). BAGMA along with industry partners have developed this one day course to help technicians, sales staff, delivery drivers and workshop personnel gain a working knowledge of identifying hazards, safe isolation procedures and understanding the relevant UK legislation.

Through Examination of Machinery and Equipment for Serviceability (LOLER)

Centred around the Lifting Operations and Lifting Equipment Regulations (LOLER 98) and the Provision and Use of Work Equipment Regulations 1998 (PUWER 98) the course covers various Thorough Examination procedures including inspection methods, recording inspections and certification. Candidates will gain an understanding of all related legislation and will be continually assessed through the BAGMA / Consolidated Fork Truck Services (CFTS) accreditation process.

Agricultural Tractor Trailer Scheme (ATTS)

Suited for competent technicians, the ATTS scheme incorporates both roadworthiness inspection and brake performance testing in one package. ATTS is essential for those looking to learn how to successfully inspect and assess a tractor, trailer or self-propelled vehicle's physical condition according to recognised vehicle roadworthiness criteria.

Over two days the course includes both practical and 'classroom' training with a written examination to finish.

Training for Businesses

Now into its fourth year, BAGMA in conjunction with AEA have designed short courses focused on key topics from customer service to recruitment. Equipping attendees with additional knowledge and practical techniques to overcome issues you've highlighted as important within your business.

- Customer Service – Raising the Bar (Online Only)
- Presentation & Training Skills
- Recruitment & Retention
- Managing Staff for Performance
- Profit from Shows & Demonstrations

We're pleased to announce that after successfully launching specific training days for individuals and small groups in 2025, we will be carrying out more regional training days in 2026. These one day events will be focussed on Handover and Installation Training as well as Thorough Examination. The first dates for Handover and Installation will be the 10th, 11th and 12th February 2026 hosted by DGM Ltd in Torquay. Spaces are limited so please get in touch with Kari via info@bagma.com. More information on further dates and locations will be released shortly via www.bagma.com

Toro U.K. crowned Champions of the 2025 BAGMA Golf Day!

The sun was shining on Nailcote Hall as the BAGMA Golf Day returned for its third year on Wednesday 24th September. After a fiercely competitive 18-holes on the challenging Par 3 Course, it was Toro U.K. Limited that emerged victorious!

Dealers, manufacturers, Service Providers, members and non-members came together once again at the home of the British Par 3 Championship, Warwickshire's Nailcote Hall, for a day of fun and fierce competition.

This year eight teams embarked on two rounds of the notoriously tight and tricky course, before scores were totted up to determine the top-ranked team along with the top-scoring individual. With 92 points, the Toro U.K. team consisting of Craig Hoare, Simon Atkin, Lee Baker and Charles



Neale secured the title, pipping last years Champions GKB Machines into second place by just one point!

It wasn't all bad news for the GKB team though as Eddie Jack, from dealers Ernest Doe, scooped the individual prize with an

impressive round, scoring 42 points. Again there was just one point between first and second in the individual standings, with Farol's Andrew Herring, playing on the IBCOS team, narrowly missing out on the title with a score of 41.





1st Place Team:

Toro U.K. Limited - Craig Hoare, Lee Baker, Simon Atkin and Charles Neale

2nd Place Team:

GKB Machines - Tom Shinkins, Eddie Jack, Marc Kerr and Tim Hales

1st Place Individual:

Eddie Jack - Ernest Doe - playing for GKB Machines Team

2nd Place Individual:

Andrew Herring - Farol Ltd - playing for IBCOS Team

Prizes were presented by BAGMA's General Manager, Nick Darking alongside David Withers from headline event sponsors ISEKI UK & Ireland.

It wasn't just prizes Nick was dishing out! As usual, the networking dinner provided ample opportunity to hand out the obligatory 'fines' for some questionable, unsportsmanlike behaviour... This year, fines were issued for electric golf trolleys (on a course that measures just 1,048 yards), pre-tournament practising and even one player turning up without a set of clubs! Over a good laugh, the fines raised £150 for BAGMA's charity partner Perennial.

"The Golf Day and Dinner is now on it's

third outing and it continues to get bigger, better and more competitive every year" reflects BAGMA's Nick Darking. "We'd like to say a big thank you to everyone who took part, as well as extend our gratitude to our brilliant sponsors - without whom the event wouldn't be possible - headline sponsor ISEKI UK & Ireland alongside Airtex UK, Campey Turfcare, GKB Machines, Global Payments, Heming Engineering, IBCOS, Kubota UK, Novuna Business Finance, SafetyAide and Toro U.K. Limited."

