

Case IH committed to improving productivity through mechanised sugarcane harvesting in Fiji

Fiji, April 13, 2017

Leading global agricultural machinery brand, Case IH, celebrates its 175th anniversary this year, and recent sales of its Austoft sugarcane harvesting machinery in Fiji signal that the brand has a positive future.

Mechanised cane harvesting is becoming increasingly popular in the sugarcane growing regions of the world, and for more than a decade Case IH has provided superior machinery to Fijian sugarcane farmers with its range of Austoft sugarcane harvesters.

Matthieu Sejourne, Case IH Brand Leader for the Asia Pacific region, says that Case IH cane harvester machinery continues to perform well in Fiji.

“Case IH has supplied 12 Austoft 4000 Series cane harvesters to Fiji over the last five years and these harvesters are performing exceedingly well,” Mr Sejourne said.

“We are proud to continue our efforts to provide sustainable solutions to cane farmers and the sugar industry globally.

“Case IH is committed to developing exciting and unique solutions for cane farmers and co-operatives for the specific agro-climatic conditions of the region, and we are in collaboration with the Government of Fiji to ensure the changing demands of the industry are not just met, but exceeded,” Mr Sejourne said.

“Offering world class technology, durability and high fuel efficiency, Case IH Austoft cane harvesters are outstanding.

“New co-operatives and farmers are convinced that our technology offers a superior solution and are purchasing Case IH cane harvesting machinery under the Government grant scheme for cane harvesting mechanisation.

“Our most popular model in Fiji is the Austoft 4000,” Mr Sejourne explained.

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PRESS RELEASE

With engine power of 173hp, the Austoft 4000 is a compact harvester designed especially to make it possible to streamline the harvesting process in sugarcane fields that use reduced row spacing from 1.0 and 1.1 metres, as well as in sugarcane fields with wider row spacings up to 1.5 metres.

By harvesting in all of these row spacings, the Austoft 4000 becomes a superb option for those cane growers who need or wish to start harvesting mechanically, or for larger plantation areas with short rows or low productivity soils.

Case IH this year celebrates its 175th anniversary. It was at the brand's global headquarters in Racine, Wisconsin in the USA in 1842, that founder Jerome Increase Case established the Racine Threshing Machine Works to produce a revolutionary machine to speed up the separation of grain after harvest.

“Our company has come a long way during the last 175 years, and it is an exciting time to be involved in the growth of technology adoption in the Asia Pacific region, and to see productivity in countries such as Fiji improve at a rapid rate,” Mr Sejourne said.

“The common theme which has always guided our innovative approach is to provide customers with ever-improving technologies that enable them to farm more efficiently and profitably.

“Case IH's experience in mechanised sugarcane harvesting began over 50 years ago, so we have a proud history and an even more promising future,” Mr Sejourne said.

Case IH is a dominant player in many sugarcane growing countries, including Brazil and Australia, and in India where Austoft 4000 Series models are manufactured at the company's Pune plant. The brand has been the pioneer in cane harvesting mechanisation in India with more than 70 percent of total units in operation bearing the famous Case IH marque.

“Our brand has always been focused on working closely with customers to improve productivity on their farms, and we are delighted to continue that tradition all around the world for many years to come,” Mr Sejourne said.

Fijian farmers and cooperatives interested in purchasing a Case IH Austoft cane harvester should contact Mr Thambiran Baskar on +679-9710840 or +91-8939964869.

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Images and captions



Case IH customers, Mr Shrikrishna and Mr Akash, with their Austoft 4000 Series sugarcane harvester



Case IH Brand Leader, Asia Pacific, Matthieu Sejourne



Case IH Austoft 4000 Series cane harvesters are performing well in Fiji

Case IH is the professionals' choice, drawing on 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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