

PRESS RELEASE

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Keen demand for implements in Europe

The European manufacturers of machinery for soil cultivation, seeding, fertilization and crop protection are satisfied with the present state of business. "After two very difficult years, the market now seems to be significantly heading towards growth" stated Gerd Wiesendorfer, coordinator of the three product groups within the European industry association for agricultural machinery CEMA. On the occasion of the annual meeting at the German Manufacturer Lemken in Alpen at the end of March, the manufacturers exchanged views on issues relating to the market, legislation and technology and discussed about the trends in demand. It became very clear that, on the one hand, the growth in size of the machines continues, and on the other hand, the farmers with peripherally located fields as well as in the emerging markets will demand machines with smaller working widths and technologically more simple equipment.

According to first estimates, in 2010 the market volume for soil cultivation machinery, seed drills, fertilizers and crop protection machines within the European Union amounted to approximately Euro 2.3 bn (previous year: Euro 2.4 bn). For 2011, an increase by approximately 15 % is expected. Besides France and Germany as the highest-volume markets, the Eastern European markets are assumed to play a major role this year again.

As scheduled, the new Chairmen for the upcoming three years were elected. The product group soil cultivation machinery is chaired by Rolf Schneider (Kuhn S.A., France), the group for the seed drills and fertilizers is chaired by Jochen Samulowitz (Kverneland Group Soest GmbH, Germany) and the group of the sprayer manufacturers is headed by Dirk Hollinderbäumer (Lemken GmbH & Co. KG, Germany).

The CEMA product groups are a pooling of the leading European manufacturers of agricultural machinery. The key focus is laid on the common estimation of the market based on collected statistics. At present, 22 companies from 9 European countries are members of the CEMA product groups. A precondition for the participation is the membership in a national branch association which is member of the umbrella association CEMA. For further information please consult www.cema-agri.org.