CEMA Summit

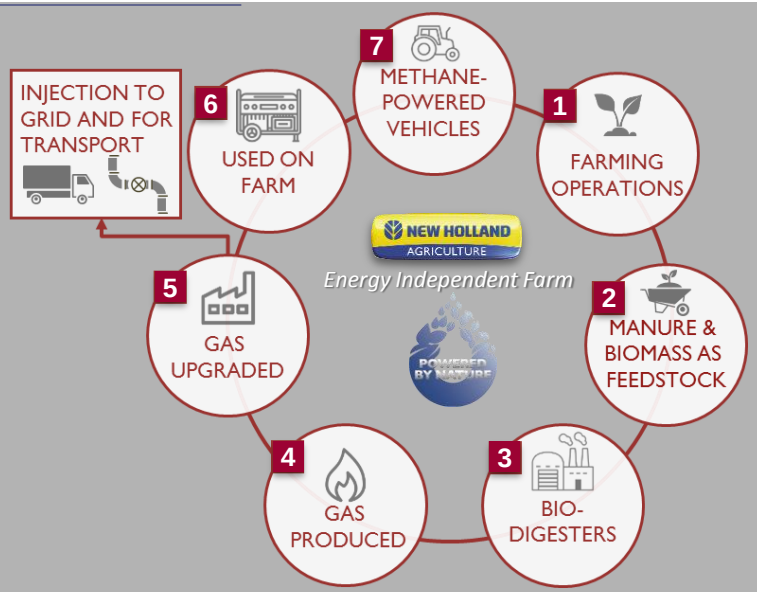
April 14, 2021

PANEL 2 – A new Common Agricultural Policy: driver of Investment, Growth and Sustainability

CARLO LAMBRO

New Holland Agriculture Brand President

T6.180 Methane Power Tractor



- First in the world to offer an alternative to diesel
- Going beyond CO_2 neutrality/decarbonization
- Delivering better TCO performance vs. diesel
- Bringing the benefits of the circular economy to life
- Enabling farmers to be energy independent

Precision Farming & Digitalisation

Final Remarks

- We develop the most advanced technological solutions for **precision farming** and **alternative fuels agricultural machineries**.

- **New CAP, Eco-schemes and National Plans are essential** instruments **to spread sustainable agricultural practices and contribute to the EU reduction targets** while **supporting farmers' technological investments**.

- In order to build a new sustainable era for agriculture it is crucial to **embrace a more holistic approach and maintain a constructive dialogue** among business associations, farmers and institutional stakeholders.

NEW HOLLAND
AGRICULTURE