

Case IH forefront solutions for the sugar cane industry at the 5th Africa Sugar Outlook Conference in Kenya

The 5th Africa Sugar Outlook Conference confirmed as the most important event for the sugar cane industry in Africa / Case IH was again the main sponsor of the conference and presented its full offering of equipment for mechanizing sugar cane production / Field proven quality and reliability of Case IH equipment testified by Green Fuel, the first large-scale ethanol producing factory in Africa



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The Africa Sugar Outlook Conference, held from April 28th to 30th in Nairobi, Kenya, has confirmed itself as the largest annual sugar industry gathering in Africa. Co-hosted by the Kenya Sugar Directorate, it welcomed hundreds of participants and key speakers, including governments' representatives, international experts, senior decision makers and industry leaders from Africa, the Middle East, Europe, Brazil, and Australia. The event explored future opportunities for the African sugar market, discussed new trade and financing strategies, and shared best practices and latest innovations in sugar production.

As the originator of sugar cane harvesting technology and a world leader in sugar cane harvesting solutions, Case IH confirmed itself as Gold Sponsor of the event for the fifth year in a row. The company, in collaboration with its distributor in East Africa, Toyota TUSHO, displayed outside the main conference hall a representative selection of its Farmall[®] and JX compact tractors, including four Farmall A units from 110hp to 140 hp, one Farmall 100 JX, and a JX90 tractor.

Patrice Loiseleur, Case IH International Agriculture Projects and Corporate Farming Manager, took part in the conference proceedings with a presentation of the full Case offering for sugar cane production. Focus was on the multipurpose Puma CVT Series tractors, which are the ideal solution for cultivation and road haulage, and on the key advantages of Case IH Austoft[®] 8000 Series of sugar cane harvesters. Loiseleur also highlighted the importance of the first class and dedicated service support offered to customers by Case IH and its network.

PRESS RELEASE

At the end of the three day conference, the company organized a special “side event” for the representatives of corporate customers and large agro-industrial farms operating in the sugar cane and bio-ethanol sectors in Africa and the Middle East. Invitees were offered an overview of Case IH offering and specific insights on the latest innovations with a guided walkaround presentation of the products on display before joining the dinner offered by the company.

Industry-leading solutions for sugar cane and bio-ethanol projects

Case IH's sponsorship of every edition of the Africa Sugar Outlook Conference is testament to its continued commitment to the sugar cane industry. Drawing on over 50 years of experience in this sector, the company offers the most advanced and reliable sugar cane harvesters available in the market, the Austoft® 8000 Series. These machines are the industry's highest capacity sugar cane harvesters and ideally suited for the most demanding productivity and performance needs. In addition, the company offers the Austoft® 4000 Series, specifically designed for small up to medium sized landholdings or big plantations with reduced row spacing.

Case IH offering is complemented by a full range of equipment for sugar cane operations, including the renowned Steiger®, Magnum™ and Puma™ Series of high horsepower tractors, self-propelled sprayers, tillage and seeding complexes, balers and other attachments, and a line-up of precision farming solutions.

High quality and reliability proven in action

Green Fuel is a long-standing Case IH customer and the first large-scale ethanol producing factory in Africa. Based in Zimbabwe, it produces anhydrous ethanol from sugarcane to supply the country and beyond with a clean, efficient, and renewable fuel source.

“At Green Fuel, we invest in the latest technologies to ensure that sustainable practices are used in the cultivation of sugar cane and associated products such as ethanol and electricity generation,” says Conrad Rautenbach, General Manager of Green Fuel.

To harvest and transport about 4,000 tons of sugarcane per day, the company relies on Case IH. Green Fuel's fleet encompasses ten Austoft 8000 sugar harvesters, twenty Magnum 310 and four Puma 140 tractors and twenty JX95 tractors. "We use the Magnum tractors during harvesting operations and for scraping in land development while the Puma tractors are the ideal equipment in fertilization and cultivation activities," adds Rautenbach. The JX tractors are used for transport and other general farm operations.

"With these machines, we have prepared about 10,000 hectares of new land and harvest over a million tons of sugarcane a year," further highlights Rautenbach. "With a single Case IH sugar harvester we are able to cut approximately 1,000 tons per day of green cane."

Having a full range of specific equipment for sugar cane production was a key decision factor in choosing Case IH for Green Fuel, as well as the availability of a wide product offering, precision farming solutions and strong after-sales support. "What we appreciate the most is the quality and reliability of Case IH units even in the harsh African environment in which we operate," comments Rautenbach.

With more products on order for new land development operations, field operations at Green Fuel will be increasingly marked by the red livery of Case IH.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

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