



LAMMA preview

Machinery giants

LAMMA 2024 is shaping up to be a good one, with a host of big-name manufacturers returning to the show. CPM takes a look at what's in store.

By Melanie Jenkins

LAMMA is once again set to kick-start the 2024 machinery show season. The line up of exhibitors this year includes the return of leading farm machinery brands JCB, Case IH, and Massey Ferguson, rejoining regular exhibitors Same Deutz-Fahr, Merlo, Krone, Valtra and Fendt at the NEC Birmingham on 17-18 January.

With many manufacturers announcing that their latest models will be making their UK debut at the event, visitors will get the chance to see the latest in machinery and agri-tech. LAMMA's event director, Sarah Whittaker-Smith is pleased to have a wide range of big machinery brands returning to the event. "We'll have more to share later this year, but 2024 is stacking up to be one of our best yet. We can't wait to open the doors

of the NEC once again to welcome new and returning visitors."

According to Massey Ferguson's Lindsay Haddon, there have been a high number of requests from both customers and dealers for Massey Ferguson to return to LAMMA. "We've some exciting new products to launch, including the UK premiere of our new flagship tractor, this seemed like the perfect opportunity."

New Loadall

The firm will be bringing along its recently launched 9S for the tractor's UK debut. The new series consists of six models ranging from 285hp to 425hp which are equipped with the Dyna-VT transmission.

JCB will also be showcasing several machines which will make their UK debut at the show. The company recently launched two new telehandlers, firstly the Loadall 542-100, which has increased lift capacity, and secondly, a higher power version of the Loadall 560-80.

"We'll be at LAMMA in 2024 with our best-ever range of agricultural machines for productive farming and contracting," says JCB managing director, John Smith. "We're looking forward to having face-to-face conversations with existing and potential customers as we present an exciting line-up

of existing and new machines."

Valtra is back at LAMMA with its new flagship, the 6th generation S Series, which will be unveiled for the very first time in the UK at the show. According to the firm, the tractor, which is dubbed the 'BOSS' is its most powerful tractor for operators who expect high torque, efficiency and a low total cost of ownership.

As well as the new S Series, see Valtra's entire range from its award-winning 5th generation A, G, N and T Series tractors to the Tractor of the Year 2023 Finalist and winner of the Farm Machine 2023 Jury Award — the Q Series.

The New Holland team will be back at the show with a bang, bringing along its CR11 combine. Designed for high-capacity harvesting, this combine, which won the Gold Medal for Innovation at Agritechnica 2023, has a 775hp C16 engine and 5x61cm rotors.

Other new products to look out for include the T7.340 HD with PLM Intelligence, the new flagship model for the New Holland T7 tractor range which extends the maximum performance of the T7 Heavy Duty line to 340hp. The T7.225 will also be on display, along with the T5S with loader and the T6.180 Methane will be in the demo ring with a Kongskilde Diet Mixer.

Claydon will exhibit the latest version of its Hybrid T trailed drill. The model on display will be a 6m which will be equipped with split placement of fertiliser on the front and seeding tines, a 5500-litre hopper divided 60:40 between seed and fertiliser, standard 175mm A-shares, front row metal boards, stone protection, light and vision kit, seed blockage sensors and air brakes.

Visitors will be able to see an updated version of Grange Machinery's Strip-Till Preparator. The latest iteration has wider working widths and includes a range of options to tailor the operation to suit conditions and crop requirements. The firm will be unveiling a 6m machine to add to its current line-up of 3m, 4m and 4.5m models.

Three independent rows of 450mm diameter cultivation discs can be hydraulically adjusted while working in harmony with our low disturbance tine and point, which creates an ideally cultivated row that is ready to plant into, explains Grange's Rhun Jones. "The seedbed is then finished with a zonal Guttler prism roller ring which breaks down any clods that have flowed through the system as well as consolidating the row in readiness for a planter."

On display for the first time at LAMMA will be the new Hi-Spec PD20 Push-off Dump Trailer that uses the same technology originally designed for the company's larger Kompactor range of push-off trailers.

Unlike conventional tipping dump trailers, this one — which has a carrying capacity of around 20t — is offloaded using a hydraulically operated moving floor type



JCB will be showcasing several machines which will make their UK debut at the show, including the Loadall 542-100.

headboard that clears the load from the body once the up and over tailgate has been raised.

Also on display will be a K36 Kompactor Push-Off trailer. The Kompactor features a hydraulically operated headboard powered by a triple hydraulic ram system, that can be used to compact material such as woodchip and grass or maize silage.

Muck spreaders

Bunning is set to use the show to launch its new spreader range which consists of four new models - the Lowlander 120, 120 Compact, 150 and 150 Compact.

