



# Farmer Buying Habits: **New vs. Used Farm Machinery**

Insights of what UK farmers think of buying new vs. used farm machinery



# 'To put what you need, within your reach'

**At AMTEC, being a part of the British farming community means more to us than simply supplying agricultural machinery.**

We're passionate about supporting you through the ups and downs of modern farming life. From making sense of new government schemes to managing and understanding the impact of our unpredictable weather. We're here to listen and understand your challenges, to see how we can support you.



# AMTEC Group - New vs. Used Farm

## Machinery Buying Habits Survey Overview

**Our first focus of 2025 is identifying how and if farmers machinery choices have been affected by recent changes in the agricultural community from SFI changes, inflation to the unprecedented wet weather conditions.**

This report aims to reveal how these factors are and have reshaped farmers' decisions between new and used machinery chase choices have been affected by changes in the agricultural community from SFI changes, inflation to the unprecedented wet weather conditions.

In December 2024, AMTEC surveyed its database of customers across the UK on their position and views on purchasing new vs. used farm machinery. This report details the findings of the survey, and the motivators and aspirations of farmers in the UK.

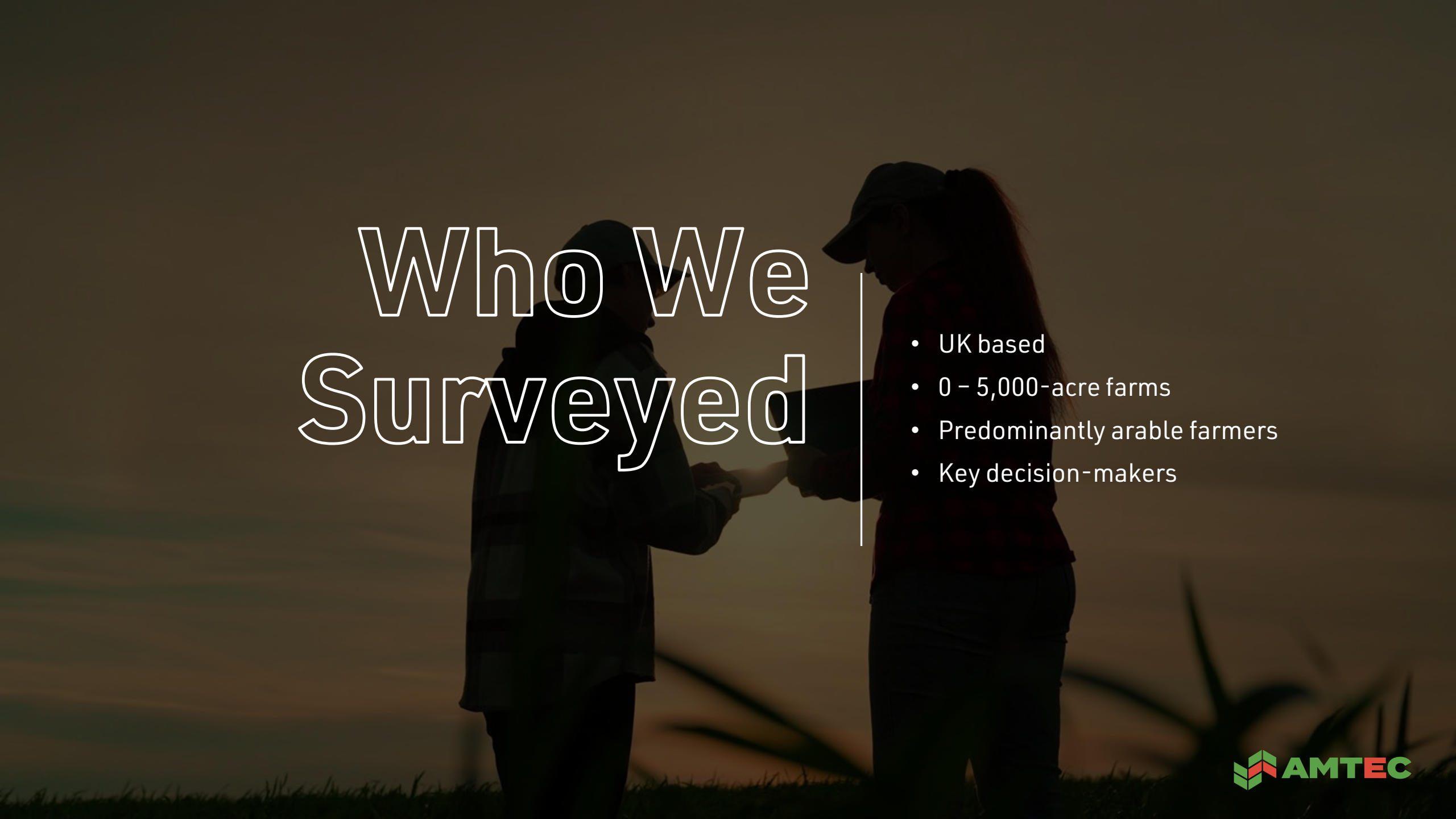


# New vs. Used Farm Machinery Buying Habits

## Survey Rationale & Goal

**This report aims to reveal how these factors are and have reshaped farmers' decisions between new and used machinery.**

In early 2024, UK farmers faced a critical convergence of challenges; the unprecedented wet weather, rising equipment costs (40-50% higher than about 5 – 7 years ago), and evolving agricultural policies.



