

**BEDNAR**  
FARM MACHINERY

# PRESS RELEASE

*Published on 24. 12. 2018*

## The Past Year as Seen by the General Sales Manager

The first half of 2018 was demanding for me, namely due to the head of marketing unexpectedly leaving. But as they say every cloud has a silver lining. After considering the whole situation, we decided to take a different route, rather than giving an opportunity to a fresh graduate, we decided to offer this position to an experienced manager and expert in the field of agriculture, David Ryčl. David accepted our offer and our marketing acquired a brand new agronomic dimension. Moreover, it provided me with space to do what I really love, exploring new countries, new technologies and meeting farmers.

### Which countries have you visited in the past six months?

I have been almost everywhere in Eastern Europe in the last six months. In addition to all the trade fairs that I went to, I most enjoyed the trip to Kazakhstan and Bulgaria. I spent a whole week in Kazakhstan and travelled through the country from Astana to the Russian border and I met some Kazak farmers. I explored another dimension of farming and completely different technology. In Bulgaria, I visited the largest farms, the farmers of which I regularly only meet at international fairs. I could now also see their farms. I have also been to Ukraine several times where I am actively involved in selling BEDNAR technology to Ukrainian agricultural holdings.



*Ing. Jan Bednář, General Sales Manager*

### What was 2018 like for BEDNAR FMT?

You could say it was perfect! We already had orders for the upcoming year in the autumn of 2017, but it was not completely ideal. The large volume of orders brought problems with deliveries for the production plant and that is a problem for my brother Vojta. I had to deal with dealers and customers on a daily basis who inquired about machines with deadlines we were not able to meet. The situation this year in the autumn is even worse as we have more orders for 2019 than we had in 2017 for 2018. But the start of the construction of a new production hall gives me some reassurance that we might be able to satisfy the needs of our customers in the following years.

## What results did you achieve in 2018?

In 2018, our company grew by about 18%, from a turnover of CZK 1.6 billion to CZK 1.9 billion. The growth could have been larger but it was not possible with respect to production limitations. When I started working as a student 13 years ago, our turnover was CZK 90 million and our company was one of the smallest businesses in the production of agricultural machines in the Czech Republic.



*The OMEGA OO 8000 L seed drill in aggregation with FERTI-BOX FB, a fertiliser hopper*

## People are talking about a crisis. Are you worried?

I noticed that many businessmen and economists speak about a crisis. Some even want the crisis to come and bring some fresh air. I agree with that, it seems to me that things are a bit "overheated". I am not afraid of a crisis. First of all, I can see the pros and cons of the economic year of 2019, and secondly, my father and brother chose a flexible method of production that is used in the automotive industry, which allows us to decrease and increase the production capacity quite easily.

## What novelties do you have in store for 2019?

During 2018, we tested several prototypes and prototype solutions. Most novelties will be introduced at the SIMA Fair in Paris. We did not manage to sufficiently test two prototypes, so those will be introduced at Agritechnica 2019 if they pass our stringent tests. We mostly focus on easier methods of folding machines. You will learn more at Sima...



*The wide ATLAS AE 12400 disc cultivator for enormous daily outputs*

## The company invested a lot of effort into the research and development of seed drills. How is the project going and what future lies ahead?

I remember it as if it was yesterday when several manufacturers and dealers told me to drop the project because the competition in seeding is huge. Today, I am very glad that we did it our way and after the first generation of the Omega seed drill, we quickly came up with the second generation that has a number of unique solutions that Bednar introduced to the market. Even though our seed drill looks like the other machines, when you look at the details and functions, you will find that it is a unique machine. The proof is in the dozens of successful seed drill tenders won against top agricultural businesses.

## A few years ago, you introduced the ROW-MASTER cultivators. Was it a good decision?

It was a decision made by our customers –the farmers! When several people told me that they wanted us to make such a machine and their reasons why, there was no time to waste. Nevertheless, inter-row cultivation is in a field of its own. We are still learning how to do it and we are expanding the offer of cultivators and solutions. In 2018, we introduced the 24row cultivator for sugar beet. In 2019, we will offer an integrated solution of mineral and liquid fertilisation during cultivation. The demand is rising sharply, so it was a great decision thanks to recommendations from the people who use them.



*The ROW-MASTER cultivator in aggregation with a FERTI-TANK*

## How does the West perceive a company from Eastern Europe?

It is definitely getting better but as a company from the Czech Republic, we have to prove our quality and service more than manufacturers from the West. In general, the Czech Republic is perceived by the West as very good in the industrial area. But that does not apply to agriculture. Western farmers and dealers do not know Czech agriculture. I am always happy when a group of farmers from the West comes and I take them to the Czech farms. They are surprised by the high quality of Czech agriculture. And that is an important part of building the image of our brand in the West.

**Would you like to pre-order a demonstration of the new machines at your farm, or ask about any details?  
Do not hesitate to contact us. Together, we will come up with a solution.**