Tickets will shortly be available for the next BAGMA Golf Day which will return on Wednesday 23rd September 2026. Keep an eye on our socials and website for more details.





Progress on the land: 150 years of the Agricultural Engineers Association

In November 1875, a group of pioneering agricultural machinery manufacturers met at the Westminster Palace Hotel in London to form an organisation that would shape the future of British farming. Their goal was simple yet ambitious: to promote the interests of agricultural engineers and machinery makers. That meeting marked the birth of the Agricultural Engineers Association (AEA), which in 2025 celebrates its 150th anniversary.

The late 19th century was a time of rapid change. British agriculture was facing economic challenges, with falling grain prices and rising imports. Mechanisation offered a lifeline, and the AEA's founding members—names like Ransome, Fowler, Shuttleworth and Samuelson—were at the forefront of innovation. Their machines reduced labour needs and improved productivity, helping farmers adapt to a changing world.

From its earliest days, the AEA focused on collective action. It lobbied for fair trade tariffs, better transport rates, and improved conditions at agricultural

shows. It also resisted unfair competition and worked to ensure British machinery was represented internationally. By the early 20th century, the AEA had become a key voice in shaping agricultural policy and supporting the industry through war, recession and recovery.

During both World Wars, the AEA played a vital role in coordinating machinery production for the war effort. It helped establish emergency committees and advised the government on equipment needs. After WWII, the Association entered a golden era. With farming supported by guaranteed prices and mechanisation booming, the AEA expanded rapidly. It became a co-partner

in the Royal Smithfield Show, which grew into the UK's premier agricultural machinery exhibition.

The post-war decades also saw the AEA embrace international trade. British manufacturers became world leaders in tractor exports, and the Association helped open new markets through trade missions and export support. It joined European and global organisations, ensuring British voices were heard in Brussels and beyond.

In the 1980s and 1990s, the AEA broadened its scope. Recognising the growth of turf, garden and outdoor power equipment, it formed the Outdoor Power Equipment Council, giving equal



▲ AEA team member Chris Birdlowe with the paintings of the Samuelson Reaper and Aveling and Porter Steam Traction Engine, commissioned to commemorate the AEA's 150th anniversary

representation to these sectors. It also launched working demonstration events like Tillage Live and ScotGrass, allowing farmers to see machinery in action.

The turn of the millennium brought new challenges. Environmental legislation, safety standards and technological advances required expert guidance. The AEA responded by strengthening its technical department and launching the National Sprayer Testing Scheme (NSTS), which became a cornerstone of crop assurance protocols.

In 2021, the AEA made a landmark

move by acquiring the British Agricultural and Garden Machinery Association (BAGMA). This brought manufacturers and dealers under one umbrella, enhancing collaboration across the supply chain. The Association also launched the "We Are Land-based Engineering" initiative to attract young people into the industry, supported by a new careers website and outreach materials.

Brexit and Covid-19 further tested the AEA's resilience but only strengthened the Association's role as a vital conduit

between members and government, providing guidance on new regulations and helping businesses navigate uncertainty. Hybrid working and digital transformation followed, ensuring the AEA remains agile and accessible.

Today, the AEA represents over 100 companies and supports a sector worth billions to the UK economy. Its members include manufacturers, importers and dealers of agricultural, groundcare and outdoor power equipment. With a full-time team based in Peterborough, the Association continues to provide technical expertise, economic analysis, export support and policy advocacy.

As it marks its sesquicentennial, the AEA reflects on a legacy of innovation, collaboration and service. From steam-powered reapers to autonomous tractors, it has supported the industry through every technological leap. Its founding principles remain unchanged: to promote the commercial, technical and trade interests of its members.

The future promises further transformation—AI, robotics and sustainable farming are reshaping the landscape. But with its deep roots and forward-thinking approach, the AEA is well placed to guide the industry through the next 150 years.



▲ Current AEA President Siân Pritchard pictured with Past Presidents in attendance at the event

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by
Stuart Bidwell

Ascendant

When Exchange Rates Bite:

The hidden cost of waiting on FX

Exchange rates move fast, but it's the relationships behind the business that matter most. Stuart Bidwell, agri & machinery specialist at Ascendant, shares how one importer's €250,000 machine turned into an £8,000 lesson and why having someone who speaks your language on FX can make all the difference.

Through 2025, the Pounds story against the euro has been one of swings rather than direction. The year opened on a strong footing, for GBP/EUR at around €1.20 in January, but by late summer the exchange rate had slipped towards €1.14, with much of the fall occurring between May and July.