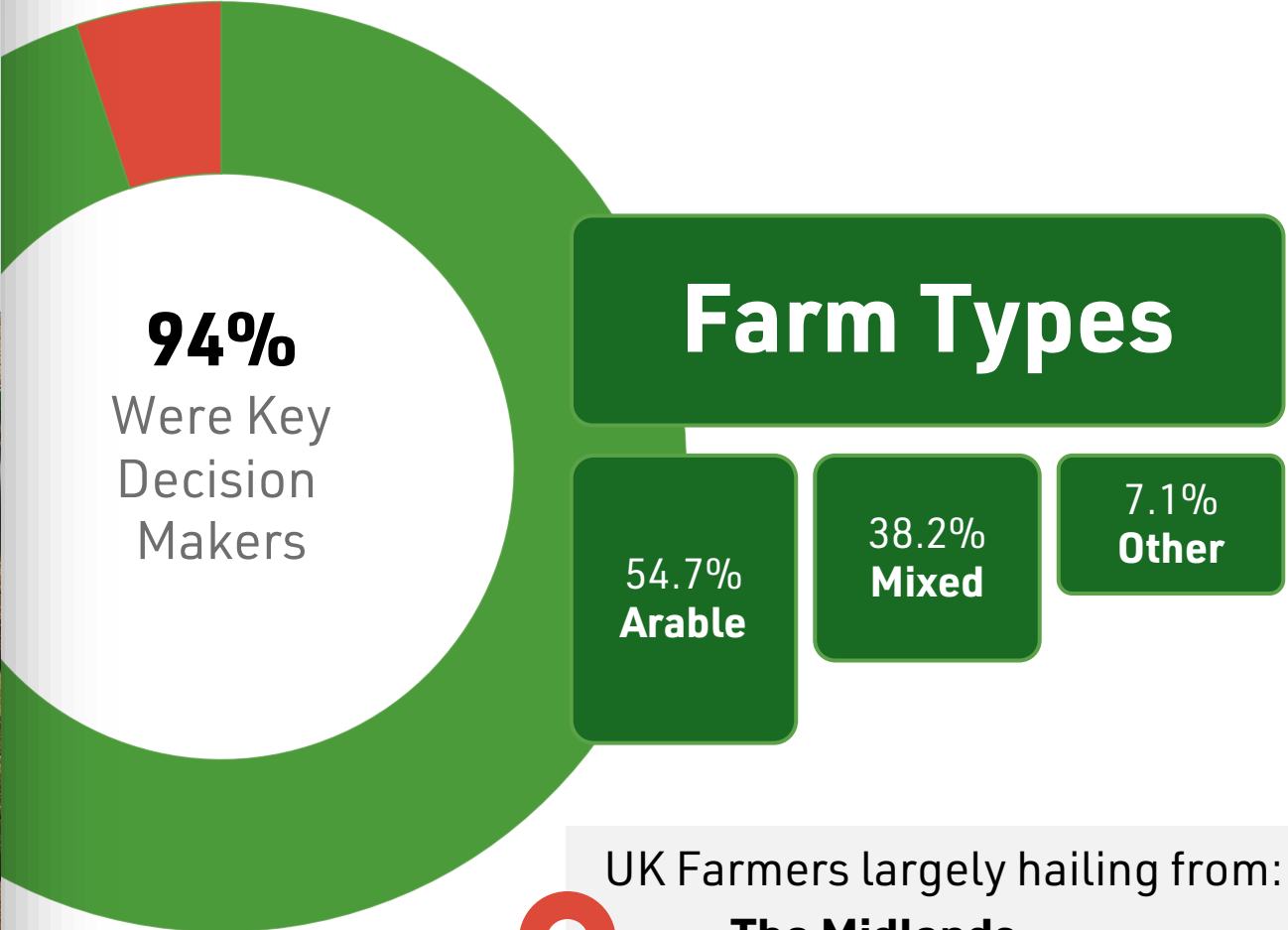
# Who We Surveyed

- UK based
- 0 – 5,000-acre farms
- Predominantly arable farmers
- Key decision-makers



# Snapshot

Who We Surveyed



UK Farmers largely hailing from:



- **The Midlands**
- **South of England**

# Geographical Location of Farmer Responses

Most survey responses came from the Midlands and the South of England.

The location of these responses (shown as datapoints on the map) highlights that the survey