

New joint venture in distribution to support AGCO brands in Zambia

Worldwide manufacturer and distributor of agricultural equipment, [AGCO](#), Your Agriculture Company, reported that a new joint venture company formed between South Africa's Barloworld and Germany's BayWa has been appointed as its national distributor for Zambia. The joint venture will be responsible for sales and support for AGCO's Challenger and Massey Ferguson brands of farm machinery.



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Barloworld Agriculture is AGCO's largest distributor in Africa and BayWa AG its largest distributor worldwide. They will each hold a 50% stake in the new venture. The Joint Venture combines the expertise and dedicated resources of Barloworld and BayWa in support of AGCOs Sustainable and Inclusive Mechanisation Strategy in Africa.

"We are delighted that these two leaders in agricultural equipment distribution have joined forces to support us in serving the Zambian market where we are making major investments in infrastructure and people, and creating key partnerships to help drive agricultural development forward across the full spectrum of farming." says Nuradin Osman, AGCO director of operations for Africa and the Middle East.

Future farming

Smart Farming and Internationalisation Agri-Services develops solutions for process-driven farming and is also expanding international agricultural sales and equipment business. "Barloworld Agriculture's existing AGCO distribution network combined with our strong African know-how provides the Joint Venture with a strong operational platform," says John Blackbeard, chief executive officer of Barloworld Handling, Inc. "Together with BayWa, we look forward to providing region-specific resources and solutions to the agriculture value chain in Africa."

Commenting Roland Schuler, member of BayWa's Board of Management responsible for BayWa Agri Services business unit, said: "In markets like Zambia where agricultural operations are so varied, the use of modern technology that is geared towards the needs of the market is instrumental in improving productivity. This is exactly where BayWa and Barloworld can contribute their experience from successful mechanisation projects on farm operations of all sizes."

As part of AGCO's significant investment in Zambia, the company has established a 150ha Future Farm near Lusaka to develop leading-edge agriculture for Africa. Among its major activities, the [AGCO Future Farm](#) provides education and training on integrated agricultural solutions, offers hands-on experience with new technology appropriate to local markets and seeks to establish new agricultural standards for crop establishment, nutrition and protection.

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