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New Holland Agriculture presence at Women's Forum Italy at Expo Milano 2015

Lars Skjoldager Sørensen, New Holland Agriculture Head of Harvesting Product Management, was invited to speak at the Women's Forum Italy about the advances in Precision Farming technologies and the resulting increase in crop yields, benefits to the environment and food safety.

Founded in 2005, the Women's Forum for the Economy and Society has been the world's leading platform featuring women's views and voices on major social and economic issues, gathering together remarkable women and men from politics, business, civil society and academia, for the purpose of showcasing stories of workable solutions in different countries and contexts. One of the Forum's events planned this year was held at the Expo on 29 and 30 June and examined issues surrounding food and nutrition from the perspective of gender under the theme "Nurturing a sustainable future". The second day's conference, which focused on "How to power agriculture in the future", looked at technological innovation, agricultural production and energy generation.

Lars Skjoldager Sørensen spoke on the second day and illustrated how, as the farming specialist, New Holland sees, in the future of farming, efficient productivity as one of the key pillars of its Clean Energy Leader® strategy. He explained how mechanization revolutionized XXth century agriculture and how, in this century, Precision Farming is fueling a new wave of growth – a second revolution driven by the need for greater productivity and efficiency to achieve food safety while safeguarding the environment.

Precision agriculture is about doing more with less, and New Holland's Precision Land Management system helps farmers make informed decisions, optimize seeding and planting as well as application control, and monitor crop yield and attributes at harvest. In addition, telematics and integrated solutions make data available to farmers more efficiently. As a result, farmers are able to optimize input costs, achieve higher yields, preserve natural resources and safeguard the environment. With the proliferation of wireless capabilities and cloud computing, inexpensive data storage and big data analytics, precision agriculture applications are bound to advance further and will change farming.

"We need to view the successful introduction of new and innovative precision farming technologies as an integrated process that goes far beyond the individual products and farmers," concluded Lars Skjoldager Sørensen. "It has to involve industry, policy makers, best-in-class technology providers and universities. Ultimately, this will generate agronomic, economic and environmental benefits."



PRESS RELEASE

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Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268

email: sara.sebastianelli@newholland.com

Barbara Prossen, Phone: 011 0086125, email: barbara.prossen@newholland.com

Rebecca Dawson, Ware Anthony Rust. Phone 01223 272800, mobile: 07584 216629

email: Rebecca.dawson@war.uk.com

Geoff Dodgson, Ware Anthony Rust. Phone 01223 272800, mobile 07710 379561

email: Geoff.dodgson@war.uk.com