responses come from and reflect various farmers opinions from regions within England.

The findings represent agricultural perspectives from various farming communities, landscapes, and local agricultural conditions across the country.

This strengthens the survey's ability to reflect the varied experiences and viewpoints of England's farming sector.

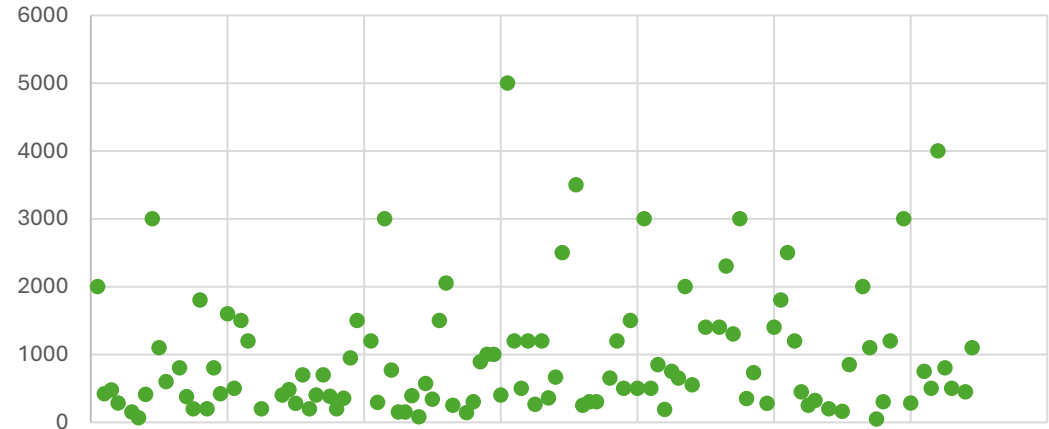


The most common farm size of the sample was between **100** and **900** acres.

