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Case IH supports German food aid organisation “Welthungerhilfe“

Case IH and Welthungerhilfe unveil co-operation plans at International Green Week in Berlin

Case IH underlines role as partner in food production by donating 50,000 Euros to support food aid organisation projects and providing agricultural machinery for projects in Kenya / Sponsor of the “green settee” and students’ charity run on the ErlebnisBauernhof (Event Farm) at International Green Week



PRESS RELEASE

The starting signal has been sounded at International Green Week 2014, where Case IH has revealed that it will be the first “partner for food” of the German food aid organisation Welthungerhilfe, and will support the organisation in its battle against hunger and poverty with a donation of 45,000 Euros.

The initiative aims to help provide access to sufficient and appropriate food for as many people as possible, and the money provided by Case IH is to be used where it is needed most urgently – and particularly in regions which otherwise do not receive so much public attention. It will not be previously allocated to defined projects, but can be spent according to priorities identified by Welthungerhilfe. As part of the Food Initiative, the German food aid organisation has supported eight different projects in six countries on three continents in 2013.

Case IH tractors for farmers in Kenya

Welthungerhilfe's projects require agricultural engineering expertise as well as agricultural equipment itself, and this is the second focal point of the involvement of Case IH. Smallholders in Kenya each farm about half a hectare on average. This area is barely sufficient to provide for the needs of the farmers' own families, and is incapable of providing a surplus of produce which could be sold at regional markets to generate income. With this in mind, via its sales and service network in the country Case IH is providing two tractors and implements for tillage and haymaking to smallholders in Kenya, delivered and supported via the Case IH Kenyan sales and service network.

"We have followed the activities of Welthungerhilfe for quite some time, and have come to the conclusion that this is an excellent opportunity to provide target-oriented and effective help," says Christian Bauer, general manager Case IH sales Germany.

"However, acceptance on the ground is one essential prerequisite for the success of all measures. We know that with our co-operating partner Welthungerhilfe, this precondition is met to the greatest possible extent."

During International Green Week 2014, Case IH is supporting the activities of Welthungerhilfe with two more initiatives. The company is sponsoring the "green settee" of Fördergemeinschaft Nachhaltige Landwirtschaft (FNL – Association for the Promotion of Sustainable Agriculture) on the EventFarm in Hall 3.2 of the fair. All answers provided by visitors to the exhibition with regard to "Innovation and tradition in domestic agriculture" will be honoured with a donation of one Euro to Welthungerhilfe by Case IH – up to a total amount of 5,000 Euros. Andreas Klauser, COO CNH Industrial EMEA and President Case IH & Steyr, handed over the according cheque to Dr. Wolfgang Jamann, General Secretary and Chairman of the Board of Welthungerhilfe, last week in Berlin. In addition, Case IH provided fair tickets for all participants of the students' charity run in support of Welthungerhilfe at the ErlebnisBauernhof of Green Week.

Welthungerhilfe

Welthungerhilfe is one of Germany's biggest private organisations for development and humanitarian aid. It provides assistance from one source, from rapid emergency aid to reconstruction and development to long lasting projects of development co-operation with domestic partner organisations, following the principle of "help towards self-help". Since its foundation in 1962, more than 7,100 projects in 70 countries have been supported with 2.52 billion Euro, aiming for a world without hunger and poverty.

Press releases and photos

<http://mediacentre.caseiheurope.com/>.

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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.

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