



Chandlers (Farm Equipment) Ltd to sell and support Claydon Opti-Till® crop establishment products across seven depots.



Claydon has announced that, following the recent acquisition of Ross Farm Machinery by Chandlers (Farm Equipment) Ltd, its comprehensive range of Opti-Till® crop establishment products will continue to be sold and supported through the former RFM depots at Ross-on-Wye (Herefordshire), Martley (Worcestershire), Raglan (Monmouthshire) and Bridgnorth (Shropshire). Additionally, Chandlers will represent Claydon at its Bristol, Devizes and Cirencester depots.

“This is extremely good news for Claydon and our customers in those areas,” Spencer Claydon, Commercial Director, Claydon Yield-o-Meter Ltd, states. “Ross Farm Machinery was an excellent ambassador for the Claydon brand over many years, so we are delighted that Chandlers will continue to sell and support our industry-leading range of crop establishment products at those locations. The additional representation provided by the three Chandlers depots in the Southwest of England will further increase exposure for our products and develop sales in a key area of the country.”

Richard Beadman, Sales Manager, Chandlers (Farm Equipment) Ltd, added: “We are very pleased that suppliers such as Claydon are supporting our company’s expansion and to be able to extend the franchise into certain existing depots. Claydon is a very interesting and timely addition to our product portfolio as farming businesses look to save money, reduce the number of passes required to establish crops and improve the condition of soils.

“Our Bristol, Devizes and Cirencester depots are in areas which feature a mix of livestock, dairy, and cereal production. Much of the land there is characterised by thin soils which have a high stone content and can dry out quickly making them difficult to work, so preserving moisture is key to good crop establishment.

“Claydon products and the Opti-Till® concept will be new to many of our customers but we believe it will quickly become a key range for Chandlers. To properly represent the brand over a large geographical area we will base demonstration units at our Cirencester and Martley depots. Our sales teams at the new locations will receive comprehensive training to familiarise them with the Claydon range and we will have an in-house technical specialist to support new and existing customers.

“Enquiries for Claydon products have been increasing for some time and with many farmers now looking to change their approach to crop establishment it was a natural addition to our portfolio. We have received significant interest from potential customers, our sales teams are very enthusiastic and as a company we are looking forward to moving forward with the Claydon brand.”

Farming businesses of all sizes and types, including those in the dairy sector, are increasingly recognising the financial, operational, and environmental benefits of the Claydon Opti-Till® System. Designed by farmers for farmers, and manufactured in the UK, it is suitable for all farm situations, crops, and soil types. It provides significant opportunities to save fuel, labour, and money, combined with massive improvements in timeliness, soil health and structure, lower carbon emissions, reduced soil erosion and environmental benefits. The requirements of the Environmental Land Management Schemes (ELMS) and new capital grant structure, combined with an increasing focus on the accurate placement and more efficient utilisation of fertiliser for cost and environmental reasons play into the strengths of the Claydon brand.

At the heart of the Opti-Till® System is the Claydon Drill, available in mounted and trailed units from 3m to 8m wide. All incorporate the company’s leading tine technology which delivers exceptional versatility in all climatic conditions, soil types and crops, yet moves soil only in the growing zone. The front tine removes compaction, aerates the soil, and creates drainage in the rooting zone, then the seeding tine deposits seeds in the surface tith. Zonal cultivation means that the previous rooting and soil structure is not destroyed, allowing worms to thrive and soil biota levels to improve.

Their simple, robust design and great flexibility allows Claydon drills to establish any crop that can be air sown in any type of soil. Able to handle autumn or spring sowing, cope with wet or dry conditions and apply fertiliser at drilling if required, they are accurate, dependable, and inexpensive to operate.

The Claydon range also includes Straw Harrows, which are available as 3m, 7.5m and 9m mounted versions or as 12.5m and 15m trailed models. It also features the 6m TerraStar® light rotary cultivator for hard, dry situations or where more soil movement is required than can be achieved with a Straw Harrow, together with TerraBlade inter-row hoes from 3m to 8m wide which helps growers to control weeds in band-sown crops more efficiently and more effectively than using chemicals alone, providing significant cost and environmental benefits.

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