

PRESS RELEASE

Positive market development for European grassland equipment, but with many uncertainties for the future

Brussels/Saverne, 12th September 2023 – Shipments of grassland equipment in the European market increased during the period from July 2022 to June 2023 by more than 9 percent. This growth was primarily driven by a strong global market for milk products, which resulted in favorable income for dairy farmers; as a result, dairy farmers showed a greater willingness to invest in professional grass harvesting implements. Manufacturers of these equipment types were able to navigate disruptions in their supply chains effectively. The grassland equipment category encompasses various product types, including mowers, tedders, rakes, and loader wagons.

Agriculture in Europe is facing a multitude of challenges that will impact the industry in 2023 and beyond. Droughts and floods have affected multiple regions of the continent, leaving farmers grappling with significant difficulties in managing their fields and pastures. These climatic extremes have not only increased production costs but also hampered crop and milk yields, raising concerns within the agricultural community.

Another significant factor affecting agriculture is the rise in financing costs. Farmers and dealers are dealing with higher interest rates and credit expenses, increasing their financial burden, and affecting their willingness to invest. In conjunction with these financial pressures, the ongoing decline in milk prices is also creating market uncertainty for dairy farmers.

Experts closely monitoring the agricultural market have already made predictions for the upcoming years and expect a market decline in shipments for 2023/2024 of approximately 10 percent. This could pose a challenge to the entire agricultural industry in Europe.

Group elects Sueleyman Erekti (KRONE) as new Chairman

The Product Group Grassland Equipment of CEMA, the European Agricultural Machinery Industry Association, met on 12th September at the Kuhn headquarters in Saverne, France, for its traditional annual meeting. The inception of the CEMA Product Group Grassland Equipment dates back to 2014. Mr. Ron Houweling, Convenor of the Group, said: "Right from the outset, we witnessed the active participation and enthusiasm of all prominent European manufacturers. The Group has successfully laid a strong foundation for an open-minded and constructive platform. After serving as Group Chairman for six years, Mr. Martin Fischer (CLAAS) decided to step down. It brings immense pleasure to the Product Group that Mr. Sueleyman Erekti from KRONE has been unanimously chosen as the new Chairman." Mr. Erekti conveyed his gratitude to Mr. Fischer for his invaluable contribution in leading the CEMA Product Group Grassland Equipment.

The CEMA Product Groups are associations of the leading European manufacturers of agricultural equipment. Their main focus is placed on the joint assessment of the market based on dedicated statistics. Currently, 11 companies are members of the CEMA Product Group Grassland Equipment. Prerequisite for participation is the company's membership of a national industry association which belongs to the European umbrella association CEMA.

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CEMA Product Group Grassland Equipment met on 12th September at the Kuhn headquarters in Saverne, France



New and old chairmen of the CEMA Product Group Grassland Equipment, (from the left) Sueleyman Erekti (KRONE), Martin Fischer (CLAAS)

For further information please contact:

Ron Howeling - Convenor of the European Product Group Grassland Equipment

Phone: +31 (0)30 604 91 11

Email: houweling@fedecom.nl

CEMA aisbl (www.cema-agri.org) is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous SMEs active in this sector.

The industry comprises about 7,000 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.