That six-cent move may not sound dramatic, but for dealers and distributors importing machinery or equipment from the Eurozone, it can mean the difference between a healthy profit and a painful squeeze.

A real-life example

Consider a UK importer who ordered a large piece of machinery from a European manufacturer in January 2025, agreeing a fixed retail price to their customer of £211,000, based on the prevailing exchange rate of €1.20.

The supplier's invoice was €250,000, but delivery wasn't due until September. Confident the pound would hold firm, the importer decided to wait and pay when the goods arrived, rather than hedge the exposure.

Fast-forward nine months: by September, the Pound had slipped to €1.14. Paying at the new exchange rate meant the same €250,000 machine now cost £219,300 — more than £8,000 higher than what could have been secured at the January forward rate of €1.1850.

Because the customer's selling price was locked in, the entire difference came straight off the importer's margin. Had they instead fixed their rate through a forward contract at €1.1850, the purchase would have been secured at £211,000, insulating their profit margin and giving certainty from day one.

It's tempting to think this risk only applies to large machinery. But for businesses dealing in smaller-scale, higher-volume items like imported parts, tools, or recurring inventory the risk is



just as real; it just hits cumulatively.

The bigger picture

This pattern has played out across the sector. The Bank of England's gradual rate cuts this year narrowed the interest gap with the European Central Bank, eroding sterling's earlier advantage. Meanwhile, uneven UK growth and political uncertainty kept markets cautious, adding to volatility.

Machinery importers often operate on tight and seasonal margins and when orders are priced in Euros but sales made in Sterling, every cent counts. In 2025's market, that has meant thousands of pounds lost or saved per machine.

Practical takeaway

Whether you import sprayers, tractors, or robotic mowers, fixing exchange rates early, even for part of your exposure, can make your margins predictable and protect customer relationships.

If you'd like to understand how simple hedging tools could work for your business, speak with someone who speaks your language. As part of the team at Ascendant, I work with many BAGMA members, helping them translate market moves into practical decisions, built on relationships, trust and a shared understanding of the agri-machinery trade.

Because in the end, it's not just about exchange rates, it's about relationships that help your business grow.

For more information and guidance on exchange rates get in touch with Stuart via stuart.bidwell@ascendant.world or call 01733 972615

Choosing the right DMS system for your business

At Ibcos, we've been working with agricultural and machinery dealers for over 40 years. While every dealership is unique, they all need reliable, sector-specific software that supports their growth and meets the demands of a modern business.

Choosing the right Dealer Management System (DMS) is a strategic decision that affects efficiency, service and profitability. It's vital to select a solution that aligns with your operational needs and long-term goals.

Understand business priorities

Are you aiming to streamline workshop management, improve parts stock control, gain financial visibility, or enhance customer communication? A good DMS should support all key areas of your dealership and connect them within a single, integrated system.

Integration is key

Whether linking departments or syncing with manufacturers, finance

platforms or CRM tools, seamless integration saves time and reduces duplication.

Consider scalability

Cloud-based solutions offer flexibility, scalability and automatic updates. Choose a deployment model that suits your current infrastructure and future growth plans.

Essential features of a DMS

- Machinery sales
- Workshop management
- Parts/stock control
- Point of sale
- Accounting and payroll
- CRM
- Reporting

To maximise the benefits, find a DMS that also offers:

- Manufacturer integrations
- Mobile applications
- Modern cloud-based solutions



by
**James
Buchanan**

IBCOS

Choose a true partner

Don't just assess features - evaluate service, support and sector expertise. The right DMS provider should feel like a partner, not just a vendor. With the right system, your DMS can be the foundation for a more efficient, connected and profitable dealership.

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QUALITY DIESEL MOWER OFFERING





New tech powers new depot

Here at BAGMA we see a lot of dealer depots, and few have impressed us as much as the brand new Green Ore Depot recently opened by Hunt Forest Group! In discussion with Turf and Construction Sales Director Ed Smales we learned what the depot is bringing to the group and how technology is helping to improve efficiencies at all levels of their business.

For readers unfamiliar with Hunt Forest Group, give us a potted history.

Hunt Forest Group's story started in 1967 when a young Roger Hunt left his apprenticeship at Basingstoke-based Wallis & Steevens. Roger set up shop as R. Hunt Ltd with his wife, Faith, and eventually was awarded the John Deere franchise in 1971. The company continued to expand, taking on new depots across Hampshire, Berkshire Surrey and the Isle of Wight, and eventually reaching further west into Wiltshire. In 2015, R Hunt Ltd was awarded the John Deere Homeowner franchise, enabling walk behind and ride on equipment to be sold from all depots.

