

AVAILABILITY AND TECHNICAL ASSESSMENT OF TRACTOR PURCHASING POWER AMONG FARMERS IN CEFTA COUNTRIES*

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Abstract

The tractor is a key driving unit in modern agricultural production. This study explores the possibilities and capabilities of farmers in Bosnia and Herzegovina (BiH) compared to other CEFTA members in purchasing an adequate, quality, and suitable new tractor. The research analyzes the process of trade liberalization in Southeast Europe, including the Agreement on Amendment and Accession to CEFTA. The study covers an analysis of ten global tractor brands across 110 different models that are available in CEFTA countries market. The average tractor prices and prices per kW of power were calculated by brand, and a brendization (according to the Analytical Hierarchy Process method (AHP)) into three groups: A, B, and C was performed. The research results showed that New Holland brand tractors are the most expensive, while Foton brand tractors are the cheapest. In terms of price per kW, Ferrari brand tractors are the most expensive, while ArmaTrac brand tractors are the cheapest. Differences in the purchasing power of farmers in BiH compared to CEFTA members were also analyzed, with a focus on differences in average salary in countries across three years (2018, 2019, and 2020). The purchasing power of farmers was determined by calculating the purchasing power coefficient (PPC), which showed that farmers from Serbia and farmers from Montenegro have the highest purchasing power for all examined tractor brands, while Moldova is the weakest by this indicator, and theoretically, farmers do not have the ability to purchase tractors of any examined brand. Farmers from BiH do not have the purchasing power to buy Kubota and Ferrari brand tractors but have the purchasing power to purchase Foton, ArmaTrac, and Case brand tractors.

Keywords: *tractor, brand, CEFTA, purchasing power, farmer.*

INTRODUCTION

Agricultural tractors play a crucial role in modern farming by delivering the power and efficiency needed to carry out essential tasks like tillage, sowing, feeding, harvesting, and transportation. Their importance makes selecting the right tractors, along with

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favorable purchasing terms, vital for boosting productivity and optimizing the economics of agricultural operations. Today, the focus is on reducing production time, lowering costs, and automating human labor through the use of various tools and machines. Modern tractors enable faster, better, and more efficient execution of agro-technical operations. In BiH, farmers must remain competitive with producers from the European Union and CEFTA countries, making the choice and availability of agricultural machinery even more critical to their success.

CEFTA (*the Central European Free Trade Agreement*) is an economic organization comprising Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, Moldova, Serbia, and Kosovo. Initially, the organization included countries that later became members of the European Union, such as the Czech Republic, Hungary, Poland, Slovakia, Slovenia, Bulgaria, Romania, and Croatia. The 2006 CEFTA agreement marked a commitment by its members to enhance trade and investment policies across Southeast Europe, with the goal of establishing a free trade zone aligned with the regulations of both the World Trade Organization and the European Union.

The objective of this paper is to analyze the availability of agricultural tractors in CEFTA countries and examine purchasing options in relation to the average salaries of their residents. Research into the tractor market in this region provides valuable insights for agricultural producers, traders, and other stakeholders regarding tractor availability, technical specifications, and the financial aspects of acquisition. Previous studies and research (Škaljić *et al.*, 2014; Škaljić *et al.*, 2017) have shown that the technical equipment and characteristics of tractors have a significant impact on the efficiency of agricultural operations, highlighting the importance of a comprehensive market analysis. In BiH, farmers have long been affected by outdated and poorly maintained agricultural machinery, resulting in increased fuel consumption and environmental pollution due to the declining operational efficiency of tractors (Rakita and Škaljić, 2016).

Machinery costs represent a significant portion of expenses for farms operating in highly mechanized systems. In the last 10 years, the costs have risen due to machines with high engine power, advanced technology, expensive spare parts, frequent repairs, and increased fuel consumption (Sopegno *et al.*, 2016; Bochtis *et al.*, 2014; Najafi *et al.*, 2015; USDA, 2014). Škaljić *et al.* (2017) point out that the utilization of agricultural machinery in BiH is notably low, primarily due to outdated equipment, declining reliability, and high decommissioning costs. A study conducted in the Tuzla Canton (Škaljić *et al.*, 2017) administrative area revealed that 23% of tractors are operated for less than 100 hours annually, 43% between 100-200 hours, and 34% over 200 hours. The average age of these tractors is 25 years. On average, each two-axle tractor covers 3.2 hectares, with an output power of 10.9 kW per hectare of arable land.

