



25th January 2013

New Holland machines at City display that raised thousands for farming hardship fund

A display of New Holland machinery in the centre of London helped to raise thousands in aid of farmers in crisis.

The equipment was showcased outside St Paul's Cathedral on January 16th as part of an event to collect money for the Addington Fund and to highlight the vital link between farming and the food consumed by urban dwellers.

The countryside display began on the evening of the 15th with a head-turning procession of lorries into the City carrying a New Holland CX6090 combine harvester and a trio of tractors: a T8.390, a T7.270 and a T6.175.

The next day they shared the space with livestock, plus representatives from the farming and food industry to answer questions from passing workers.

It was organised by the Addington Fund, which provides homes for farming families living in England and Wales who have to leave the industry and lose their home. It also offers emergency hardship grants.

The machinery was supplied by one of New Holland's south of England dealerships, The Turney Group, which covers Oxfordshire, Buckinghamshire, Northamptonshire, Bedfordshire and surrounding areas.

Jeremy Turney, of The Turney Group, said: "We were so proud to have our New Holland machines at the display. It confirmed our solidarity with farmers and the importance of producers – both for rural and urban communities – and that they mustn't be forgotten.

"Raising so much money for the Addington Fund is a huge success and we are delighted to have been part of that, while at the same time making agriculture's presence felt so strongly in the capital through the New Holland brand.

"We'll continue to back farming in the UK and carry on providing the best service possible to support their businesses and help them through these tough times."

Press Release



The event concluded with 1,000 people attending the cathedral for a special Plough Wednesday Evensong, where a collection contributed even more to the total.

There were readings by NFU president Peter Kendall, former farming minister Sir Jim Paice, Reverend Canon Sally Fogden MBE and members of clergy from around the country.

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



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