



British Agricultural
and Garden Machinery
Association

THE BRITISH AGRICULTURAL AND GARDEN MACHINERY ASSOCIATION

HOWARD PULLEN



A wide-angle photograph of a lush green field under a bright, cloudy sky. In the foreground, a large, leafy tree stands on the left. A wooden fence runs across the middle ground, with several sheep grazing in the field. In the background, more trees and a small building are visible. The overall scene is peaceful and rural.

EIEAO

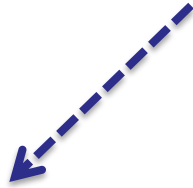
Education In Easton And Otley

featuring The Easton Otley 'Massey've

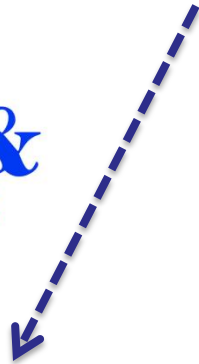
Organisational Structure

bira

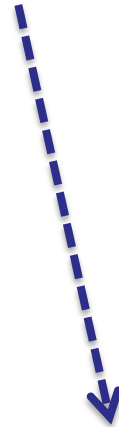
British Independent Retailers Association



THE
Hookshop &
Housewares
ASSOCIATION

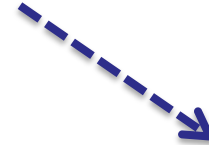


PPRA
Pet Product Retail Association



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British
Hardware
Federation
est. 1899



fab

Fashion Association of Britain
a division of **bira**



Established 1917

**supporting Agricultural Machinery
Dealers for over 95 years**



UK Industry Key Facts



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and Garden Machinery
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**BAGMA have 650
members, agricultural
and garden machinery
dealers**

**BAGMA members
represent over 1.2
billion pounds of
UK sales**

**UK Sales of agricultural
equipment is estimated
at over 4 billion pounds**

**1200 Agricultural
Machinery Dealers**

**703 Tractor
Franchised dealers
representing 15
brands**

**1800 Garden
Machinery Dealers**

**Over 25.000
employees**

**10.000 technicians
(40% of dealers
staff)**



Member companies turnover ranges from;
£220,000 to £100,000,000 per year



BAGMA

Regional Meetings and Mini Conferences



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and Garden Machinery
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6 Active Regions Meeting Twice a Year New Regional Conferences



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North Anglia Regional Conference

BAGMA invites you to its
Regional Conference



Tuesday 25th March 2014
Great Plains, Sleaford, Lincolnshire



The Future of Dealerships

BAGMA invites you to
their Scottish Conference

Tuesday 13th November
Huntingtower Hotel, Perth



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Member Services

Special rates for
retail credit card
processing

Garden
Machinery
Price Guide

bira bank, members
deposits and lending
for vehicle finance

Free legal advice

bira | insurance

It's **our business**
to understand
your business.

Our **BAGMA**
insurance policy
provides specialist
insurance for
Agricultural, Ground
Care and Garden
Machinery dealers.



0844 892 1330

Lines open: 9am - 5pm Mon - Fri



bira insurance,
special insurance rates
for BAGMA members

Free BAGMA
magazine

Technical advice and
guidance on road
legislation for
agricultural vehicles

Discounted
specialist training



Professional industry training

Cost effective industry specific training courses

[Find out more ▶](#)

- Technical Training
- Management Training
- Installation and Handover training and support
- European F Gas Regulation training and certification
- Brake Testing training plus equipment and support
- Train the Trainer
- Parts Operators and Parts Managers training
- Over 500 people are trained by BAGMA each year

***Designed and
Delivered by ...***



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Learn, Lead, Succeed

Management Development
Programme

To help your business in
this time of economic
challenge, it's vital that
you invest in skills.
Training delivers positive
results for your business.





