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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 XX<sup>th</sup> 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."



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*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)*

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