

## New Holland Agriculture app “FarmMate” arrives in Africa and Middle East

*FarmMate: the first digital app specifically designed for farmers is now available in Africa and the Middle East with updated product information, agronomic advice and New Holland news tailored to the market.*

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The digital application from New Holland Agriculture, **FarmMate**, was developed by the brand digital marketing team for farmers across three continents, Africa, Asia and Oceania, and it was first launched in key pilot markets such as Australia, Myanmar and Thailand, in March 2019.

Over the past months, appreciation for the app has grown among the users, and it **is now also available for the African and Middle Eastern markets**. Designed for iOS and Android smartphones and tablets, the application aims to support African and Middle Eastern farmers in their daily activities with agronomic advice and useful tools.

FarmMate has the potential to become the New Holland farmers’ expert friend, offering valuable and detailed advice on how they can get the best from their fields and from the crops they are cultivating. The app is customised for African and Middle Eastern markets in the region, so that the news, promotions, products and agronomic information provided are always relevant to our users, becoming a true working partner for our customers.

FarmMate users will find detailed information on New Holland’s equipment and how it can benefit their farming operations, as well as insights on farming practices, news and dedicated services that will improve their overall after-sales experience with the brand.

Navigation of the FarmMate app is intuitive and straightforward. The main menu offers four choices: Agronomy Tips, Products, Dealers and News. The app provides useful insights on successfully growing the most widespread crops in the user’s area, such as corn, potatoes, rice and wheat. Each crop is explained through a series of card collections organised according to the field operation – tillage, planting, harvesting, and so on. The suggestions and tips provided are constantly updated by the New Holland team, and illustrated with photos, graphics and videos.

FarmMate also provides farmers with useful tools for their daily activities, such as a currency converter, details of promotions on spare parts and services available at their



dealership, weather forecasts, and news about New Holland products and activities in their country.

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