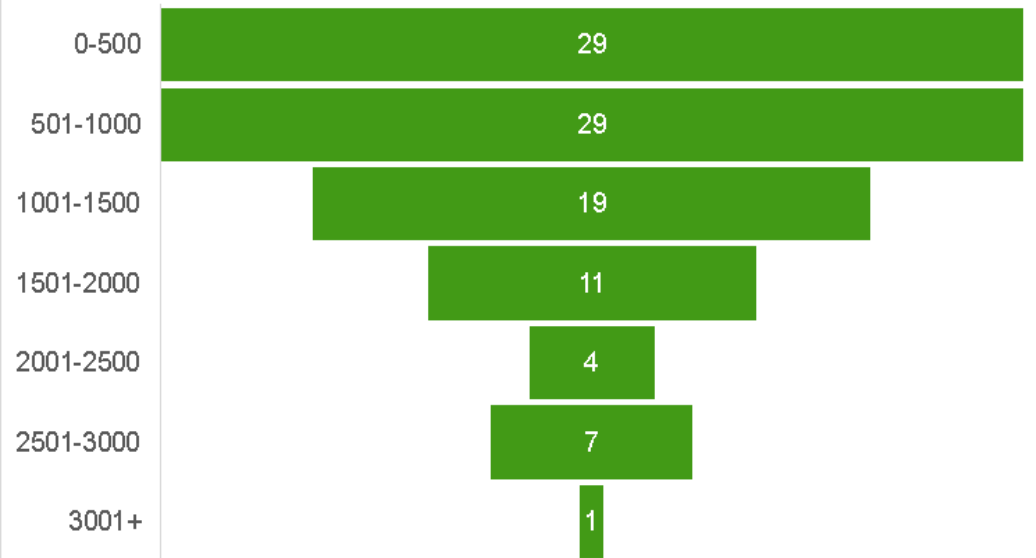


# Size of Farm

Farm Size (in acres)



% of Farm Acres Owned by Survey Responses





# Type of Farm



Arable

54.7%

Livestock

3.5%

Grassland

<1%

Dairy

1.6%

Mixed

38.2%

Other

<1%

More than 92% of respondents own farms that require a diverse range of farming machinery.

**More than 50%** of the sample own an **arable farm**, while over 38% manage a mixture of farm types, indicating this reports findings align closely with our target market.

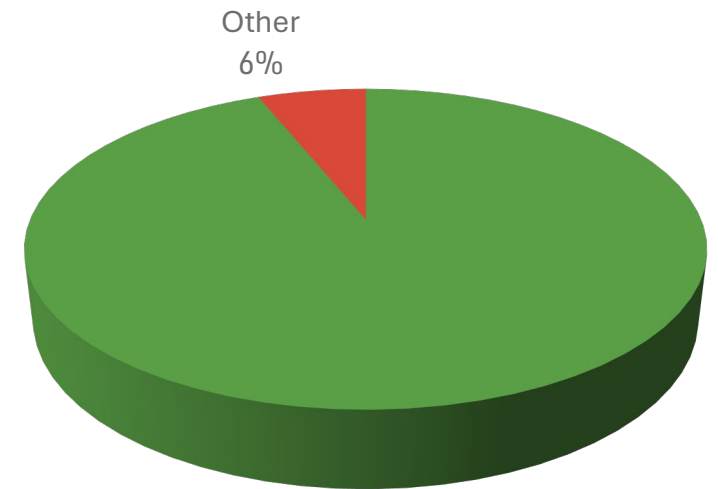
94%

# Of Respondents are the Key Decision-Maker When it Comes to Purchasing Farm Machinery

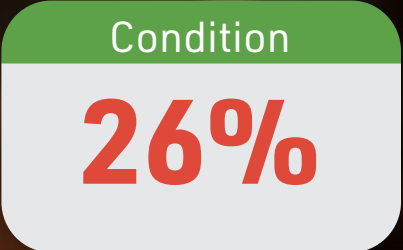
The responses gathered from this survey came from individuals with knowledge, experience, and influence on their farms.

**94%** of respondents are **key decision-makers**, showing that the responses shown are attained are from knowledgeable and expert sources.

Key Decision-Maker  
94%



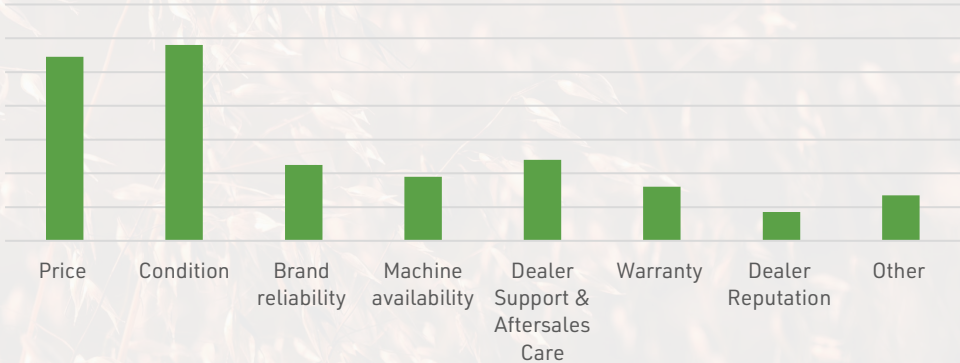
# Considerations that Influence Purchasing New vs. Used Farm Machinery



Purchasing price and condition are the top concerns for over 50% of the farmers. **26%** of farmers list condition as their top priority, **25%** highlighting price as their biggest influence, it is striking that only **2%** addressed **financial support** as a key factor.