The new Lowlander 120 Compact Narrow HBD spreader will be on the stand and features a narrower body to achieve lower application rates while retaining the two 1100mm spinning discs as ▶



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VÄDERSTAD



LAMMA will host the internationally acclaimed gaming series Farming Simulator's first ever UK esports league.



New Holland's CR11 combine has been designed for high-capacity harvesting, boasting a 775hp C16 engine and 5x61cm rotors.

▶ standard on HBD machines.

"The Narrow spreaders will appeal to users wanting to run wider tyres to reduce compaction but keep within a 3m road width

and allows lower applications rates to be applied due to a narrower aperture," explains Ben Johnson of Bunning.

Also on show will be Bunning's largest Lowlander Widebody range. The 250 HBD is a 25t rated spreader capable of carrying 26m³ and sits above the current largest UK machine, the 230 HBD. It features a 200mm longer body, a full chassis construction, and the option to increase carrying capacity to 31m³ with side extensions for light products such as compost.

Inter-row hoe

KRM will be showing a new model of fertiliser spreader — the L15W with weigh-cell technology — along with several upgrades to the existing range, which includes a new headland spreading solution for wider widths to its M line of spreaders.

The company will also be bringing along a mechanical inter-row hoe and a camera guidance system which will expand its range of mechanical weeding solutions from European firm, Carré. The Klinea is an inter-row hoe purely dedicated to cereals. It features parallel linkage mounted elements to ensure a constant working depth over the whole width of the hoe thanks to the oscillation of its parallelogram and its independent ground wheel.

Learning and knowledge exchange will

also take centre stage at the show. Visitors will have the chance to hear from leading and innovative voices in the LAMMA Live theatre. Agreena's Thomas Gent will unravel the enigma of carbon farming, with further insight from organisations such as LKAB Minerals and FarmPlan. As before, CPD points will be available for members of BASIS, NRoSO and DairyPro.

The popular Demonstration Arena will also be making a return after its debut in 2023. Set to feature a programme of daily demonstrations from the like of Case IH, New Holland, Valtra, Merlo and Frontier Ag, visitors can expect to see a range of machines in action first-hand.

From the glitz of shiny machines to the gaming world, the coming show will host the internationally acclaimed gaming series Farming Simulator's first ever UK esports league.

The world of esports may be new to some in the industry, according to Sarah. "But we know that a lot of farmers are also gamers. With more than 150 farming brands and big machinery names also getting involved, LAMMA is a great place for Farming Simulator League's first UK event. This competition brings something totally unique to the show, and we can't wait to put it in front of a new audience."

The Farming Simulator League event will take place across both days of the show, with teams of three players each competing live from the League Theatre in the NEC, aiming to survive multiple knock-out rounds to reach the final.

With more than 30M units sold worldwide, Farming Simulator is a genre-leading game. The 22 edition of the game features more than 150 agricultural brands like Case IH, Fendt, Massey Ferguson, New Holland, and Valtra. The series celebrates its 15th anniversary in 2023, and since its launch as a niche product for farming enthusiasts, it has developed to include multiplayer mode, mobile and console versions, esports, and most recently crossplay-multiplayer ability. Users are also able to create their own modifications to the game, with 2.5bn 'mod' downloads over the course of the series.

"Farming Simulator is about growth — and with our attendance at LAMMA, we continue to cultivate our international presence and even put new seeds into the soil by expanding the Farming Simulator League. We're very happy and look forward to meeting new interested farmers and players in the UK," says Boris Stefan, of Giants Software. ■

Young Engineer Award

The LAMMA show and the Institution of Agricultural Engineers have partnered up for a third successive year to announce the 2024 Young Engineer Award, showcasing the best of young engineering talent whose work helps UK farms to be more productive and sustainable.

"The rapid pace of innovation in the ag sector emphasises the importance of celebrating achievements of young people in our industry," comments Charlie Nicklin, Institute for Agricultural Engineers CEO. "Supporting young innovators not only gives them market exposure, but it also highlights what a great career engineering in agriculture can be. It gives me great pleasure for us to support the 2024 Young Engineer of the Year award at LAMMA."

Daniel Broderick won the 2023 Young Engineer Award for his Cubi-Clean machine, which makes the process of cleaning dairy cow cubicles quicker and easier.

"The Cubi-Clean was the result of ten years hard work, so it was great to receive recognition from both the judging panel and the public,"



For the third year, LAMMA will host the Young Engineer Award which was won by Daniel Broderick at the 2023 show.

says Daniel. "Winning the award has certainly helped with product awareness in the UK market."

Those interested can find more details and the application at <http://www.lammashow.com>. Entry is free, both individuals and companies are eligible to apply, and the award is open to engineers 35 years of age and under as of 1st January 2024.