

We THINK

We DO

We LIFT

DIECI

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FEDER UNACOMA
cima
international

... with the accent increasingly placed on the **INTERNATIONAL** aspect!



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"The triumph of mechanical engineering". That was the unequivocal statement straight from the lips of the organizers in the press release issued at the close of the 42nd edition of **EIMA INTERNATIONAL**. Attendance levels, right from day one (more than 26,000), immediately suggested that this was to be a record year for the event, as later confirmed by the figures released by the organisers when the exhibition drew to a close: a total of **285,000** visitors, of whom more than **40,000** from **140** different countries, made their way around the stands and the many accompanying events. EIMA is becoming increasingly international, with operators arriving in particular from Latin America, Mediterranean and Sub-Saharan Africa, the Middle East, South East Asia and the republics of the ex USSR, the Balkans and Oceania. According to the press release, the largest delegations were from Argentina, Brazil, Chile, Iran and Peru, and this year saw the arrival of the very first delegations from Jordan, Kenya, Mozambique and Palestine. This was a highly diversified event, not just in terms of the many business contacts available, but also in re-





lation to its coverage of all aspects linked to agriculture and its downstream activities, including innovative areas of technology such as Recycling and Bioenergy. The success of this year's edition was in clear evidence also at the DIECI stand: despite our almost simultaneous presence at **ECOMONDO** in Rimini and **EUROTIER** in Hannover (potentially resulting in a drop in attendance levels in Bologna) the EIMA stand received a significantly higher number of visits than in previous years. Visitors to our stand were given a close up view of an array of our top-selling models: **Agri Pivot, Mini Agri, Agri Farmer, Agri Star, Agri Max and Agri Plus**. Apart from the inquiries received from our foreign visitors, interest in DIECI telehandlers was particularly high among the many Italian agricultural professionals we spoke to. This phenomenon can be explained in two ways: on the one hand, the gradual establishment in recent years of telehandlers as must-have vehicles for modern farming work cycles, in which the telehandler works alongside the tractor (and in some cases actually replaces it) in all the material handling and lifting operations that





have become a core part of routine farm work. On the other hand, anyone who's had the opportunity of using a telehandler has been able to appreciate its qualities and exceptional versatility, thus quickly coming to understand that it's absolutely irreplaceable for their daily work and sharing their experience with others, thus ensuring that the level of interest and curiosity soon starts to rise among potential users. One of the main attractions on the stand proved to be the **Agri Pivot**, the articulated wheeled loader for agricultural use that we believe is likely to become our top selling vehicle in the near future.

Thanks to their versatility and incremental performance levels, the 6 models in the range can any operating requirement: starting from the compact **T40**, ideal for working in confined spaces and for users looking for a high-performance vehicle with very low operating costs, up to the **T90**, which tops the range in terms of weight, dimensions, and performance, and which is the only swivel loader in the world capable of reaching lift heights of up to 7 metres with a 2 section boom. Among the foreign visitors we welcomed to the stand those from East European countries were the most numerous, especially potential customers arriving from the Russian Federation. Eastern Europe is an enormous market from any perspective, both in terms of its truly continental size, and due to its huge growth potential. Starting out as a major cereals importer, in little



more than a decade the Russian Federation has become the world's third largest producer (and exporter), with a constantly expanding agricultural sector thanks also to a government lending policy designed to assist both small farms and the vast agricultural estates that have taken the place of the Kolkhoz collective farms of the Soviet era. It's a challenge that DIECI is well prepared to meet head on, thanks also to the recent opening of our **Moscow branch office**, which acts as a point of reference for the entire area.

This 42nd edition of **EIMA International** can definitely be considered as a major success, closing the "current cycle with a crown of glory" (to paraphrase the statement issued by FederUnacoma president **Massimo Goldoni**). The only negative aspect of the fair was its difficult access and the traffic congestion caused by its exceptional popularity. All told, it was a minor issue and preventive measures are already being prepared for the 2018 edition, for which EIMA International will have a complete facelift. In fact, plans are already being drawn up for major reconstruction work for the Bologna fair district, aimed at solving the access problems that have been experienced in the past and at providing a fitting level of infrastructure to host what has become one of the top world exhibitions in the sector.



