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Headline: TAMA Conference highlights positives, sales decline slows for August 2024

Tractor deliveries for the August month show a similar trend as previous months but with some early signs that the current downward trend is plateauing.

TAMA members' deliveries for August were down 15.4% from August a year ago, and there was a 22% decline on year-to-date performance compared to August 2023. These results, represent a slowing in the deliveries trend vs previous reporting months.

TAMA GM, Phil Holden says "The tough trading environment endured by all recently, feels like it may have begun to slow a little and the green shoots of growth and stability appear to be sprouting.

Periods of rainfall in key regions over the last couple of months has helped with grass growth, meaning contractors and growers can begin to plan forward. Those positive signs in the diary sector, combined with better weather, and plenty of grass in the paddocks, might be translating into some machinery and tractor movements."

All tractor horsepower segments in the August period showed some slowing of the previous trends with some down to single digit percentage changes vs the previous year. This is all combining to generate a small sense of positiveness. Total deliveries of 1,665 for the August year to date period is down on the 2,157 deliveries for the same period last year, but the trend of the previous periods has slowed.

The recent TAMA conference in Wellington was a chance for the industry to come together and hear from sector experts and was a huge success for all who attended. The conference was kick started by the Hon Todd McClay – Minister of Agriculture who passionately outlined the governments areas of focus in the primary sector and what the future may hold for New Zealand. The Ministers speech certainly set the tone for the rest of the conference. Both Lucie Doma and Emma Higgins from FMG and Rabobank respectively outlined the global and local economy and societal trends that are impacting on the New Zealand Primary sector whilst also offering early signals of some more positive movements. Terry Copeland from Federated Farmers took the Ministers position further and clearly articulated the coalition governments focus on reducing the complexity around compliance to allow growers and framers to get on with things. It was refreshing.

The awards section of the conference was a major success with members being able to celebrate and recognise the sectors emerging talent and also special recognition for one of the stalwarts of the industry in Brain Matchett who was honoured with the President's award.

Ends

Minister of Agriculture Hon. Todd McClay



TAMA president Jaiden Drought with President's award winner Brian Matchett



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About the Tractor and Machinery Association of NZ

The Tractor and Machinery Association of NZ (TAMA) is the industry representative for New Zealand's commercial tractor and machinery industry, including importers, manufacturers and retailers. TAMA obtains retail delivery statistics for around 97% of the tractor market and about 80% of the machinery sector from its co-operating members. Visit <https://tama.org.nz/>