



ERNEST DOE AND KRM

a long term relationship that's great for growers

Ernest Doe and KRM, the Yorkshire based company who are the importer for Bredal and Bogballe spreaders, have a relationship that goes back to the founding in 1986 of Keith Rennie Machinery Ltd by Keith Rennie, Roger Robinson and Marilyn Rennie. "It's been a great success for Ernest Doe and KRM and has meant good service and the best technology for the farmers of East Anglia and the South East", says Graham Parker, Sales Director of Ernest Doe.

"When Keith and Roger set up their business it was a natural progression for us to sell the Bredal and Bogballe machines they were offering" said Graham. "KRM's Bredal spreaders gave me my first experience of variable rates. They had a simple speed mechanism with a wheel driven from the wheel of the tractor and our customers really took to them. At the same time they introduced the Roger seed drills, which were one of the first to have three rows of coulters. After the straw burning ban, growers were looking for a

drill which could cope with the extra trash. We sold literally hundreds," says Graham.

Then in the late 1980s, the Bogballe spreaders took the technology a bit further with electronic control. "At the time we sold a lot of Lely fertiliser spreaders, but then Lely decided to exit from the spreader market so we had to find another fertiliser spreader to sell and the natural progression was Bogballe from KRM. Bogballe was the only other spreader on the market that had the double-double overlap spread pattern, something our customers were used to from the Lely days."

Bogballe has made the latest technology easy-to-use. "The Calibrator controllers work at the right rate, whatever speed you're going," he says. "They are very simple to use and can be supplied with weigh cells, ISObus control, GPS linked VRT and now Headland Section control."

Graham is very pleased with the level of service offered

by KRM over many years. "I like the personal way of doing business" he says, "so when you phone Boroughbridge you get Keith Rennie."

Graham reminisced about the early days of the business and just how hands-on Keith and Roger were. "Roger had a Mercedes car and trailer," he says, "which he used to transport a 6m drill to demonstrations. Nothing was too much trouble!"

It is an approach which has made KRM the supplier of choice for a wide range of farmers from the big progressive grower down to small family businesses. "We have many customers who are on their third or fourth machine, which speaks for itself" said Graham.

Ernest Doe is family owned and run. "If our customers have a problem they can pick up the phone and speak to Colin Doe, our managing director," said Graham. "Colin's son Angus also works in the business and has held a number of positions before

being appointed as service director earlier this year."

"People are upgrading machines to get the latest technology," Graham said. Even so, Bogballe does not do business on the basis of planned obsolescence. "You can update machines manufactured from 2009 on to the latest specification by simply downloading the latest software" informed Graham.

"Generally in agriculture times are tough in terms of the commodity price," said Graham. "However we are still seeing a good level of spend because people budget, so even though in a tough climate we still increased our turnover last year."

Graham notes as well that there have been some positive signs for growers. "2014 was a bumper harvest," he said. "Prices are down but there is a lot more in the barn." The challenge for us is always to increase our market share which we certainly have done with KRM spreaders."