DIECI
in the World!**AGRI FARMER**
to harvest **GREEN GOLD**

Nestled in the heart of the **Gargano National Park**, between lake Varano and the Umbra forest, the town of **Carpino** has been famed since mediaeval times for its production of two key ingredients of Mediterranean cuisine: a highly prized **broad bean** cultivar, and, in particular, exquisite **Gargano extra virgin olive oil**. The unique climatic conditions of the Gargano area, combined with the chalk soil, the dedication of local olive growers and their respect for traditional practices, mean that Carpino olive oil has unique organoleptic properties that include low acidity, a splendid golden yellow colour, a characteristic mildly fruity taste, and marked antioxidant properties thanks to its high polyphenol contents. Despite the poor harvest of 2015, at 40%, Apulia remains the top Italian olive oil production region, with some 55,000 hectares of olive groves, 15% of which reserved for organic growing techniques. The **Basile Rocco Pio A. agricultural estate** is one of the local farms specialized in the production of **Organic Extra Virgin Olive Oil**. Joining forces with seven other local olive growers, the farm's proprietors set up **FOODAUNIA (Organizzazione dei Produttori Olivicoli Soc Coop a.r.l.)**, a cooperative with 2,206 members created to protect and promote the natural resources, countryside and cultural heritage of the territory. **The Basile Rocco estate** extends over some **30 hectares** and produces around **200 tonnes** of olive oil each year, of which **30 tonnes** of the exquisite and precious Oro verde or "**green gold**" oil. The olive harvest in Apulia generally begins in October when the fruit is nearing full ripeness. This is one of the most delicate moments of the cultivation cycle, because a properly conducted harvest is decisive not only for the quality of the oil but also for the health of the trees, which must not be subjected to excessive levels of stress with the risk of damage to the branch structure and consequent impairment of future yields. The vast majority of farms have opted for mechanical harvesting involving mechanical shaking of the tree and collection of the fruit that falls into specially designed sheets spread on the ground. This is the technique employed also by the **Basile Rocco estate**, because when it is performed with the appropriate precautions, mechanical harvesting has absolutely no detrimental effects on the end product. For their olive harvesting activities the farm's proprietors use a **DIECI Agri Farmer 28.9**, which is ideal for moving around the groves with dexterity (thanks to its compact size), and which offers top-level characteristics in terms of handling, power, and exceptionally smooth and precise movements, all essential features in order to work on the trees without damaging them. Making use of the **quick coupling for accessories** on the boom head, **Agri Farmer** has been equipped with a Bosco shaker clamp. Harvesting operations have also been greatly simplified thanks to the **FNR joystick**, which combines all the vehicle's functions in a single device that is easily controlled with minimal movements of the operator's wrist.





DIECI DEALERS FOCUS



FACCHETTI

CONCESSIONARIA MACCHINE AGRICOLE



Brescia, the largest province in the Lombardy region of Italy, is characterised by the exceptional diversity of its landscapes and crops: From the snows of mount Adamello to the Alpine valleys, from the great northern lakes (with their Mediterranean microclimate), to the hills of Franciacorta with their rolling vineyards, or Brescia lowlands with their waters, wheat fields and dairy herds. It's a province with a strong farming vocation and it has one of the largest assortments of crops in Europe, accommodating the majority of the 54 thousand arable and livestock farms in Lombardy. It's against this background that the Facchetti business was set up in 1980. The local farming "vocation" (perhaps it would be more fitting to call it a love for the land and a passion for the equipment used to work it...) meant that the company was soon busy with repair activities, but growth of the sector and the rising levels of skills acquired soon persuaded proprietor Emilio Facchetti to move into agricultural machinery marketing and sales, with the business eventually gaining official dealership status for several brands in the provinces of Brescia, Bergamo, Crema and Cremona. This is an area of business in which it's essential to keep abreast of technological innovation and market trends. According to Unacoma (Italian Agricultural Machinery Manufacturers Federation) agricultural machinery sales experienced a slight downturn starting from the initial months of 2015, with a particularly sharp fall in sales of tractors and combine harvesters. Telehandlers, however, displayed a reverse trend and sales levels have continued to rise. There are several reasons for this phenomenon, not least, the evolution of production techniques (with telehandlers increasingly used alongside a tractor, especially on livestock farms), or the expansion of emerging agricultural sectors (recycling and biogas) in which telehandlers have become an indispensable aid for rapid and safe handling of large volumes of material.

That's why Facchetti is also the local dealer for the telehandlers made by DIECI, which are hugely popular and well-respected, as confirmed by Renato Facchetti in a short interview he gave at the Cremona cattle fair: "The DIECI range is very popular among my clients because, thanks to their versatility and the enormous range of accessories available, the vehicles offer an efficient answer to all kinds of requirements for farm operations. The most sought after DIECI model is currently the Agri Plus, which was created specifically for the type of small and medium-sized farms that are typical of our area, where it can display its capabilities to their best advantage in the multiple handling and lifting operations that have become a central part of the daily schedule of farm activities. Its remarkable compactness coupled with exceptional precision, easy manoeuvrability and high power, explain why this particular model is in high demand among our customers. Interest, however, extends to include all the other models in the DIECI range: The constant technological progress of DIECI products has gradually closed the gap with respect to other big names in the telehandler market, including Merlo, Manitou and JCB, which until a few years ago were making the majority of models available on the market. I'm pleased to be able to assure you that this is no longer the case today. Another incentive available to customers who choose DIECI is the excellent level of after-sales service offered, with guaranteed technical assistance and the immediate availability of spare parts. We're currently reorganising our business, but thanks to the assistance provided by DIECI we'll soon be in a position to offer our full range of services operating at maximum efficiency". We'd like to thank Mr Facchetti for his feedback, which is especially rewarding because it comes from someone who's in daily contact with the people we're really working for: the end users of our products.



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