This analysis aims to provide farmers in CEFTA countries, particularly in BiH, with valuable insights to make informed decisions when purchasing tractors, ultimately enhancing the productivity and competitiveness of their agricultural operations.

MATERIALS AND METHODS

Data on tractor prices per kilowatt (kW) of engine power and their sales were collected over three years (2018, 2019, and 2020) at the International Agricultural Fair in Novi Sad, Serbia. The research covered 10 tractor brands, with prices defined for specific models, resulting in the analysis of 110 tractor models. For each model, the engine power was measured in kilowatts (kW), and the price per kilowatt of installed power was recorded, with all prices expressed in euros (€). The purchasing power of farmers was estimated based on the average salaries in all CEFTA member countries during this period.

The methodology involved collecting and processing data from the International Agricultural Fair, online sources, and relevant literature. Basic mathematical operations such as addition, subtraction, and multiplication were used to calculate tractor prices per kW. Additionally, statistical methods were applied, including the calculation of average, maximum, and minimum prices. Statistical analysis was conducted using IBM SPSS Statistics software, employing one-way analysis of variance (ANOVA), the Tukey test, and descriptive statistics.

It has been challenging to find a way to determine the purchasing power of farmers due to the lack of available data on farmers. For this purpose, a purchasing power coefficient was created, which is based on simple and easily available data, and was used as such for this research. The purchasing power coefficient (PPC) was calculated by comparing the average salary in each country to the average price of a tractor per kW of engine power. This approach provided insights into the affordability of tractors across different CEFTA nations.

$$PPC = \frac{AS}{AP}$$

Where: PPC represents the purchasing power coefficient, AS is the average salary in the country, and AP is the average tractor price per kilowatt (kW) of engine power. Intervals of coefficient values were determined and the values of 1 or higher indicate that farmers have sufficient purchasing power to afford tractors from that brand. A coefficient between 0.7 and 1 suggests that farmers can afford some of the lower-priced models, while a coefficient below 0.7 indicates insufficient purchasing power to afford any models from that brand.

To further refine the classification of tractors and incorporate multiple relevant factors into the decision-making process, the Analytical Hierarchy Process (AHP) method was employed (Saaty, 1980). The AHP method structures the problem by establishing a hierarchy of criteria, such as price, engine power, quality, reliability, and other technical specifications. A comparative evaluation of tractors based on each criterion was conducted, and the results were used to calculate weighting coefficients for each factor. This enabled the ranking of tractors and their classification into three groups (A, B, and C) based on a comprehensive set of parameters.

This research examined 10 tractor brands: Ferrari, Kubota, Case, Steyr, Claas, New Holland, Same, Ursus, ArmaTrac, and Foton. The brands were classified into three

groups based on a combination of average power output and technological advancement:

- **Group A** (high power and advanced technology): Steyr, Claas, and New Holland
- **Group B** (moderate power and technology): Kubota, Same, and Ursus
- **Group C** (lower power and technological development): Ferrari, Case, ArmaTrac, and Foton.

This classification helps distinguish the brands by their performance and innovation levels.

Group A comprises tractors from Steyr, Claas, and New Holland, all recognized for their long-standing traditions, innovative technologies, and diverse range of high-quality models.

- **Steyr** is an Austrian brand with a rich history dating back to the 1940s. Renowned for producing high-performance tractors, Steyr stands out for its cutting-edge technologies and commitment to quality.

- **Claas**, a German brand, offers not only tractors but a comprehensive range of agricultural machinery, including combines, balers, and lawn mowers. The diversity of its models and equipment options make Claas highly competitive in the agricultural sector.

- **New Holland**, an American brand, is a global leader in the production of specialized tractors, celebrated for its continuous innovation and extensive range of models.

