



11 March 2021

MEDIA RELEASE

Aussie farmers look to capitalise on a positive year despite an anticipated softer 2021 hay market.

Although the difficult climate conditions of 2019-2020 may not be completely behind us, as 2021 continues to unfold and the conditions in some regions of Australia continue to improve, KUHN Australia Marketing Manager and Baler Product Specialist, Michael Murer commented that “2020 was a great season with a lot of excellent production yield, and although it was a challenge for many industries, the agriculture industry continued to get on with business.”

However, Michael further noted, that the 2021 hay season will be most likely flat. “The recent rain has allowed for extended grazing and many producers have benefited from good pasture growth, particularly in the eastern states of Australia. Some farmers still have high feed demand, but we also see improved irrigation water allocations, water prices have decreased, and hay stocks are high” he said.

Overall, the Australian agriculture sector is expected to have a profitable year, with positive conditions ahead, and demand continuing to grow, both domestically and internationally, for agricultural commodities. As it has been reported by official government forecasters ABARES, farm production in 2021 is predicted to hit a record of \$66 billion, which is an 8% increase from 2019-2020, and farmers are expected to reap the rewards of these positive seasonal conditions.

It was further reported by ABARES that the average farm income this year is expected to increase by 18% for broadacre farmers growing crops and livestock (to approximately \$184,000), as well as an increase to \$190,000 for dairy farmers. Michael commented “so, although it may be a softer year for the hay market, many farmers will continue to invest in machinery on the back of this year.”

“Also, we have been able to meet the new health regulations and compliances to make sure the factories remain open to manufacture our machines” Michael commented.

Aussie farmers know exactly how to stay prepared and capitalise on opportunities, and KUHN Australia wants to support them through supplying machinery that is made for Australian conditions. KUHN’s machines are designed with clear goals in mind - to improve quality, efficiency, and profitability, and when it comes to baling, the newly released VB 7100 series round balers do just that.

The VB 7100 series round balers debuted in Australia in 2020, and has set a new standard in round baling. Michael Murer explains, the VB 7100 series is built for large farmers and contractors looking for a high-performing baler that creates dense bales.

“Featuring patented i-DENSE technology, the VB 7100 series is about ensuring Australian farmers and contractors have high performing systems that save time and ensure the economical use of your baler without compromising on performance” says Michael.

As Michael notes, the key feature of the new technology is its intelligent twin tension arm system providing bale densities of up to 140kg m³ in straw. Utilising the intelligent moisture sensor, it automatically adapts the baling pressuring according to the different crops and crop conditions, without intervention from the operator.



“Baling up to 30 tonnes of dry product per hour, with minimum downtime, the machine was designed with extreme durability in mind ensuring robustness and reliability” Michael noted.

The unique features of this machine are world-leading in the industry. The rotor tines are made of Hardox wear plate and 50 mm spherical roller bearings are fitted on the main driven rollers with seals on the idling rollers. These seals, consisting of a unique combination of two specifically developed rings, ensure contamination is kept away from the bearings.

Essentially, the baler takes control of the baling density and the balers’ power consumption and moisture indication, and many other data points can be monitored on the ISOBUS display terminal.

With technology playing a greater role than ever in helping operators to get maximum performance from their machines, KUHN’s range of balers delivers the benefits of consistent, perfectly shaped bales for efficient, more profitable farms.

To find out more, visit www.kuhn.com.au or contact your local dealer.

Media Contact:

Ellie Dawson
C7EVEN
T: 02 6766 4513 | 0421 947 173
E: ellie.dawson@c7even.com.au

Adam Arndell
C7EVEN
T: 02 6766 4513
E: adam.arndell@c7even.com.au