

LEADING SUSTAINABLE AND EFFICIENT FARMING TECHNOLOGY



By **Carlo Lambro**, Brand President New Holland Agriculture

Our planet is home to more and more people, and with the world's population set to exceed nine billion by 2050, the world's farmers will have to produce more food than ever before to feed them. This is the biggest challenge we all face, and it is of fundamental importance. We all need to eat, and high quality crops are the raw ingredients for nutritious meals. It is not only a case, however, of producing more food; it is doing so whilst optimising valuable inputs to enhance productivity. Put simply, it means producing more from less. Lower inputs. Higher outputs. All in the form of higher yields from the available agricultural land.

We all want to work for a better world, one in which future generations will not only have enough to eat, but one in which the environment flourishes and one in which we enjoy living. This leads us to the importance of implementing sustainable farming practices. After all, farmers are the custodians of the land, and they need to husband it for future generations to ensure productive farming continues.

THE CLEAN ENERGY LEADER® STRATEGY

It is within this context that New Holland Agriculture has developed the Clean Energy Leader® strategy. It is focused on enhancing agricultural productivity: helping farmers to grow the food and the energy required to power our modern world, in a sustainable manner.

The Clean Energy Leader® strategy encompasses four overarching elements: growing energy, efficient productivity, sustainable farming and committed company.

FARMING PRACTICES WHICH GENERATE ENERGY

The wide range of tractors, combine and forage harvesters, large square balers and other agricultural machinery enables farmers to produce both enough food for humans *and* livestock and to simultaneously generate energy through biodiesel, bioethanol and biomass.

THE IMPORTANCE OF OPERATING EFFICIENCY

Maximising farming efficiency is all about boosting the productivity of every square inch of field, and Precision Land Management enables farmers to optimise in-field operations and inputs. This reduces emissions and simultaneously increases operating efficiency.

AGRICULTURAL SUSTAINABILITY AND A REDUCED CARBON FOOTPRINT

New Holland Agriculture's range of no-till seeding equipment is at the cutting edge of conservation agriculture. It enriches soils and enables them to retain their structure so they can best utilise existing nutrients and moisture. These techniques significantly enhance yields.

New Holland Agriculture has also developed a range of initiatives to enable farmers to calculate and reduce their carbon emissions.

AN INSTITUTIONAL COMMITMENT TO SUSTAINABLE PRACTICE

The Clean Energy Leader® strategy characterises the corporate culture of New Holland Agriculture, and all production



facilities are actively engaged in lowering energy consumption. Furthermore, right across the globe, New Holland Agriculture is committed to the careful stewardship of precious water resources through wastewater recycling and the reduction in overall consumption. Production facilities are integrated into the local habitat and measures are taken to support local biodiversity.

New Holland Agriculture is developing innovative ways to enable farmers to feed our world, as well as to provide the energy which will power our communities. These two equally important, basic human requirements will continue to shape the future of agriculture in the coming decades. ■

Since 1895, New Holland is committed to providing solutions that improve farming efficiency and productivity by using accessible technology. New Holland offers cash crop producers, livestock farmers, contractors, vineyards and groundcare professionals the largest choice of easy-to-operate tractors, harvesters, balers, material handling and seeding equipment: more than 100 product lines and over 400 models. An approachable and professional global dealer network always guarantees total assistance and expert advice season after season. Close to customers in all fields, New Holland is the reliable partner of each farmer.

www.newholland.com
www.thecleanenergyleader.com