Professional industry training

Cost effective industry specific training courses

[Find out more ▶](#)

- **10 years of BAGMA Training**
- **Over 4000 dealer staff trained**
- **500 companies have used BAGMA training**
- **14 manufacturers use BAGMA training**
- **BAGMA train in 6 EU Member States**

***Designed and
Delivered by ...***



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Mobile Air Conditioning Training



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City & Guilds



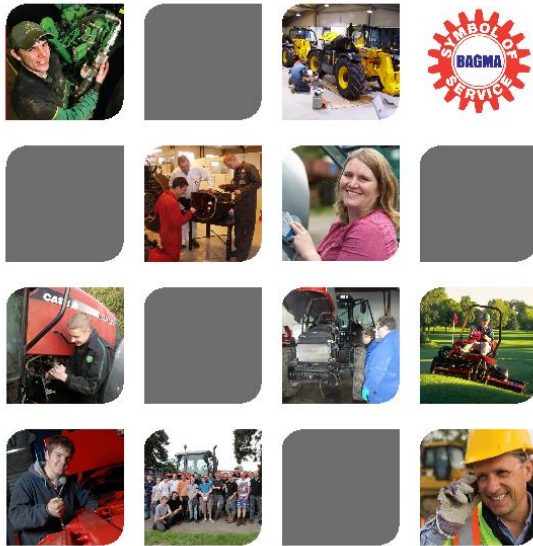
BAGMA Industry Engagement

Working with Industry Partners



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**BAGMA
Skills Manager**

Education Standards

Government Regulation Reforms

Farm Safety Partnership, improving farm safety

Training, Colleges and Training Providers

Recruitment, Retention and Development

Industry Standards

Better Dealer Contracts with Suppliers

Providing Members with better Services

Giving Industry a Voice

Developing an on line Skills Manager Programme



BAGMA Special Project



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An Industry initiative to modernise tractor/trailer regulations for speeds and weights on UK roads

