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## **Brand President of New Holland Agriculture speaks at World Farmers Organisation at Expo Milano 2015**

*Carlo Lambro, Brand President of New Holland Agriculture, was invited by the President of the World Farmers Organisation to illustrate the brand's strategic role in providing a sustainable, fair and comprehensive response to feeding the world's population which is expected to grow to nine billion by 2050.*



Carlo Lambro spoke at the general assembly held by the World Farmers Organisation (WFO) on 26<sup>th</sup> June at Expo Milano 2015, addressing issues about sustainable and efficient farming as well as the fundamental role of agricultural mechanization to feed the planet's continuous growing population.

Carlo Lambro was invited by President Evelyn Ngukela who represents the WFO, which aims to bring all international farmers together with the objective of developing policies which favour and support farmers' causes around the world. He talked about the Brand's strategy for the future of the agricultural production and the food availability for a world population that continues to expand.

In terms of the role of private companies in the fight to overcome these challenges, Lambro underlined the dual approach adopted by New Holland that on one hand maximizes the efficiency and productivity of farmland in maturing markets. On the other hand it sees the expansion of mechanised agricultural operations by studying solutions and specific machines for local requirements, especially in developing and emerging countries. In Africa there is, for example, the impelling need of modernizing and mechanising the agricultural activities which currently employs about 60% of the population and accounts for only 15% of its GDP of the continent.

Carlo Lambro also explained New Holland's Clean Energy Leader® strategy launched in 2006, and made specific note of the Energy Independent Farm concept, the first example of a virtuous energy cycle. It is formed upon the idea that farmers can free themselves from the constraints of fossil fuels by 'growing' their own energy sources, like solar, wind or biomass, to generate energy for operating the farm and its agricultural equipment.

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“It was a truly exciting opportunity to be able to speak in front of such a vastly qualified assembly that represents farmers all over the world,” remarked Lambro. “I am proud to have been able to share the projects and strategies of New Holland, which are designed to give farmers the recognition they deserve, together with the best available technologies to carry out their work in a sustainable and safe manner.”

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit [www.newholland.com](http://www.newholland.com)*

*New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com)*



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