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New Holland Launches News Application for Farmers

- *Farming News by New Holland Agriculture: the go-to app for farmers*
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Farming News by New Holland Agriculture: the go-to app for farmers

New Holland launched a new application for iPad and Android tablets, Farming News by New Holland Agriculture, developed specifically for farmers and others with an interest in agricultural topics. The app, now launched in the UK and the Republic of Ireland, meets the high demand for news aggregators and is unique in that it specialises in news tailored for the agricultural world. It will subsequently be extended to other countries and languages.

By making it easy to follow all the news from the agricultural world in one place and share interesting news items through the main social networks or by email, Farming News by New Holland aims to become the go-to app for farmers to start their day.

A comprehensive overview of agricultural news

New Holland's application is set up in four sections, providing a comprehensive overview of what is happening in the agricultural world:

1. UK and Ireland agricultural press, already set up with feeds from the most important trade publications;
2. World agricultural institutions, with feeds from the Chicago Board of Trade and the European Agricultural Commission
3. New Holland news from the website and social networks
4. A personal area, where the user can set up their choice of feeds.

Recent research has shown that as much as 95% of Europeans get their news from aggregators: now farmers in the UK and the Republic of Ireland can keep abreast of the latest information relevant to their business with this new app developed specifically for them. In the near future the app will be enriched with new sections to give farmers a complete update on the most interesting news for their business and their free time.

The app is available for [iPad](#) and [Android tablets](#).



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Experience New Holland App!
Frame the QR code with the camera of your phone
and download the New Holland apps.



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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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<https://plus.google.com/117086178528241801087/posts>

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