I became involved in 2019, when R Hunt Ltd merged with New Forest Farm Machinery Ltd – which was owned and operated by my family. We became Hunt

Forest Group and began adding further depots and coverage to our business.

In 2021 we expanded further through the acquisition of neighbouring John Deere dealership C Smart Agricultural Services. This amalgamated agricultural and turf equipment sales in a single business which now covers most of central southern England.

Part of your ongoing growth and expansion has seen the recent opening of this Green Ore Depot – what a site! Run us through what you've got here and what that brings to you as a company.

The acquisition of C Smart Agricultural Services gave us the opportunity to combine and consolidate two depots – Sparkford, owned by Hunt Forest and in an ok location and their Cheddar depot which was rather run down and no longer fit for purpose. It therefore made

sense to consolidate the two and create a depot with state-of-the art facilities, workshop and showroom. A lot of thought has gone into creating this depot and the investment is paying dividends in terms of efficiency and customer experience.

Such investment at what, for many, is a challenging time is great to see. How have you weathered the economic and general trading factors of the last few years?

I would say we've had a reasonable year and weathered the storm well due to the fact our portfolio is broad and comprised of strong franchises. Alongside this I must acknowledge the hard work and dedication from our team who have remained focussed on the shared goal of success for the Hunt Forest Group.

In terms of sales, a lot of what we

do on the turfcare side is cyclical – so golf courses and local authorities that purchase equipment on a five-year cycle for example. Agriculture is more determined by commodity prices which can be turbulent and volatile depending on harvests, chemical prices, wars and lots of other factors that are out of your control.

When new equipment sales plateau or fall, used equipment also tends to become less desirable. The temptation to drop prices makes the cost difference between new and used machines less. This then causes high stock levels and, often, high borrowing costs as you can't carry millions of pounds of stock machinery out of working capital.

This proves you can't rely solely on sales. A strong aftermarket business is really the key to making sure you can survive these bad storms. Businesses that are proactive in chasing that business, monitoring trends and marketing in the correct places will fare better and has certainly helped us through the challenging times.

Focus on controlling the controllables and always have a good handle on your costs.

What is the current company split between the various sectors in which you operate? Are you seeing similarities in trends and challenges across the different customer bases?

Very broadly speaking, our business split is roughly 90% agriculture and 10% turfcare and horticulture.

We've definitely noticed that the weather has had an impact, certainly for agriculture where farming is so heavily reliant on the weather. From an arable point of view, the harvests haven't given people the yield they wanted which, in turn, doesn't stimulate confidence in spending money on new equipment.

On the turfcare side, the hot and dry



conditions meant we didn't really have any grass to cut for a substantial part of the summer! Regardless, people still played golf and other sports so this didn't impact on us too much. The main effect is on the service side – where kit isn't being used as frequently, so the team aren't getting called on as many breakdowns and replacements parts that would ordinarily get worn down haven't been required.

Other factors within the last year have certainly made a difference – the ongoing political uncertainty and people, generally, feeling the pinch with cost increases across the board. Local authority is another area where spending has noticeably been either cut or postponed

while people sit on their hands until the next budget or economic announcement.

Those economic factors are impacting businesses at all levels. The housing market is another one that's slowed so with fewer people upgrading to larger properties, demand for ride-on mowers or small tractors has also declined.

What franchises have been key to your success over the years?

I have to talk about John Deere which, for us, is a fantastic franchise – a great partner with an amazing portfolio. They continue to make reliable and comfortable products that our customers like to drive and work together with us to support our business and our customers. Their continued investment in technology is massive and is what really differentiates them from the competition. They're forward thinking and want their dealers to be so too, which means we're all heading in the right direction together.

We have so many other great franchises on our books which all contribute to our business in their own way, it would be difficult to highlight any in particular. While John Deere is of course a large part of our offering, we wouldn't be where we are without strength and depth in our product range to suit such a wide range of customers.

On the subject of new technology, how are you finding customer demand for this? How are the manufacturers responding?

John Deere as discussed are incredibly proactive in driving technological advancement but, not only that, are





“... a pound saved is as valuable as a pound earned.”

constantly feeding down to us at dealer level to ensure we can help our customers get the best from the new technology. What's the point in selling all the new features if people can't make the most of it?!

Customers know that technology is developing, particularly in the realms of automation and most of them want to know more. We all know that labour is hard to find nowadays so businesses realise they need to mechanise operations where they can – whether that's larger, more intuitive machines that can increase productivity or using automation to remove the need for an operator all together.

