

BIOMASSIVE LEVERAGE

As a leader in sustainable agriculture equipment, New Holland is driving solutions that make for cleaner and more productive farming

In the spring of 2024 the world's population will reach 8 billion, according to U.N. estimates, having made the hop from 7 million in a mere 13 years, and marking an uptick of 6 million over the past 100 years. All of those mouths create serious global sustainability challenges, including the biggie: they all gotta eat.

To provide the needed amount of food, the world's farmers must increase productivity and efficiency—and preserve the environment that allows their crops to grow. This requires clean technology solutions for the agriculture industry, such as strategies based on widespread use of biomass (organic materials used as fuel) to power farming equipment. According to the Union of Concerned Scientists, tripling the use of biomass for energy in the U.S. could provide as much as \$20 billion in new income for farmers and rural communities, while reducing global CO₂ emissions to a level that's comparable to taking 70 million cars off the road.

"Biomass is going to be a part of agricultural production as we move forward, and we want to be out front and maintain a leadership position," says Ron Shaffer, Director, Growth Initiatives, Institutional and Specialty Sales at New Holland, a global leader in agriculture equipment manufacturing. "New Holland is a full participant in the push for sustainability, and, as biomass becomes more predominant, we build our products to meet the needs of North American producers and the environment."



New Holland's initiatives in this regard are known collectively as its Clean Energy Leader platform, and it consists of four pillars:

- Growing energy by supporting production of ethanol as a cleaner-burning fuel, being a leader in approving biodiesel for engine use and building equipment best suited for biomass production for second-generation biofuels;
- Promoting efficient productivity with its Tier 4 technology and Precision Land Management (PLM) system;
- Reducing the impact of farming on the agricultural environment, making it sustainable for generations to come;
- Keeping its clean energy commitment at the forefront of everyday business practices.

New Holland offers a complete range of product solutions for farmers, but the commitment doesn't end there: "Farmers grow a crop for food, and the byproduct or waste—such as stover—is used for biofuel energy," says Mark Hooper, Director of Marketing at New Holland. "New Holland is uniquely situated to support growth in the biomass industry. That's why we currently support biomass research at several leading universities."

New Holland's engine and precision farming technologies are especially effective. Tier 4B regulations on high-horsepower equipment mandate nitrogen oxide (NO_x) reduction another 80 percent from Tier 4A. Cumulative NO_x reduction since the Tier 1 emissions regulations were introduced is 96 percent, with a 95 percent reduction in particulate matter pollutants. New Holland's ECOBlue™ HI-eSCR (high-efficiency selective catalytic reduction) system uses an after-treatment system that transforms those pollutants into harmless water and nitrogen.

Precision land management technologies enable farmers to do more with less. For example, a single large-screen display in its high horsepower tractors enables users to control key functions and run precision applications, such as auto guidance with repeatable sub-inch accuracy and as-applied mapping; and to manage mixed fleets with section control and variable-rate application.

And, says Christopher Carrier, Marketing Manager, Precision Land Management & T7 Series Tractors at New Holland: "We are advancing toward more efficient means of managing the data our producers collect with this technology, so that they can continue to increase the yields from their land." — *Diana Kelly*



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