With SFI being the talk of the agricultural community, why does it have so little influence on purchasing habits.?

What Are The Top 3 Considerations When Deciding To Opt For A Used Machine No. of Responses



# Government Policies & Support

The Sustainable Farming Incentive (SFI) offers farmers an opportunity to invest in new machinery with more accessible financing options. While this can help improve productivity and efficiency, the higher upfront costs of new equipment may lead some farmers to consider used machinery as a more affordable alternative, or when SFI loans are not available for the machinery that they are looking for.

**But is this really the case?**

# 60%

## Would Delay a Machinery Purchase to Wait for an SFI Grant Approval



Would you delay a machinery purchase to wait for an SFI grant approval?



The data shows that the current SFI regulations and grant scheme is not providing enough support to farmers. **More than 60%** of respondents would wait and purchase a new machine **IF** an SFI grant was approved. While **nearly 40%** of farmers state that their machinery purchase decisions are not influenced by the grant altogether, so what is influencing this decision?

**Is this driving farmers to opt for used farm machinery instead?**

# 77% Used Machinery Becomes More Enticing When SFI Loans are Not Applicable



Farmers are **3x more likely** to consider used machinery for purchasing, when SFI loans are not applicable.

We have seen a noticeable rise in purchases of used machinery, with only **32%** 'highly likely' or above to buy in this scenario. What, then, is driving this rise if not government support and financial support?



## **Jason White's, Leading Expert at AMTEC, Insights on Government Policy**

"Whilst government support – though grants and SFI schemes – have helped farms transition from the old payment system, it is limited in the machinery that it supports and might not always suit a particular season or conditions. When this arises, establishing a crop is the most important thing, so farmers will look to use machinery outside of the schemes to meet their requirements."



# Economic

In 2024, with rising costs and unpredictable weather conditions, many questions played on farmers' mind, should I buy a new machine or not? The same machinery 5-7 years ago costed approximately, 40-50% less than what it does today.

**Is this driving farmers to purchase used machinery over new ones?**



# Is Inflation Driving Used Farm Machinery Purchases?



Is inflation driving used farm machinery purchases?

**Yes**  
70%

**No**  
30%

**When inflation hits, farmers turn to used machinery for their equipment purchase.**

The survey reveals that **over 69%** of farmers report that rising costs of new agricultural machinery, driven by inflation, has compelled them to opt for used equipment instead.

Despite the availability of SFI loans, economic hardship remains widespread across the agricultural community, makes it difficult for many to afford machinery.



# 77%

## List Resale Value as a Key Influence

How important are resale values when considering new vs. used machinery?

Important

77%

Not Important

23%

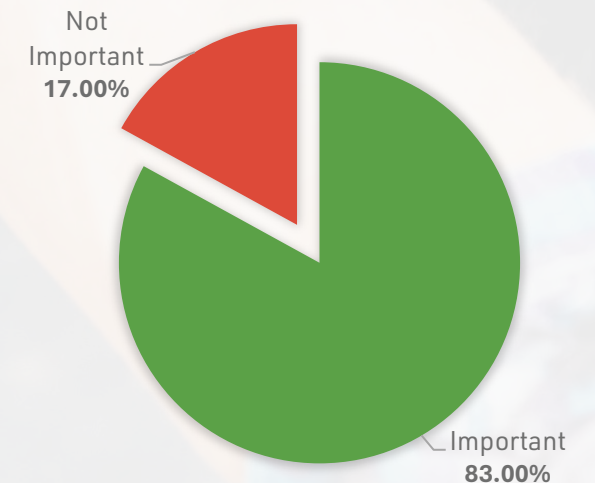
Given the average lifespan of equipment, **farmers need to recover funds through resale to invest in new machinery for the next generation** or to upgrade to more cutting-edge equipment.

Resale value plays a significant role in determining whether to buy new or used farm machinery, with those who agree **being three times greater** than those who disagree.

# Maintenance Costs are a Large Consideration When Making Purchasing Decisions

**More than two-thirds** of respondents agree that maintenance costs are a huge deciding factor when choosing between new vs used farm machinery.