We're embracing technology ourselves across both the agricultural and professional turf division. Our new depot is equipped with the ability to connect to John Deere's Operation centre, enabling us to connect and monitor their fleets. Having all this information at our fingertips not only helps us troubleshoot and support our customers, but helps us to be proactive rather than reactive with things like service intervals and aftermarket business that I've already said is so important.

Culverdocs is another piece of technology you're using to enhance efficiency we hear?

With costs increasing across the board, looking for improved efficiency has become even more important. We look hard at our costs and, for us, a pound saved is as valuable as a pound earned.

Our processes are key to our overall efficiency and this is where Culverdocs has been a complete gamechanger for our business. It has given us the ability to create forms for all departments of our operation, cutting out steps from our workflows and processes and ensuring forms land in the right places. With 200 people in the business, if they're all saving a minute here and a minute there with digital forms instead of paper ones, you can very quickly start to quantify the benefits and savings.

Culverdocs also enables us to be far more diligent and accountable with our paperwork. We have dozens of forms including corporate hire and PDI – they're so easy to make and the support from





the Culverdocs team is incredible. If you can think of a form, there's a good chance they'll turn your ideas into reality in no time!

You've recently put a number of employees through BAGMA's Handover & Installation training. Why is industry training so important?

Industry training is incredibly important, not only for making sure that the team are competent, but also in ensuring we are compliant from a legal standpoint. We want our customers and staff to appreciate safe operation and understand how to use the machinery correctly.

Where BAGMA Training stands out is its industry specific. There's a lot of companies out there offering training but

when it comes to ensuring safety and the relevant knowledge, having training that is specifically created for our industry is key. The fact that the training is delivered by industry people, about familiar equipment, means the sales team are able to complete the course and employ what they've learned straight away.

As a business, we are constantly investing in training. Our customer experience is at the forefront of everything we do, so we want to be delivering good training to customers to ensure they're getting the best out of their machines and using it in a safe way.

What's next for Hunt Forest Group?

Our main ambition is to continue to grow the business and carry on delivering

great service to our customers. As with any business, being profitable is also important. Being profitable means we can continue to invest in our infrastructure, our staff and our customers. When customers need our support, having team members on call is a must, and this just isn't feasible for businesses that are having to run lean.

We're nothing without our people, so ensuring we continue to create a good working environment will ultimately protect our customer experience.

huntforest.com

“Being profitable means we can continue to invest in our infrastructure, our staff and our customers.”



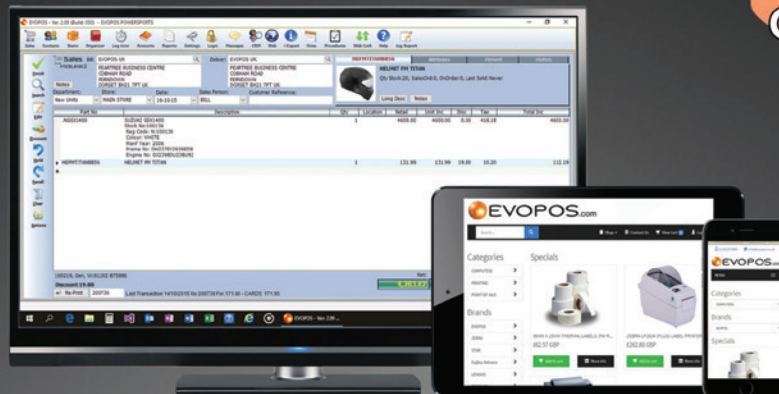
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LAMMA 2026, Bigger and Better!



The one stop-shop for the agricultural industry is back at the NEC, Birmingham, 14-15 January 2026.

Featuring more than 600 exhibitors unveiling the latest innovations in tractors, combines, arable and grassland machinery, LAMMA promises a collective display of both global brands and niche manufacturers all under one roof.

By joining forces with CropTec, the

nation's leading knowledge hub for arable farmers, and Low Carbon Agriculture, the UK's only event dedicated to sustainable carbon reduction practices, LAMMA is creating an inclusive and future-focused exhibition experience with new keynote theatres and enhanced features.

New for 2026, LAMMA will feature four dynamic keynote theatres, offering visitors the chance to dive into the topics that matter most, from dairy and beef to crop protection, sustainability and exhibitor product showcases.

Together with more educational theatres, the LAMMA Demo Zone is back - bringing you live demonstrations of cutting-edge equipment designed to improve efficiency, productivity and sustainability on your farm.