Working with the UK Department of Transport and industry partners

BAGMA have provided technical and lobbying support on behalf of members

Proposed Increases in speed from 32kph to 40 kph

Proposed Increases in Gross train Weights from 24.3 tonnes to 37 tonnes

In exchange for an annual test on qualifying tractors and trailers

Success with a Public Consultation launched in December 2013

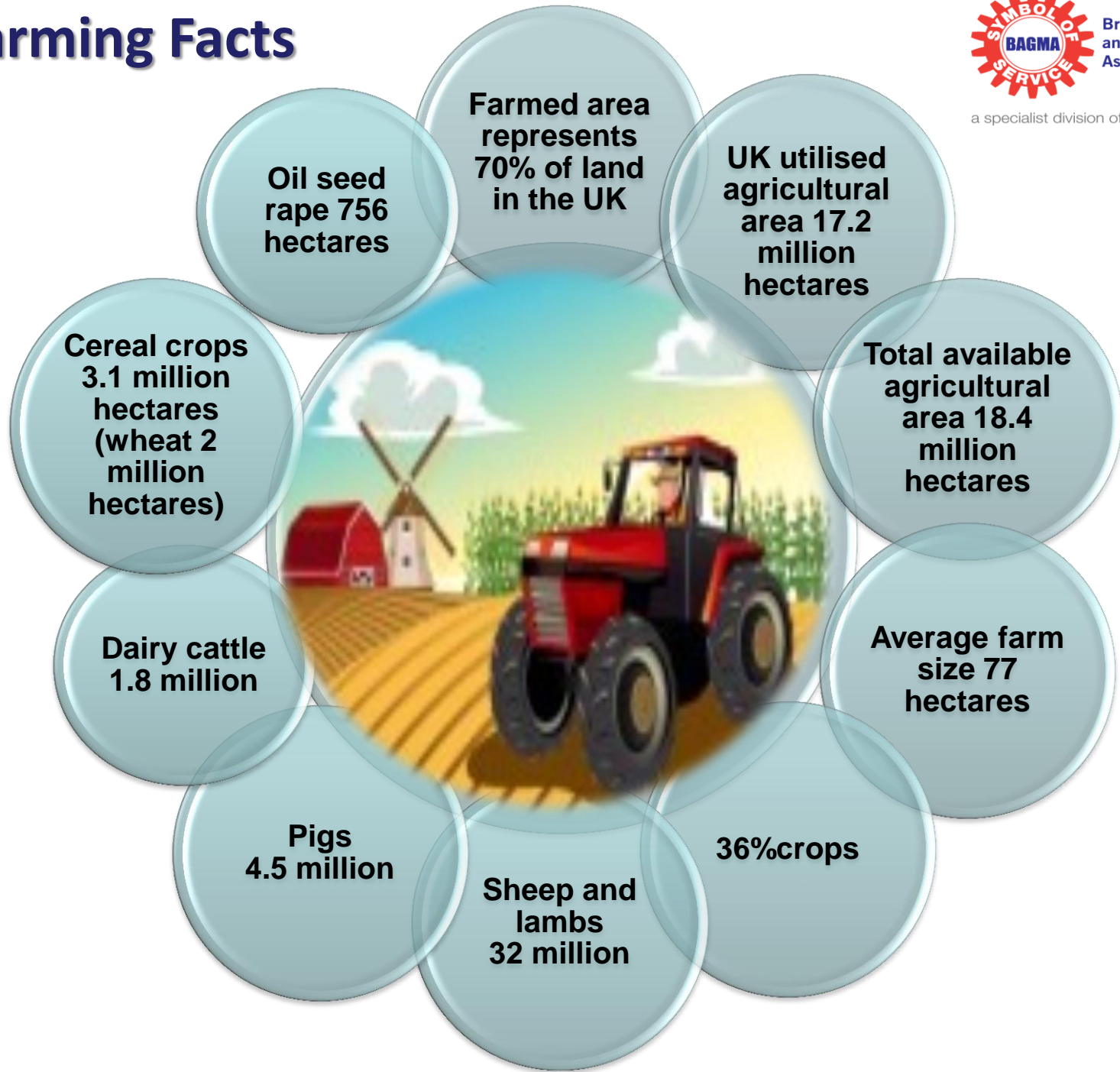


UK Farming Facts



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Farm Employees, owners and families



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481,000 employees

14% under 45

33% over 65

Average age 59

**UK total income from farming
5.77 billion pounds (2012)**

**Agriculture is the most
dangerous industry in the UK**

55 Deaths per year on average





Agriculture has one of the worst fatal accident records of any industry

In the last 10 years, 464 people killed:

145 employees

254 self employed

65 members of the public (includes 28 children)

Almost all of these deaths were preventable

Make the promise. Come home safe.



UK Tractor Market Share by Brand (2012)

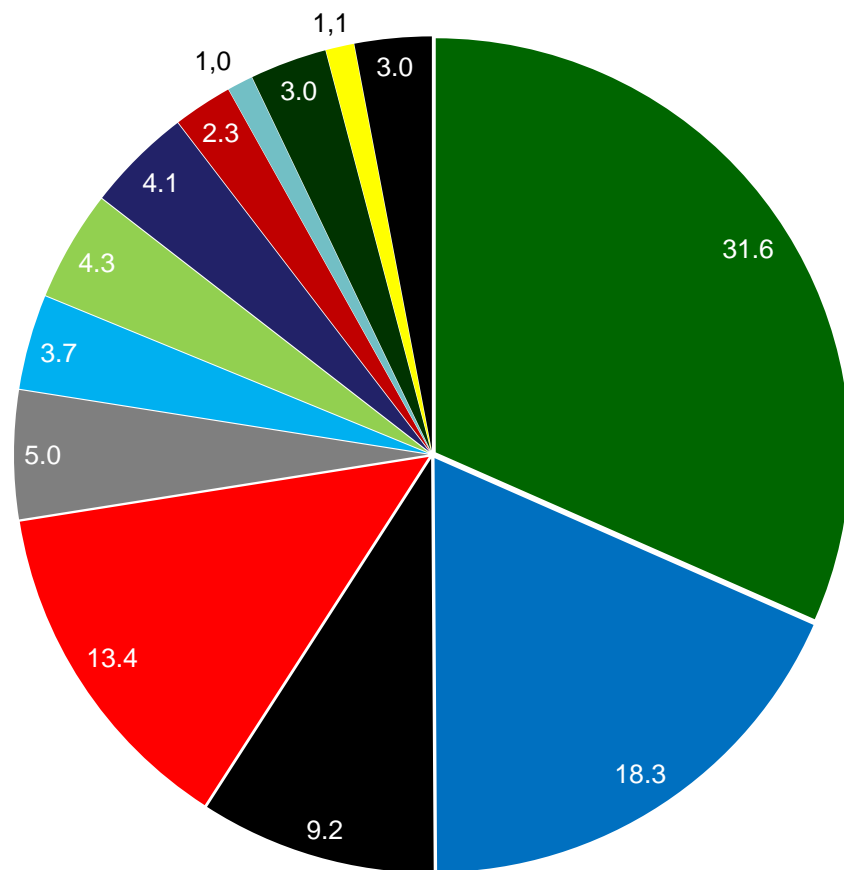
703 Tractor Franchised Dealers (Inc. Compacts)

