



Penn State study finds New Holland Roll-Belt™ Round Balers lead industry in bale density

University study shows bale density positively impacts feed quality, whole-bale bunk life and producer ROI in cattle operations

NEW HOLLAND, PA (JAN. 28, 2019) – A recent study completed by Penn State University's College of Agricultural Sciences confirms round bale density leads to improved cattle nutrition and producer return on investment. In the study, New Holland Roll-Belt™ round balers produced the highest-density bales in all tests compared to three leading competitors.

"This research affirms the many benefits of denser bales we have discovered through years in the field," says Curt Hoffman, hay and forage crop packaging and marketing manager for New Holland, North America. "Not only does higher bale density improve feed quality and lower costs, it improves producer ROI through a variety of efficiency gains."

The study found that denser bales had greater total acid production and stayed cooler through the fermentation process. This increases the whole-bale bunk life of round bales through reduced spoilage, allowing for the feeding of larger-diameter bales to the same number and size of cattle without waste. Penn State observed up to 25 more hours of bunk life due to higher bale density.

"What research has shown in the past is that with any fermented forage or any ensiled forage, typically the denser you can pack that forage, the better fermentation you're going to have," says Jessica A. Williamson, Ph.D., extension forage specialist for Penn State University. "[Better fermentation] overall is going to give you a better-quality product to feed your animals."

Higher density equates to up to 39 percent fewer bales, resulting in less twine or net wrap used as well as plastic silage film, reduced labor, and less overall baling and bale-moving time in the field.

"The industry's highest bale density is the result of New Holland's specialized technology," Hoffman says. "With protein as the most expensive feed ingredient for livestock production, we are proud to offer producers a solution that benefits not only their herd, but their bottom line."

New Holland Agriculture experts and Penn State forage extension specialists will be showcasing this data at the [Cattle Industry Convention and NCBA Tradeshow](#), Jan. 30-Feb. 1, in New Orleans.

To learn more about New Holland products and services, visit the [New Holland Agriculture website](#) and [New Holland Construction website](#).



PRESS RELEASE



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.

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