There will also be a brand-new Retail Zone, a specially curated area bringing together exhibitors offering clothing, footwear, farm toys and more, creating a bustling shopping zone for you to explore.

Step into a space created just for students and people keen to build a future in agriculture with LAMMA's Careers Zone. Discover career opportunities, connect with industry leaders, and take part in fun, interactive workshops and activities designed to spark ideas and grow skills.

The NAAC Networking Area will also provide a dedicated space for members and attendees associated with the National Association of Agricultural Contractors (NAAC) to meet, network and hold discussions.

Gather your team and attend LAMMA 2026 to embrace opportunities to network, do business, conduct market research and enrich knowledge with insights from industry experts. Claim your free ticket by visiting lammashow.com

Exploring innovation and opportunity at BTME 2026

The BIGGA Turf Management Exhibition (BTME) remains a highlight in the calendar for anyone connected to the turf care and machinery sectors — and for BAGMA members, it's an unmissable opportunity to learn, connect and do business.

Returning to the historic Harrogate Convention Centre from 20 to 22 January 2026, BTME is the flagship trade show and education event delivered by the British & International Golf Greenkeepers Association (BIGGA). Each year the venue's exhibition halls are filled with the industry's biggest names, while the acclaimed Continue to Learn education programme runs alongside, attracting turf professionals from across the UK and beyond.

For BAGMA members, BTME provides a unique chance to see the newest machinery, equipment and technology that are driving innovation across turf management. Whether you design, manufacture or distribute products, the show is the ideal setting to meet existing clients, engage new audiences and gain valuable market insight.



More than 150 exhibitors will present everything from mowers and aerators to sprayers, maintenance tools and the latest generation of electric, battery-powered and autonomous machines. The event's hands-on demonstrations and product launches afford visitors a first look at the technologies shaping the sector's future. BAGMA members can also use the show to develop partnerships and strengthen supplier relationships.

The learning doesn't stop on the show floor. BTME's packed seminar schedule covers a range of professional development topics, including

sustainability, maintenance techniques and emerging business trends relevant to both the agricultural and garden machinery markets. Networking sessions and social gatherings further encourage collaboration across the industry.

Attending BTME 2026 is a smart investment for BAGMA members seeking to stay ahead in a fast-evolving marketplace. It's a chance to deepen knowledge, expand networks and enhance your business offer for the year ahead.

BAGMA will be exhibiting at BTME 2026 on stand 642 in Hall 6. For more information visit btme.org.uk

West Country Farming & Machinery Show 2026 to Feature New Garden Machinery Section

The West Country Farming & Machinery Show is set to return to Westpoint Exeter on 11 February 2026, bringing with it new opportunities for exhibitors and visitors alike.

Since its launch, the show has quickly established itself as one of the South West's premier agricultural events, attracting over 3,000 visitors and 100+ exhibitors in 2025. Now in its fourth year, the event continues to expand, with the announcement of a dedicated Garden Machinery Section for 2026.

This new section will form part of the outdoor exhibition space, providing the perfect showcase for suppliers of ride-on mowers, turf machinery, landscaping tools and compact grounds care equipment. For exhibitors, it represents a chance to put their products directly in front of farmers, contractors, landowners and estate managers who are not only managing productive farmland, but also the green spaces, parkland and estates

that make up much of the rural South West.

The introduction of the Garden Machinery Section reflects the growing importance of grounds care and landscaping equipment within the wider agricultural industry. Diversified farms, rural estates and contracting businesses increasingly rely on these tools for both day-to-day maintenance and commercial services. By providing a dedicated platform, the show is making it easier for visitors to explore the latest products and innovations in this fast-growing area.

The show is also proud to be working closely with BAGMA (British Agricultural & Garden Machinery Association) and its members, ensuring the new section is strongly supported by the industry. BAGMA's involvement will help bring leading names in garden and grounds care machinery to the event, offering visitors the chance to connect with trusted suppliers and discover the latest developments in the sector.

Alongside this exciting new feature, the West Country Farming & Machinery

Show 2026 will once again bring together leading machinery manufacturers, service providers and agricultural innovators for a one-day event that has become a highlight of the South West farming calendar.

For more information visit westcountryfarmmachineryshow.co.uk



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New generation of John Deere apprentices graduate

More than fifty apprentices have graduated from John Deere's renowned Ag Tech, Turf Tech and Parts Tech programmes, joining dealerships across the UK and Ireland as qualified technicians and parts specialists.

The graduates, trained in partnership with ProVQ at the John Deere Apprentice Training Centre in Upper Saxondale, Nottinghamshire, were recognised at a special ceremony celebrating their achievement and the ongoing success of one of the longest-running manufacturer apprenticeship schemes in the industry.