Percentage



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- JOHN DEERE
- New Holand
- Case IH
- MF
- Fendt
- Valtra
- CLAAS
- KUBOTA
- McCormick
- Landini
- SAME DEUTZ FAHR
- JCB
- Others



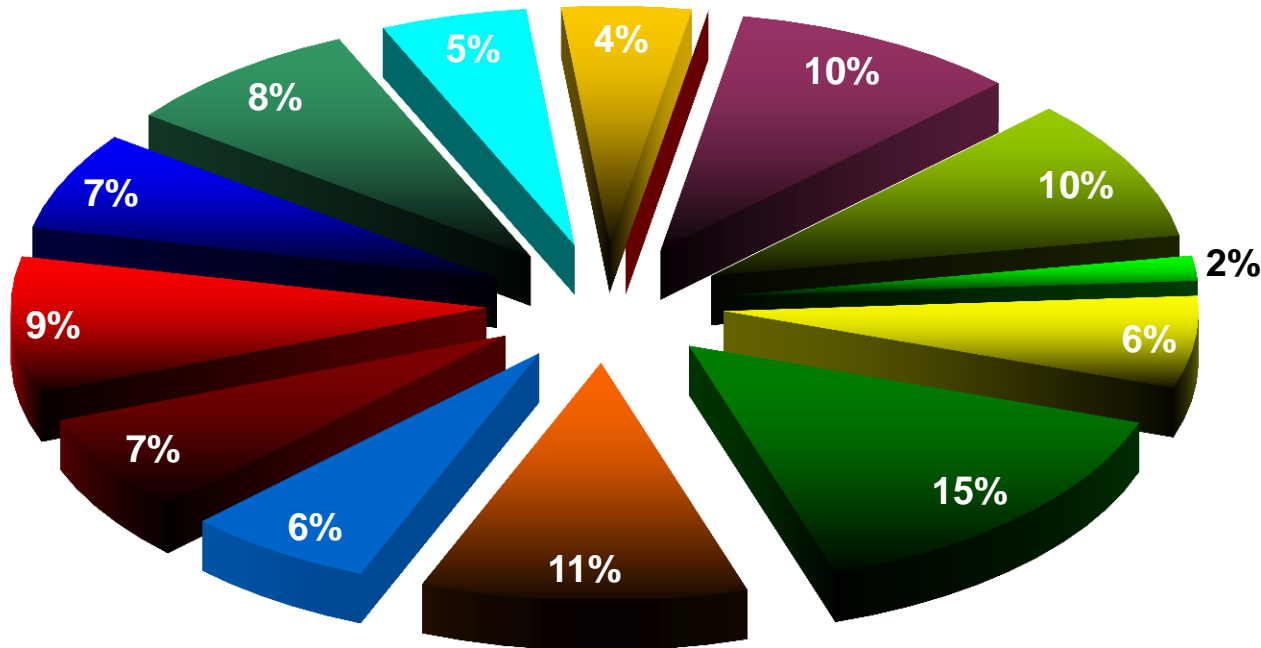
UK Dealers by Brand 2013

703 Tractor Franchised Dealers (Inc. Compacts)



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- CASE IH
- CLAAS
- FENDT
- JCB
- JD
- KUBOTA
- LANDINI
- MCCORMICK
- MF
- NH
- SDF
- VALTRA
- ZETOR



UK Agricultural Machinery Sales 2012/2013



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	2012	2013	2014
Combine Harvesters	1140	780	800
Tractors Over 50 hp	13951	12498	6.942 X6
Forage Harvesters	165		150
Ploughs	1000		
Power Harrows	1200		
Drills	1000		
Round Balers	1380		
Sprayers	1100		
Telescopic Handlers	3600		





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Current World Population, 7 Billion Now!

By 2045, 9 Billion!

Food Security?

Farmers Feed the World

In the UK BAGMA Members Help Them Do it!

