

CNH Industrial brands sponsor EPP European Congress of Young Farmers

Agricultural brands Case IH and Steyr supported the 2014 European Young Farmers Congress at the European Parliament in Brussels. The 2nd annual congress highlighted the importance of young farmers for the future.

Basildon, February 19, 2014

Case IH and Steyr, two CNH Industrial agricultural brands, acted as sponsoring partners to the 2nd EPP European Congress of Young Farmers. Organised by the European People's Party (EPP), the aim of the event was to raise awareness throughout the agricultural sector, governments, and societies to the needs of young farmers by highlighting their role in the future supply of food, feed, fibre, life in rural areas and ultimately, their impact on European societies at large.

"Young farmers and their role in modern sustainable agriculture is a key issue", emphasised Matthew Foster, Case IH and Steyr Vice President responsible for Europe, the Middle East and Africa, in the speech he delivered at the event. "Industry must be prepared to provide the technical solutions to assist young farmers on their challenging path towards the future. And that is where we come into play. With machinery for precision farming, our sector offers solutions which farmers need to meet the demands of society today and tomorrow. "

Awards for the most innovative and sustainable projects submitted by the participating young farmers were conferred by a jury which included Joseph Daul, President of the EPP Party and representatives from the European Commission, the European Economic and Social Committee, the European Committee of Young Farmers, COPA – COGECA, and Case IH and Steyr.

Eric Pelleboer from the Netherlands, won the Best Young Farmer Award for his online platform "Het Eetcafé / The Future of Our Food" which fosters a dialogue between farmers and people living in cities. Pedro Gallardo, a young farmer from Spain, won the Most Innovative Award for pioneering a different way of planting sunflower seeds, by starting earlier in the year, which permits an increase in yield while also reducing the use of irrigation water and crop protection products and enhancing wildlife. Dániel Bakó, a young farmer from Hungary, won the Most Sustainable Award for his method of producing white paprika and pepper in his own specially-designed energy efficient politubes.

PRESS RELEASE

“By supporting the 2nd EPP European Young Farmers Congress, we clearly illustrate our brands' commitment to agriculture in general and young farmers in particular”, said Foster. “I indeed hope that the messages of this event will be heard loud and clear – and that the necessary steps will be taken to secure their support and thus our future”.

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Group is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com

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