Jacob Ellwood from the Thomas Sherriff dealership was named Technician Apprentice of the Year for 2025, while Alex Hind from Farol won the Parts Apprentice of the Year award. Both received trophies and iPads to mark their success.

Now in its fourth decade, John Deere's apprenticeship scheme continues to evolve to meet the changing needs of modern machinery dealerships. The programme equips students with a mix of technical, diagnostic and digital skills, alongside

customer service and communication training.

"Our apprenticeships continue to play a vital role in developing the next generation of talent for our dealer network," said John Deere Training Centre Manager Allan Cochran. "The industry is moving fast, with connected machines, advanced diagnostics and precision technology becoming standard, so it's essential that our apprentices leave fully prepared for those challenges. Seeing them graduate and take their next steps with our dealers is hugely rewarding."

Apprentices on the Ag Tech and Turf Tech courses work towards the Land-Based Service Engineering Technician Level 3 qualification, while those on the Parts Tech route complete a Level 3 parts diploma.

The expanded Parts Tech programme, introduced last year, now includes greater emphasis on technical knowledge and customer interaction in response to

the growing importance of John Deere's aftermarket and service support.

An apprenticeship programme is also available to those working in the construction industry with the John Deere-owned Wirtgen Group.

Since its inception in 1992, the John Deere apprenticeship programme has supported well in excess of 1,200 young people to find skilled roles across the company's worldwide dealership network. Recruitment for the next intake is now underway, offering school and college leavers the opportunity to build long-term careers in the agricultural and turf machinery industries.



Autonomous hydrogen tractor launched

Kubota has announced the world's first autonomous hydrogen-powered tractor, revealing the concept model at Expo 2025 in Osaka, Japan.



Unveiled at the "Hydrogen Energy Park!!" event running from 22-25 September, the company says its cutting-edge machine is designed to tackle two of agriculture's biggest challenges – labour shortages and climate change.

Powered by a solid-polymer fuel cell and compressed hydrogen, the tractor delivers performance equivalent to a 100hp diesel engine, without producing emissions.

Big win for AEA on Equipment Theft Act

More than two years after it was launched, the government has finally published its response to the call for evidence on the Equipment Theft (Prevention) Act 2023.

We are pleased to report that they have taken on board all the concerns that the AEA raised with the Home Office and have decided to proceed with regulations in only two areas:

- **Forensic marking of all-terrain vehicles**
- **Forensic marking of removable GPS units for agricultural and commercial use**

Immobilisers will not be required for all-terrain vehicles because of concerns about type approval regulations. Other large agricultural machinery will not be included in the regulations for now, but the Home Office says they may be added in future if the act is effective in

preventing rural theft.

The response also confirms that no action will be taken regarding marking of powered hand tools, due to the burden this would place on retailers. There is always a possibility that the scope of regulations could be extended in future but it is clear the government isn't planning to go any further at this stage.

Home Office officials have already begun working with the AEA and other stakeholders to ensure that the definitions used in the secondary legislation are workable and limit their application to the intended products. We will consult with members over the next few weeks, as required, to ensure that we can provide the best possible advice to officials. We are expecting the relevant Statutory Instrument(s) to be published before the end of the year but they are unlikely to complete their passage through Parliament until the spring.



Trilo introduces hydraulic arm

Trilo, has announced the addition of a new, innovative hydraulic arm – designed to make the operation of the suction hose faster, easier and safer than ever before.

The hydraulic arm allows the suction hose on the Trilo M4 to be extended or retracted, lifted or lowered, directly from a joystick in the tractor cab, enabling a single operator to handle the task of leaf or debris clearance with ease. The innovation not only reduces manual strain, but helps to enhance efficiency and productivity in the field.



KUHN appoints RVW Pugh

KUHN Farm Machinery has reinforced its commitment to supporting customers across Cheshire, Staffordshire, Shropshire, Derbyshire, south Lancashire and mid Wales, with the immediate appointment of RVW Pugh to its dealer network.

The established dealer is ideally located to serve customers throughout the regions and will be responsible for KUHN's full range of grassland and arable machinery, along with the brand's electronic services. This positive and proactive move follows various announcements and changes concerning KUHN's previous dealers covering these counties, notably Rea Valley Tractors and

Malpas Tractors.

Sian Pritchard, KUHN UK's managing director, said the company has ensured new and existing customers remain fully supported.