Group B comprises tractors from Kubota, Same, and Ursus, brands recognized for offering moderate power and technological advancement.

- **Kubota**, a Japanese brand, has been gaining popularity in the Balkans due to its competitive pricing and strong price-performance ratio, making it an attractive option for many farmers.

- **Same**, an Italian brand under the Same Deutz-Fahr Group, is known for its high-quality tractors and diverse model range, providing reliable solutions across various farming needs.

- **Ursus**, a Polish brand with a long-standing tradition in tractor manufacturing, offers a variety of models with different engine types, catering to a range of agricultural applications.

Group C encompasses tractors produced by Ferrari, Case, ArmaTrac, and Foton.

- **Ferrari**, an Italian brand, offers tractors designed to meet the latest European standards, ensuring compliance and quality.

- **Case IH**, an American brand, is renowned for its innovative agricultural solutions and a diverse range of equipment, including tractors, harvesters, and various other agricultural machinery.

- **ArmaTrac**, a Turkish brand, produces tractors through Erkunt Traktor Sanayii A.S., known for its extensive selection of tractor models catering to various farming needs.
- **Foton**, a Chinese brand, has made its mark in the European market by providing tractors that adhere to high-quality and safety standards.

RESULTS AND DISCUSSION

Group A tractors

The research examined 12 Steyr models, 8 Claas models, and 14 New Holland models. Table 1 presents an overview of key performance indicators for tractors in this group, based on the average values of various models observed over a three-year period.

Table 1. Key performance indicators for tractors in group A

<i>Brand</i>	Engine power (kW)	Price (€)	Price per kW (€/kW)
<i>Steyr</i>	101.3±50.2	68000±42012	647.8±102.9
<i>Claas</i>	82.6±22.7	52125±19482	621.0±92.1
<i>New Holland</i>	123.2±75.5	68214±52450	531.7±85.6
Average	102.4±49.5	62779±37981	600.2±93.5

The data in Table 1 highlights several key findings. New Holland tractors have the highest average engine power, at 123.2 ± 75.5 kW, while Claas tractors offer the lowest average power, at 82.6 ± 22.7 kW. In terms of pricing, New Holland also leads with the highest average price of €68,214 ± 52,450, whereas Claas is the most affordable in this group, with an average price of €52,125 ± 19,482.

Interestingly, despite New Holland's higher average price, Steyr tractors have the highest price per kW of engine power, at €647.8 ± 102.9/kW. This suggests Steyr tractors emphasize premium components and advanced technology. In contrast, New Holland, with the lowest price per kW (€531.7 ± 85.6/kW), offers excellent value for those seeking high power at a relatively lower cost.

The overall averages for Group A tractors show a power output of 102.4 kW, an average price of €62,779, and a price per kW of €600.2/kW. These figures demonstrate that tractors in this group offer a strong combination of high power and advanced technological features.

In summary, Group A tractors not only deliver superior power but also incorporate cutting-edge technologies, making them ideal for farmers focused on maximizing productivity and efficiency.

Group B tractors

The analysis covered 13 Kubota models, 19 Same models, and 3 Ursus models. Table 2 presents an overview of key performance indicators for tractors in this group, based on the average values of various models observed over a three-year period.

Table 2. Key performance indicators for tractors in group B

Brand	Engine power (kW)	Price (€)	Price per kW (€/kW)
<i>Kubota</i>	48.7±27.9	35092±18880	762.5±158.8
<i>Same</i>	76.2±36.6	41731±19939	555.1±77.3
<i>Ursus</i>	65.4±13.6	35473±4722	547.3±37.9
Average	63.4±26.0	37432±14513	621.6±91.3

Table 2 reveals that Same tractors boast the highest average engine power at 76.2 ± 36.6 kW, while Kubota presents the lowest average power at 48.7 ± 27.9 kW. When it comes to pricing, Same models are the most expensive, with an average price of €41,731 ± 19,939, whereas Kubota tractors are the most affordable, averaging €35,092 ± 18,880. An analysis of the price per kW of engine power indicates that Kubota has the highest cost at €762.5 ± 158.8 per kW, while Ursus offers the most competitive price at €547.3 ± 37.9 per kW. The overall average engine power for this group is 63.4 kW, with an average tractor price of €37,432 and an average price per kW of €621.6.

