

BUSINESS FACTS

E R Goodwin and Sons
Whitegate Farm, Bickerton, Cheshire



BUSINESS TYPE

Agricultural Contracting
Beef Farming
Cereal Crops Farming



CONTRACTING SERVICES

Round baling, square baling, combine harvesting, forage harvesting, hedge cutting, ploughing, drilling, umbilical slurry application and muck spreading



STAFF

Clive, brother John and eldest son Lee plus six full time staff and up to six more temporary staff during summer periods



Ever since his father, Roy Goodwin, started using CLAAS combines in the 1950s, it has been CLAAS harvest machinery all the way for Clive Goodwin, who now runs E R Goodwin and Sons, along with his brother John and eldest son Lee. This includes 11 JAGUAR self-propelled foragers, which they have ran consecutively since 1989.

Based in Bickerton, North West Cheshire, the contracting business sees its way chop through an average of 5,500 acres of grass per year, plus about 500 acres of whole crop and 450 acres of maize. Clive explains: "Like many contractors, we've just grown and grown over the years, now providing a mix of contracting services to customers all within 20 miles of our base. We also farm, growing 400 acres of cereal crops and rearing 200-head of beef cattle."



E R GOODWIN

"Much of our loyalty is down to the excellent dealership service."

What was the first JAGUAR model you bought and why?

"Our first self-propelled was bought back in 1989 - a JAGUAR 695 SL," says Clive.

"Much of the purchasing decision for this was down to my father's good experiences operating CLAAS machinery, which gave us the confidence to invest in a CLAAS self-propelled forager."

We've now been running JAGUAR for 34 years with our latest model being an 880. We also have an older 890 model as a support machine to help during the busy periods."

Why have you stayed with CLAAS JAGUAR?

"Much of our loyalty is down to the excellent dealership service from MORRIS CORFIELD" says Clive. "We've been looked after tremendously well by them - day or night, they'll always come out to get things going again."

"The product itself always delivers - it's been a long road and a lot of acres chopped with the JAGUAR and they have performed superbly well. Also, the good residual value of the JAGUAR is an important factor to us - the product is desired all over the world and is always the first off the shelf."

- 1989 JAGUAR 695 SL
- 1993 JAGUAR 695 MEGA
- 1994 JAGUAR 690
- 1995 JAGUAR 860
- 1997 JAGUAR 840
- 1999 JAGUAR 880
- 2003 JAGUAR 890
- 2007 JAGUAR 900
- 2011 JAGUAR 900
- 2015 JAGUAR 870
- 2019 JAGUAR 880



Which forager has been your favourite?

“My favourite model has to be my first one, the 695, because it was revolutionary from the trailed foragers that preceded it.”

The 900 was also a very complete, versatile machine and we are getting on really well with our latest model, the 880. It has turned out to be very reliable, fuel efficient and comfortable to use.”



What are the best features or parts of the machine that are important to you?

“Ever since the 695, CLAAS got the core principals of the JAGUAR right, which made maintenance, in particular, much easier,” says Clive.

“Setup also improved massively on the 800 series, with the introduction of a corn cracker on rails, which could easily roll in and out of work. Ease of operation, particularly on the newer models, also stands out. Features like DYNAMIC POWER are very useful in varying crops later on in the season.”



new 800 series, which followed the 695 MEGA - such as the improved corn cracker installation process.

What are your standout memories of running JAGUAR foragers?

“Some of my most memorable moments are visits to the CLAAS forager factory in Germany - an incredible experience watching them being manufactured and built,” says Clive.

“I’ve also been on three design consultation courses over the years with CLAAS, helping to come up with ideas and improvements for the

“My youngest son, Richard, who was a Harper Adams student, also had the pleasure of having dinner with Helmut Claas and his daughter, Cathrina, during an awards ceremony. Richard was very interested in what Helmut had to say about some of his early machine developments, like the HERCULES combine that my father ran in the 1950s.”

