

October 24, 2017

New Holland renews its partnership for the Fourth European Congress of Young Farmers

New Holland Agriculture partnered with the Fourth European Congress of Young Farmers which took place on October 18 and 19 at the European Parliament in Brussels and involved over 300 young farmers from 19 different EU Member States and many Members of the EU Parliament. As in the past years, the congress provided New Holland with a golden opportunity to demonstrate its unwavering dedication and strong commitment to supporting the protagonists of tomorrow's agriculture.



PRESS RELEASE

Organised by Nuno Melo (Portugal) and Esther Herranz García (Spain) both Members of the Agriculture and Rural Development Committee of the EU Parliament and in collaboration with the CAP (Agricultores de Portugal) and Asaja (Asociación Agraria de Jóvenes Agricultores – Spain) - the congress aimed not only to value the fundamental role that young farmers play in Europe to facilitate dialogue between EU institutions and stakeholders, but also to give young agricultural entrepreneurs the chance to present their innovative and sustainable farming projects .

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

Mark Howell – New Holland Agriculture's Global Product Manager Alternative Fuels – informed the young farmers about the latest development of the T6 Methane tractor, a milestone of the Brand's Clean Energy Leader® strategy as well as the key player of the Energy Independent Farm™ system. Unveiled in August at the Farm Progress Show in the USA, the Methane powered Concept tractor has the same performance and durability of its diesel equivalent, but produces up to 80% less polluting emissions, with a virtually zero carbon footprint when fuelled by bio-methane generated by agricultural manure and waste.

The Energy Independence concept is very welcomed by young farmers in a contest that sees a dramatically ageing farming population, high production costs and low prices and where, both the European institutions and the agricultural equipment manufacturers have to provide more support and new perspectives to the next generation of farmers to let them become the future of agriculture.

The involvement of New Holland in the Congress, which is already considered among the biggest event of its kind in Europe, was made possible by the close cooperation with CNH Industrial 's EMEA Institutional Relations and the Company's Representative Office in Brussels.

The young farmers were guests of honor at the European Parliament, where they were received by Martin Sheele, Head of Unit on Conception and Consistency of Rural Development at the Directorate-General for Agricultural and Rural Development of the European Commission, a large 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.

The prize for the Best Project, the Most Sustainable and the Most Innovative projects - went to three young farmers from respectively The Netherlands, Austria 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 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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