Tractors in Group B present a balanced relationship between power, price, and technological advancement. This group features various advantages: Same provides higher power at a premium price, while Kubota offers more affordability but with less power. Ursus stands out for its lowest price per kW, making it an appealing choice for farmers seeking a cost-effective option without compromising too much on power.

Group C tractors

The analysis included 14 models from Ferrari, 7 models from Case, 4 models from ArmaTrac, and 16 models from Foton. Table 3 presents an overview of key performance indicators for tractors in this group, based on the average values of various models observed over a three-year period.

Table 3. Key performance indicators for tractors in group C

Brand	Engine power (kW)	Price (€)	Price per kW (€/kW)
<i>Ferrari</i>	40.3±13.4	28107±8322	786.7±446.2
<i>Case</i>	57.8±16.5	28085±10842	474.5±69.3
<i>ArmaTrac</i>	67.7±12.5	26297±3894	392.7±42.4
<i>Foton</i>	44.9±16.6	18850±7041	433.3±32.9
Average	52.7±14.7	25334±7524	521.8±147.7

Table 3 reveals that among group C tractors, ArmaTrac has the highest average engine power at 67.7 ± 12.5 kW, while Ferrari provides the lowest average power at 40.3 ± 13.4 kW. In terms of pricing, Ferrari models are the most expensive, with an average price of $\text{€}28,107 \pm 8,322$, whereas Foton offers the most affordable models, averaging $\text{€}18,850 \pm 7,041$.

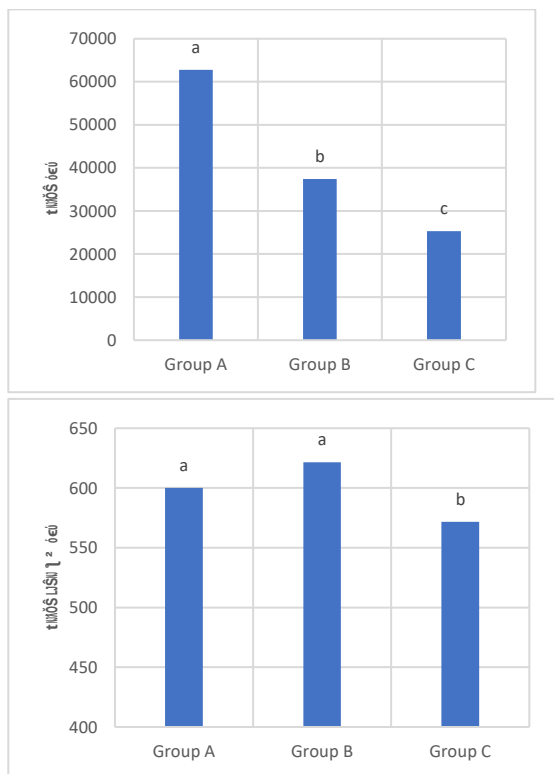
An analysis of price per kW of engine power shows that Ferrari has the highest cost at $\text{€}786.7 \pm 446.2$ per kW, suggesting a focus on premium quality and specialized features. In contrast, ArmaTrac offers the most economical price per kW at $\text{€}392.7 \pm 42.4$, making it a value-driven option for those seeking more power at a lower cost.

The average engine power across group C is 52.7 kW, with an average tractor price of $\text{€}25,334$ and a price per kW of $\text{€}521.8$. Tractors in this group cater to lower power and technological development, emphasizing affordability. ArmaTrac stands out for delivering the highest power at a competitive price, while Ferrari commands the highest price per kW, reflecting its premium positioning. Foton emerges as the most budget-friendly option, appealing to cost-conscious buyers.

Price differences between tractor brands

The brand is a significant factor influencing tractor prices, similar to its impact on other consumer products. Well-established and widely recognized brands typically command higher prices per kW of engine power. Buyers with greater purchasing power often choose these premium brands due to their reputation for quality, reliability, and advanced features.