This data shows that costs that affect long-term profitability and operational reliability, may influence machinery purchase decisions more than funding. It also highlights that farmers prioritise operational efficiency to avoid unexpected repairs, maximise efficiency, and better manage costs, resources, and risks.



# mzuri



## **According to Mzuri's General Manager, Dani Bond:**

"The Farming Equipment and Technology Fund (FETF) had a huge impact on the industry, disrupting sales patterns and distorting the market. Anticipation of funding windows led farmers to delay purchases for months, creating long dry spells followed by unmanageable surges in demand—turning a seasonal market into a cycle of feast or famine.

The knock-on effect was even more severe in the second-hand market. With grants offering up to £40,000 for new machinery, trade-in values plummeted overnight, as buying new became only marginally more expensive than used.

These disruptions continue to ripple through the industry, and with looming inheritance tax changes for farmers, further instability seems inevitable. Despite repeated efforts to raise these concerns with MPs, Defra, and ministers, there was little recognition of the real-world impact on businesses".

Expert insights from **Joe Seels** – a beef and arable farmer with a TikTok following of **64.5K** with over **1.9M likes**, and a YouTube influencer with **40K followers**.

“I think speaking to machinery manufactures there is optimism in the industry that things will pick up this year, after a disastrous 2024. However, no one I have spoken to believes it will return to the same level post covid. In our industry beef prices are good but, that is not the case in other sectors, with arable farmers being particularly hit by falling prices, and unprecedented weather conditions.”



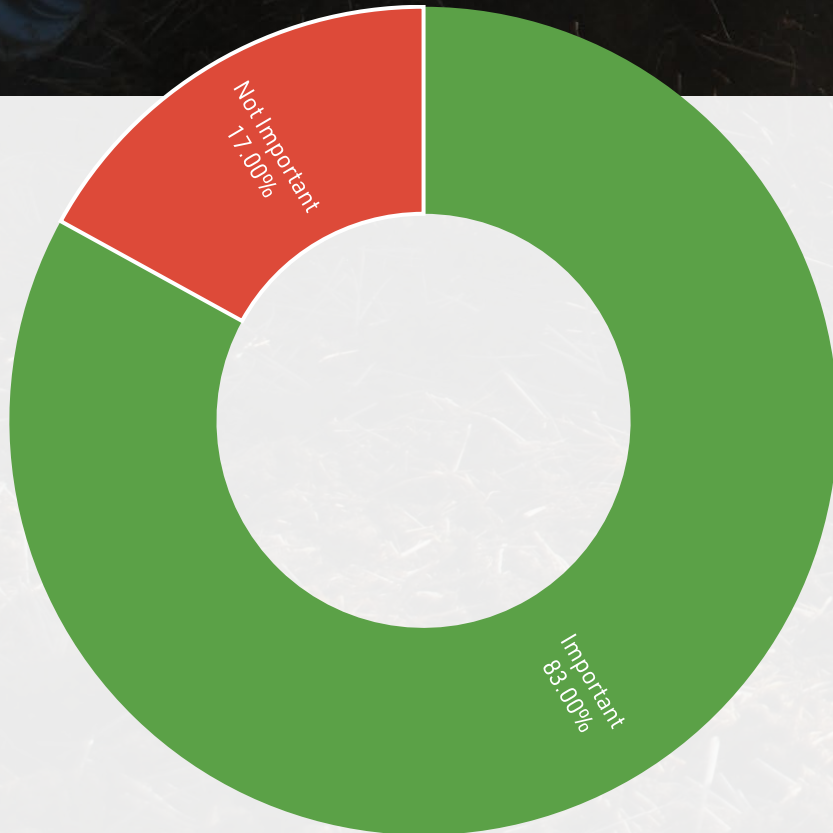
# Sustainability

When comparing the sustainability aspects of farm machinery in 2024/25, new equipment typically offers advanced features for reduced environmental impact in comparison to older models. Older models to some degree have green elements, **but** it's not to the same level of the more recent models.

