

New Holland Launches Precision Automatic Hay Preservative Application System for Large Square Balers

OEM introduces most accurate and efficient crop preservative application system available to hay producers.

New Holland, Pa. (March 7, 2018) - [New Holland](#) announces the all-new on-baler CropEWS™ ElectroMagnetic Wave Sensor system for large square balers. Designed to provide a more accurate placement for preservative application, CropEWS allows hay producers to precisely and instantaneously read moisture levels and apply the exact amount of preservative needed in real-time during baling operations.

The most accurate and efficient crop preservative application system in the industry, CropEWS positions its sensors close to the pick-up head where preservative is applied, and reads moisture levels across individual flakes through the pre-compression chamber, eliminating lag time. Moisture readings — accurate within +/- 1 point — can be displayed through the baler's ISOBUS or producer's iPad.

"Knowing the moisture levels and efficiently managing preservative application is critical to an operation's profitability," explains Jared Wills, Segment Marketing Manager, Parts & Service New Holland. "Too little moisture will reduce the overall yield quality, while too much can lead to production loss as well as health risks to livestock. CropEWS on-baler ElectroMagnetic Wave Sensors offer the most accurate automatic hay preservative application solution for today's producers."

CropEWS integrates with the latest automatic preservative applicators, allowing the operator to choose between input from the electromagnetic wave sensors and the star wheel sensor on the applicator, and switch between the two effortlessly. This new technology is compatible with other precision hay harvesting systems, including the CropRFV™ System, CropRFV Dye Marker Kit and the CropID™ Tagger.

Upgrade kits are available through New Holland Agriculture dealers for New Holland BigBalers and most other brands of large square balers with preservative applicators.

For more information on the CropEWS system and other precision land management solutions from New Holland visit www.newholland.com.

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Equipped for a New World. For more than 120 years, New Holland has built a passion for farming and enduring focus on innovation. Its history is punctuated with events that have shaped agriculture's history books with industry firsts that have improved the lives of farmers around the world. From the world's first automatic self-tying baler in 1937, to the industry's first autonomous concept vehicle, the NH^{DRIVE}, New Holland equips its customers for the



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challenges of tomorrow, today.

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America.

More information on New Holland can be found at www.newholland.com/na.

New Holland 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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