



Media release

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Big machinery movement in the West

WESTERN AUSTRALIAN agribusiness group Wellard has expanded its broadacre farming interests to the machinery industry forming a partnership with CLAAS distributor Landpower Australia to own and operate the big CLAAS Harvest Centre at Katanning.

The investment coincides with a major drive by CLAAS to grow share for its advanced technology line of combine harvesters, tractors and hay equipment in one of Australia's most important markets.

This machinery line up includes the LEXION 600, the world's largest, most powerful and highest capacity combine harvester and the revolutionary new XERION 3800VC multi-function, four-wheel-drive tractor.

In addition to Katanning, Wellard plans to open CLAAS Harvest and Service Centres at Wongan Hills, Geraldton and Perth to service growing producer demand in the West for new production technologies.

Wellard chairman Mauro Balzarini says the partnership is another indication of the company's belief in the future of broadacre agriculture and its determination to form strong relationships with agricultural industry leaders and innovators.

"As an Australian-owned family business, Wellard wants to promote and participate in agriculture's bright future along all parts of the value chain," Mr Balzarini says.

In Germany, CLAAS director Cathrina Claas described the Wellard relationship in Western Australia as an extension and major endorsement of the company's 'family values' philosophy.

Wellard Agri operates significant broadacre farming interests and this year planted more than 13,000 hectares of wheat, canola, barley, lupins and oats.

"This experience provides us with a real understanding of the needs of farmers and the high service standard and reliability they need and deserve," Wellard Agri general manager Tim Macnamara says.

Landpower Australia director Merv George says the new alliance with the 30-year-old Western Australian group underscores Landpower's long-term commitment to the state.

"What drew us to this partnership were Wellard's length of service and its phenomenal expertise in agribusiness," he says.

“Who better to distribute and support our brands than a business that is a major user of farm machinery in its own right?”

“Wellard has opened up new opportunities in WA in both the soft commodity and livestock markets.

“There are great synergies and opportunities here and we will work strategically with the Wellard team to significantly build brand presence.”

Besides LEXION and XERION ranges, each CLAAS Harvest Centre will stock a range of advanced technology AXION, ARION and AXOS tractors; CLAAS ‘green line’ forage harvesting equipment; and AMAZONE spreading, tillage and cultivation equipment.

Caption

- *Big news for WA primary producers and contractors . . . Landpower Australia director Merv George, left, and Wellard Agri general manager Tim Macnamara.*

More information?

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