This analysis highlights the average tractor prices and price per kW of engine power across the three tractor groups, as illustrated in Graphs 1 and 2. These comparisons provide valuable insights into how brand reputation and performance affect overall pricing in the tractor market.



Figures 1 and 2. Average tractor prices and prices per kW of engine power of different brands offered to farmers from CEFTA member countries

A one-factor analysis of variance (ANOVA) reveals that tractor brand significantly affects average tractor prices ($F=5.09$, $p=0.000 < 0.05$). To further explore the price differences between brands, the Tukey test was employed. The results indicate that Group A tractor brands have significantly higher average prices, while Group C brands offer the lowest prices. Specifically, New Holland (€68,214.3), Steyr (€68,000), and Claas (€52,125) have the highest average prices, followed by Same (€41,731), Ursus (€35,473.3), and Kubota (€35,092.3). On the lower end, Ferrari (€28,107.1) and Case (€28,085.7) are priced modestly, with ArmaTrac (€26,297.5) and Foton (€18,850) being the most affordable options.

However, these average prices don't fully capture the complexity of pricing, as some brands offer tractors with higher engine power and more advanced features, while others provide lower-powered, basic models. Analyzing prices per kW of engine power provides a more accurate comparison among brands. The ANOVA also shows that brand significantly impacts the price per kW of engine power ($F=5.06$, $p=0.000 < 0.05$). According to the Tukey test and supporting graphs, Group B (€621.6/kW) and Group A

(€600.2/kW) brands have significantly higher prices per kW, while Group C brands have the lowest price per kW (€521.8/kW).

These findings suggest that although Kubota is part of Group B, it has a relatively high cost per kW, and Ferrari, from Group C, also has a higher price per kW due to the lower engine power offered in the market.

For farmers seeking high engine power, it is advisable to consider brands with a lower cost per kW, such as Case, Foton, and ArmaTrac. Conversely, farmers who don't require high engine power may opt for technologically advanced brands, accepting a higher price per kW in exchange for superior performance and additional features.

Average salaries in CEFTA member countries

The member countries of the Central European Free Trade Agreement (CEFTA) include BiH, Serbia, Montenegro, Albania, Moldova, North Macedonia, and Kosovo. The figure below presents a comparison of the average monthly salaries across these CEFTA nations, providing insight into the economic disparities and income levels within the region.

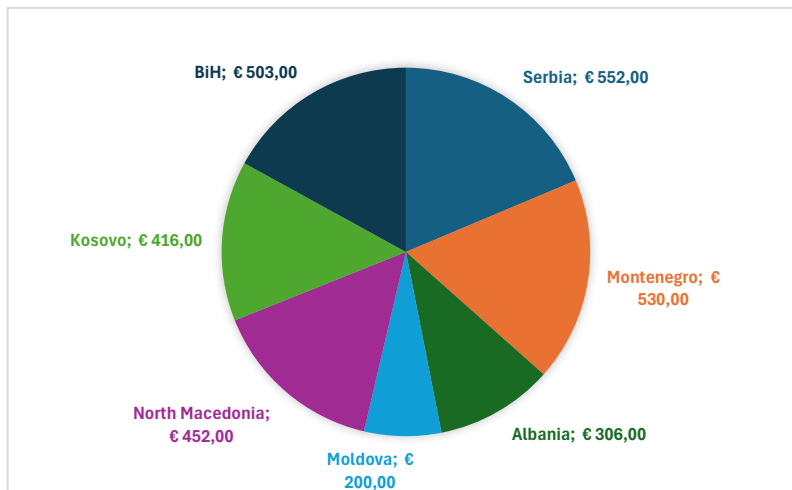


Figure 3. Average monthly salaries in CEFTA member countries

The average monthly salaries of residents in CEFTA member countries were calculated based on a three-year average (2018-2020). Among the seven CEFTA countries, Serbia¹ recorded the highest average salary at €552, while Moldova² had the lowest, with an average of €200. Other member countries showed the following averages: BiH³ at

¹ www.stat.gov.rs

² www.statistica.gov.md

³ www.bhas.gov.ba

€503, Montenegro¹ at €530, Albania² at €306, North Macedonia³ at €452, and Kosovo⁴ at €416.

