MEDIA RELEASE

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**Australian farmer features in new “Out in the Field” video for Case IH**

Australian farmer, Ryan Milgate features as part of a new global web series “Out in the field” for agricultural machinery brand, Case IH.

The new web series celebrates customer stories and opens with an introduction to farmers from eight countries around the world. Ryan, who farms at Minyip, in the Wimmera region of Victoria appears in the series with his young son, Beau.

Case IH Brand Leader – Australia and New Zealand, Bruce Healy said the web series highlights a universal passion for farming.

“Despite the differences in farm size, crops, and culture, there’s one thing that unites us all; the pride farmers take in their daily work and feeding the world. We’re extremely proud to showcase Australian farming on the world stage, alongside Case IH customers from France, Germany, Romania, China, Zimbabwe, Brazil and the USA.

“Agriculture today is a highly technical industry, and Case IH is proud to provide innovative products and market leading agricultural solutions and services to support farmers in growing food, fibre and fuel for the world.

“Australian farmers have remained competitive in a global market despite the challenges of declining terms of trade and environmental constraints, without compromising the ability of future generations to meet their own needs.”

The preservation of agricultural land for future generations is one of the key themes , as Ryan Milgate explains in the film; “we want to leave the land better than we go it.”

“The average consumer in the developed world takes food for granted,” says Case IH Brand President Andreas Klauser.

“It is readily available, relatively cheap, and there are limitless options at the nearest grocery store. Farmers have become so efficient that in the European Union a mere 5% of the population is employed in growing our food. In the United States, where farms are often larger, only 2% of the population is involved in agriculture. This means that very few people know exactly how their food is grown.

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“We want to tell the story in this web series of how so very few farmers are able to overcome a wide array of challenges to provide a steady supply of food to consumers across the globe.”

To produce the series, film crews traveled to Australia, Brazil, China, France, Germany, Romania, the U.S.A. and Zimbabwe to document life on 10 farms. These farms produce a wide variety of products: sugarcane for ethanol in Zimbabwe, milk for Comté cheese in France, soybeans for food production and animal feed in Brazil and the U.S.A., corn for food production in China, wheat in Australia and Romania, and sugar beets in Germany just to name a few.

The “Out in the Field” video series can be viewed on the YouTube Channel of Case IH Australia.

For more information on Case IH see your local Case IH dealer or visit [www.caseih.com](http://www.caseih.com).

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides a powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

More news stories and high resolution images at [www.caseihpressroom.com.au](http://www.caseihpressroom.com.au).

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