**Does this influence farmers purchasing habits?**

# Farmers are Divided

## When Considering Sustainable Farming



This survey indicates that, despite the growing cultural shift towards sustainability, **farmers remain divided on environmental considerations and sustainable farming when making purchasing decisions for new or used machinery.**

This split reflects concerns over the profitability of sustainable practices, knowledge barriers, market demand amid the cost-of-living crisis, and uncertainty around UK government policies and subsidies.

# Does Sustainable Farming Play a Role in Choosing Between New vs Used Machines?

Highly Considered

2%

Moderately Considered

33%

Slightly Considered

42%

Not Considered

23%

The curve of these results show a **strong tendency** towards minimal or no consideration, **65%** of respondents believing that carbon footprint is their least concern when purchasing equipment.

The data offers deeper insight into this, with **over 75%** of respondents expressing a neutral stance (slightly/moderately) on environmental considerations influencing their purchasing decisions.





# What Experts from the Woodlands Trust Have to Say About Sustainability

A member from the Woodland Trust stated that “farmers should really be focusing on boosting pollination and biodiversity since it helps increase crop yields. Newer machinery and techniques are great because they disturb the environment less, which means nature gets a chance to thrive. But honestly, you don’t need fancy equipment to make a difference – **old school no- and low-till methods can do the job just as well while keeping the land healthy!**”

# Unpredictable Weather

**Heavy rainfall** across the UK in early 2024 severely disrupted farming operations; farmers had to switch up their strategies to cope with the changes.

**Waterlogged fields** prevented farmers from accessing land with machinery for crucial winter and spring work. Many faced delays in planting crops, while livestock farmers struggled to keep animals on sodden pastures. This followed an already challenging wet autumn in 2023.

"If, like this year we are drilling in a very wet autumn, I went and bought a second-hand drill capacity, allowing me to drill more acres, as a supplement to my regular drill, and therefore it needed to be as cheap as possible. Because we want our ground to have good infiltration but a strong carrying capacity we have simplified and dramatically reduced our cultivation strategy to a very low till".

- Response from one UK farmer



# 83%

## Favoured Buying Used Machinery Due to Wet Weather

**Purchased  
New**  
17%

**Purchased  
Used**  
83%



**The unpredictable wet weather of 2024 affected 83% of decisions for machinery replacements.**

This is unsurprising, given the appeal of cheaper, readily available equipment with a proven track record.

Farmers are taking a pragmatic approach to equipment

purchases, recognising that extreme weather events are relatively rare occurrences.

Rather than investing in expensive machinery with sophisticated features that could require costly maintenance, they prefer to purchase more affordable equipment that can adequately handle challenging

conditions when needed. This strategy allows them to manage weather-related challenges while maintaining the option to resell the equipment afterward, proving to be a more cost-effective solution for their operations.

# What's Next

This report unveils some striking findings, which can help us understand **what needs to be done**.

1. Based on the responses we received from the survey; we can predict an upward trajectory of used farming machinery purchases.
2. Unprecedented weather changes are influencing the new vs used farming machinery decision making process.
3. Funding needs to become more readily available to support our local farmers .

# Conclusions

- Over 50% of farmers state that **cost and condition** of machinery is the driving force behind choosing between new vs. used farm machinery.
- **SFI** is the current trending topic of conversation in the agricultural community, yet many respondents had no strong feelings towards it being a motivator behind purchasing decisions.
- With the **unpredictable weather** that was experienced in 2024, a staggering 83% of respondents favoured to purchase used machinery over a new one.
- **Regenerative and soil health**, is a huge driving force in comparison to many other factors that drives new vs used machinery purchase choices.

# How This Report Helps You

**This report shares real insights from local farms, showing you how they're adapting their equipment choices to weather, finances, and market changes.**

This report gives you access to comprehensive machinery investment insights based on real data. Learn local farmers decision making process when analysing the true costs of new vs used equipment, including detailed comparisons of costs, reliability patterns, and long-term value.

Use this information to help you with your own machinery purchasing choices.





**AMTEC are a leading supplier of used agricultural machinery to the farming industry, specialising in drilling and cultivation.**

AMTEC build strategic partnerships with their customers to help provide long term solutions through the intelligent sourcing of farming equipment. With over 25 years' experience, nine-acres of display zone, and a global customer base, AMTEC work with farmers every day to provide the agricultural solutions they need.

[www.amtec-group.com](http://www.amtec-group.com)