These figures offer valuable insights into the economic landscape of CEFTA nations, highlighting regional income disparities and living standards when compared to more developed economies. Understanding these differences can help in assessing the broader economic conditions within the region.

Purchasing power of farmers in CEFTA member countries

To achieve the established goals, it is essential to analyze the purchasing power of farmers in CEFTA member countries concerning various tractor brands. This analysis will be based on the average salary in these countries and the average prices of tractors per kW of engine power.

Purchasing power is assessed by comparing the average salary to the price of a tractor per kW of power, using the PPC coefficient. If the average salary exceeds the average tractor price per kW, the coefficient will be greater than 1, indicating that farmers in that country have sufficient funds to purchase such tractors. Conversely, a coefficient of less than 1 suggests insufficient purchasing power.

Table 4 illustrates the purchasing power of farmers from CEFTA member countries in relation to different groups of tractor brands.

Table 4. Purchasing power of CEFTA farmers by tractor brand groups

CEFTA member countries	Group A			Group B			Group C			
	<i>Class</i>	<i>Steyr</i>	<i>New Holland</i>	<i>Kubota</i>	<i>Ursus</i>	<i>Sam-e</i>	<i>Foton</i>	<i>ArmaTrac</i>	<i>Case</i>	<i>Ferrari</i>
BiH	+	+	+	-	+	+	++	++	++	-
Serbia	+	+	++	+	++	++	++	++	++	+
Montenegro	+	+	++	+	+	+	++	++	++	-
Albania	-	-	-	-	-	-	+	+	-	-
Kosovo	+	+	+	-	+	+	+	++	+	-
North Macedonia	+	+	+	-	+	+	++	++	+	-
Moldova	-	-	-	-	-	-	-	-	-	-

In Table 4, the presence of two plus signs (++) indicates an PPC coefficient of 1 or higher, signifying that farmers in those countries possess sufficient purchasing power

¹ www.monstat.org

² www.instat.gov.al

³ www.stat.gov.mk

⁴ www.ask.rks-gov.net

to buy tractors from the specified brand. A single plus sign (+) indicates an PPC coefficient ranging from 0.7 to 1, meaning that farmers can afford some of the more affordable and basic versions of tractors from that brand. Conversely, a minus sign (-) denotes an PPC coefficient below 0.7, indicating that farmers in those countries cannot afford tractors from that brand.

Based on the presented results, it can be concluded that only farmers in Serbia possess the purchasing power to acquire tractors from all brands, particularly those in group C, as well as some more affordable models from groups A and B. Farmers in Montenegro demonstrate similar purchasing power, enabling them to purchase tractors from group C, with the exception of the Ferrari brand, along with select lower-priced models from groups A and B. Farmers in BiH can also afford tractors from group C, excluding Ferrari, and some basic models from groups A and B, except for Kubota. Kosovo's farmers similarly have the purchasing power for group C tractors (excluding Ferrari) and certain models from groups A and B. The situation is comparable for farmers in North Macedonia. However, farmers in Moldova exhibit the lowest purchasing power, as they cannot afford any models from the offered brands and groups. Only those with above-average incomes in Moldova can purchase select models of tractors from the available brands.

To more accurately assess the purchasing power of agricultural producers when purchasing a tractor, it would be beneficial to consider factors such as yield and profit per hectare of agricultural land. Key indicators include the age of machinery, available power (kW/ha), useful lifespan, and maintenance costs. The average age of agricultural machinery is notably high. According to Zimmer *et al.* (2018), the total average age of tractors examined in their study is 20.71 years, which aligns closely with the average ages of tractors in many EU countries. In the United States, the average age of tractors exceeds 25 years, as reported by Murphy *et al.* (2010). In the research involving OPGs, the total average available power of tractors per unit of agricultural area is 5.59 kW/ha. In comparison, Zimmer *et al.* (2018) notes that the average available power of tractors in the USA is about 1 kW/ha of utilized land, while in Germany it is approximately 2 kW/ha, and in France around 6 kW/ha. In BiH, Škaljić *et al.* (2017) state that the average age of tractors is 25 years. The load of two-axle tractors per unit area is 3.2 hectares per tractor, with an output power of 10.9 kW/ha for arable land.