"The appointment of RVW Pugh fills a recent gap in our dealer coverage and we're delighted to have such a recognised and well-respected business joining our distribution network. Working with, and having easy access to, a supportive and dedicated dealer is a primary consideration for farmers and contractors. We've been proactive to ensure any impact felt by our customers, in light of these announcements, is minimal."



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Ruth Bailey, CEO of the Agricultural Engineers Association (AEA)



Thank you for your time. Firstly, please introduce yourself.

I'm Ruth Bailey, I've been the CEO of the Agricultural Engineers Association (AEA) for 11 years. The AEA are the trade association representing the manufacturers and suppliers of agricultural and outdoor power equipment, including garden, amenity, forestry and professional turf care equipment.

The AEA also represents the manufacturers of milking equipment through the Milking Equipment Association (MEA) and since 2021, BAGMA has also come under the umbrella of the AEA.

How did you get into your current role? What's your background?

After studying languages and political development, I worked in heavy engineering and manufacturing. I spent 23 years working in the underground mining equipment industry, including working in China for 7 years. This eventually led me to the role of Director General of ABMEC, the trade association representing British mining equipment companies. After another stint in China, I returned to the UK ready for a change and was fortunate enough to get the position with the AEA. Being from a farming family, I have felt very much at home.

With over a decade under your belt at the AEA, what are the major changes you've witnessed in the land-based sector over that time?

From a technological viewpoint, the major change has been the integration of digital and media, including social media, into everything we do. This has had major implications on how machines are designed and operate – with AI, robotics and autonomy creating massive opportunities, but also challenges with interoperability and use, ownership and sharing of data.

Other external factors such as Brexit and COVID have also had big impacts on the machinery market. The UK's departure from the EU will have a long-lasting effect, with farming and machinery legislation responsibility shifting to Westminster which has led the AEA to build relationships with a whole range of politicians and officials.

We currently find ourselves in a trough for agricultural and outdoor power equipment sales due to volatile markets, geopolitical uncertainty and more extreme weather events. It will turn the corner eventually.

2025 marks the 150th Year of the AEA. How are you celebrating this milestone?

We decided that this would be a once in a lifetime event for our team and our members so wanted to do things that were unique and would capture the legacy.

We held a Parliamentary Reception at the Palace of Westminster for our members and those individuals who play such a vital role in the AEA. For us to be truly effective and representative we need engagement and two-way dialogue with our committees and councils, and this event brought together around 170 people including members, key stakeholders and MPs.

In terms of something lasting and tangible, we commissioned a very talented artist within our statistics department, Chris, to do a painting – an abstract interpretation on the Samuelson Reaper, which takes its name from our first President and now the name of our building. We're also bringing out a commemorative book which comments on differing times in our history and how the AEA has changed since its formation in 1875.



The celebrations wrapped up with a black-tie event at the Science Museum London in November. The event was held in the Making of the Modern World Gallery, where the Aveling traction engine – the product of one of our

founding members – is on display.

What are the biggest challenges and opportunities facing the industry? Does the UK picture differ from that globally?

I think most of the challenges we will face will be the same as the rest of the world. It will be about economics and the power shift from Europe to other regions. It will be about dealing with climate change which will impact planting, growing and harvesting cycles, leading to a different pattern in sales. The adoption of AI, robotics and cyber technologies will also greatly impact the equipment that we see and the innovations that are introduced.

In the UK there will be impact through legislation and regulation changes, much of which is yet to fully settle down since we left the EU.

As well as technical regulations, Brexit means changes in farming and land use policy, which are happening at different paces in England, Wales, Scotland and Northern Ireland. A lack of clarity about longer-term plans is creating uncertainty and, with the added impact of tax changes, this means many farmers don't currently have the confidence to invest.

For product utilisation to be optimised, there must also be skilled engineers and technicians available. Attracting new entrants into the industry has been challenging for years which is why the We Are Land-based Engineering campaign is so important to us.

What ambitions do you have for the future, and what role does BAGMA play in these plans?

My ambition is for the AEA and BAGMA to be secure for the next 150 years.

We will continue to work on skills, technical standards and policy – working with governments, national and international bodies, and sponsor industry related initiatives such as the Voluntary Initiative or the We are Land-based Engineering campaign.

The outdoor power market can only be strong if its distribution network is strong, which is where BAGMA's dealer representation is key. While the network is changing through things like the direct sales of consumer items, the value of the dealer is though its professionalism of service, the technicians and the knowledge in product and application.

BAGMA's portfolio of sector-specific services, assistance and vocational training, together with the reach of the AEA, has never been better positioned to meet the needs of the land-based engineering dealer network.



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