

December 9th, 2015

New Holland Sponsors Sustainable Innovation Forum 2015 held in conjunction with COP 21

- *New Holland is Gold Sponsor of the Sustainable Innovation Forum for the fifth consecutive year*
- *New Holland is in the panel of the 'Sustainable Agriculture, Forestry and Water Use' session of the event's Day 1 High Level Dialogue*



PRESS RELEASE

New Holland Agriculture confirmed its environmental credentials with its Gold Sponsorship of the Sustainable Innovation Forum, which was held in Paris on December 7 and 8 in conjunction with the COP 21 UNFCCC Conference of the Parties, alongside the Paris Climate Change Conference. Lars Skjoldager Sørensen, New Holland Agriculture Head of Harvesting Product Management, took part in the session devoted to *Sustainable Agriculture, Forestry and Water Use* as a member of the panel, which discussed 'the most promising innovations in food production and land management that will enable us to support a population of over 9 billion'.

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New Holland's participation and sponsorship of high profile conferences on environmental issues stems from its commitment to a viable, sustainable future and its belief that, as an equipment manufacturer, it has a responsibility in addressing this issue.

The Sustainable Innovation Forum, organised by Climate Action in partnership with the United Nations Environment Programme (UNEP), provides leaders from business, government, finance and NGOs a platform to generate a lively and productive debate, catalyzes sustainable innovation and mobilizes the green economy. As such, it has featured for the last five years in New Holland's plan of activities aimed at promoting and raising awareness of the role of agriculture and mechanisation in finding a solution to a sustainable future.

These activities fit in the framework of New Holland's Clean Energy Leader strategy that aims to support a sustainable development of agriculture through increased productivity, rural economic development, local and national food security and the promotion of local production of equipment, together with the reduction of the environmental footprint of agriculture through the adoption of sustainable farming practices and lower machinery emissions.

New Holland is in the panel of the ‘Sustainable Agriculture, Forestry and Water Use’ session of the event’s Day 1 High Level Dialogue

Lars Skjoldager Sørensen, New Holland Agriculture Head of Harvesting Product Management, explained how the path to a sustainable future for agriculture runs through increased efficiency and productivity in order to feed a fast growing population – and this must be achieved in a way that can be sustained into the future. This means an effective and correct mechanisation hand in hand with minimising waste and preserving natural resources.

Innovation is the key to achieving this objective because it makes it possible to do more with less. Lars Sørensen made the example of combine harvesters: “To give you an idea of the progress that technological innovation is capable of, I will mention that a combine of today is over 15 percent more productive than what was considered a high capacity combine only ten years ago.” He also highlighted the role of precision farming: “In the early 1900s agricultural mechanisation was a revolutionary step. In this century precision farming represents a second revolution based on the availability of the information technology.”

Technological innovations like New Holland’s Precision Land Management (PLM) systems can help farmers increase the productivity of every inch of their field, enabling them to manage efficiently their equipment, their land, labour and inputs in all phases of the crop production cycle. Also, with mapping and guidance systems operators can avoid overlapping passes or practice controlled traffic farming. This minimises soil compaction, preserving its qualities and maintaining yield levels. And these technologies can play a key role in conservation agriculture.

Lars Sørensen pointed out that “the path to a sustainable future for agriculture is also linked to alternative sources of energy and a transition to greater energy independence for farming businesses.” He explained how New Holland believes it is possible to grow energy without diverting crops away from food production and highlighted the key role of innovation in this area: “we are researching alternative fuels such as biomethane derived from second generation biomass production. Looking towards the future, we have formulated our vision in our *Energy Independent Farm* project, which aims to achieve energy self-sufficiency through a combination of renewable sources and the use of New Holland’s methane tractor.”

Lars Sørensen concluded with a mention of New Holland’s vision for a sustainable future of agriculture, which it presented at its Sustainable Farming Pavilion at the Milan Expo 2015: “a future where food and energy production and farmers’ profitability go hand in hand, in a virtuous circle based on the use of renewable resources, respect for the environment and the elimination of waste.”



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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

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