CONCLUSIONS

This paper explores the purchasing capabilities and potential of farmers in BiH compared to other CEFTA member countries in acquiring suitable, high-quality new tractors. The analysis covered ten global tractor brands and examined 110 different models, calculating their average prices and prices per kW of power. These brands were categorized into three groups (A, B, and C) using the Analytic Hierarchy Process (AHP) method. The research revealed that tractors in group A (Steyr, Claas, New Holland) offer superior technology and power, but they come with the highest price tags, making them more suitable for farmers with larger budgets. Group B tractors (Kubota, Same, Ursus) strike a balance between price and performance, providing solid options for those

looking for value. In contrast, tractors in group C (Ferrari, Case, ArmaTrac, Foton) are more affordable but typically lack advanced technologies. Additionally, the findings indicate that tractor brand significantly influences the price per kW of power. Well-known and technologically advanced brands tend to be the most expensive per kW. The purchasing power of farmers across CEFTA countries varies, impacting the availability of tractor brands and their technological features in these regions. Specifically, the results show that farmers in BiH often lack the purchasing power to acquire tractors from more renowned and technologically advanced brands. However, they can afford tractors from less technologically developed brands such as Foton, ArmaTrac, and Case. Farmers are advised to choose tractors based on their specific needs and budget constraints. In some instances, it may be more beneficial to invest in a technologically advanced tractor with lower engine power, while in other situations, purchasing a less technologically developed tractor with higher engine power might be more profitable, depending on the farmer's operational requirements. Further research is needed to develop models for incentive policies, as factors such as farm size, tractor operating hours, and yield potential significantly influence decisions to invest in more expensive machinery.

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PONUĐA POLJOPRIVREDNIH TRAKTORA I TEHNIČKA PROCJENA KUPOVNE MOĆI POLJOPRIVREDNIKA U BOSNI I HERCEGOVINI I CEFTA REGIJI

Sažetak

Traktor je ključna pogonska jedinica u savremenoj poljoprivrednoj proizvodnji. Ovaj rad istražuje mogućnosti i sposobnosti farmera u BiH u odnosu na ostale članice CEFTA-e za kupovinu adekvatnog, kvalitetnog i odgovarajućeg novog traktora. U okviru istraživanja analiziran je proces liberalizacije trgovine u jugoistočnoj Europi, uključujući Sporazum o izmjeni i pristupanju CEFTA-i. Rad obuhvata analizu deset svjetskih brendova traktora kroz 110 različitih modela koji su dostupni na tržištu zemalja CEFTA-e. Izračunate su prosječne cijene traktora i cijene po kW snage po brendovima i izvršena kategorizacija (prema AHP metodi) u tri grupe: A, B i C. Rezultati istraživanja pokazali su da su traktori brenda New Holland najskuplji, dok su traktori brenda Foton najjeftiniji. Po cijeni po kW, traktori brenda Ferrari su najskuplji, dok su traktori brenda ArmaTrac najjeftiniji. Analizirane su i razlike u kupovnoj moći farmera u BiH u poređenju s članicama CEFTA-e, s fokusom na razlike u prosječnim platama kroz tri godine (2018, 2019 i 2020). Kupovna moć farmera određivana je računanjem koeficijenta mogućnosti kupovine (MK) koji je pokazao da farmeri Srbije i Crne Gore imaju najveću kupovnu moć za kupovinu traktora svih ispitivanih brendova, dok je Moldavija najslabija po tom pokazatelju i teoretski farmeri nemaju mogućnost kupovine traktora bilo kojeg ispitivanog brenda. Farmeri iz BiH nemaju kupovnu moć za kupovinu traktora brendova Kubota i Ferrari, a posjeduju kupovnu moć za kupovinu traktora brendova Foton, ArmaTrac i Case.

Ključne riječi: *traktor, brend, CEFTA, kupovna moć, farmer.*