

April 8, 2016

## **New Holland partner of the Third European Congress of Young Farmers**

New Holland Agriculture partnered with the Third European Congress of Young Farmers which took place on April 6 and 7 at the European Parliament in Brussels. The congress involved over 200 young farmers from 17 different EU Member States. It provided New Holland with yet another opportunity to demonstrate its unwavering dedication to supporting the protagonists of tomorrow's agriculture. The Brand does this by providing them with efficient and sustainable technologies, and by rewarding innovative farming projects.



PRESS RELEASE

Organised by Members of the European Parliament Nuno Melo (Portugal) and Esther Herranz García (Spain), in collaboration with the CAP Agricultores de Portugal, Asaja (Asociación Agraria de Jóvenes Agricultores – Spain) and the European Crop Protection Association - the congress, as in both previous editions, aimed not only to facilitate dialogue between young farmers EU institutions and stakeholders. It also gave young agricultural entrepreneurs the chance to propose innovative projects focused on farming and sustainable agriculture.

Innovation, technology and active support for those who believe in efficient, productive and environmentally-friendly agriculture - are the values embraced by New Holland and the reason behind its partnership with the congress.

As Lars Skjoldager Sørensen – New Holland Agriculture's Head of Harvesting Product Management – explained in his speech during the opening event on April 6 - "Being innovative is a typical attitude of young people, and especially of young farmers. Keeping in mind our 120 years of history, at New Holland we look at the future of agriculture – your future – with young eyes, minds and hearts. And we are ready to listen to your projects and dreams, and to put our knowledge, experience and innovative spirit at your service: just ask."

In his speech, Sørensen also reminded the audience that New Holland will celebrate the tenth anniversary of its Clean Energy Leader strategy this year: 10 years of New Holland's commitment and success in backing efficient and sustainable farming.

On Thursday April 7, the young farmers were guests of honour at the European Parliament, where they were received by a delegation of Members of the Agriculture and Rural Development Committee of the EU Parliament and by other European stakeholders. There they presented their innovative projects related to the agricultural food production and biodiversity.

During the day at the European Parliament, CNH Industrial 's EMEA Institutional Relations were also present at this event where Giulia Catini, from the Company's Representative Office in Brussels, underlined the commitment of the Company and in particular of New Holland in the latest technological innovations in precision farming and sustainable agriculture. Furthermore, she focused on the key role that the European public policies have in order to also facilitate the diffusion of these innovations among young farmers.

The themes of the congress were innovation and sustainability, and these were also the key elements, which were leading up to the event's culminating moment of the congress, which was the awards ceremony for the winning farming projects submitted by the young European farmers.

The prize for the Best Project, the Most Innovative and the Most Sustainable projects - went to four young farmers from Bulgaria, Greece, Portugal and Spain. All the winners will be invited to visit one of New Holland Agriculture's sites in Europe.

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscare 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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