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## Case IH supports future of farming through Youth Agricultural Summit

*One hundred young leaders aged 18-25 from 49 countries gather in Brussels / Summit aims to connect and inspire next generation of young leaders in agriculture / Case IH presence provides opportunity to discuss advanced agricultural technology developments.*

Case IH is underlining its commitment to the future of farming and the people who will lead it by supporting and participating in the Youth Agricultural Summit, taking place from October 9 to 12 in Brussels, Belgium. Organized by Bayer, together with the two Belgian young farmers associations Groene Kring (GK) and Fédération des Jeunes Agriculteurs (FJA), the summit aims to address the UN Sustainable Development Goals (SDGs) to end hunger, achieve food security, and promote sustainable agriculture. The event will see 100 young leaders aged 18-25 from 49 countries come together to collaborate, share perspectives and find answers to the question 'How do we feed a hungry planet?'.

The long-term goal of the summit is to connect and inspire the next generation of young leaders in agriculture to not just think, but to act and become global instruments of change. Outcomes of the 2015 Summit were tabled at the UN 42nd Committee on Food Security in Rome and each delegate developed individual actions to implement in their local communities.

As part of its commitment to the future of farming, Case IH had a stand at the event, where attendees had the opportunity to discuss developments in advanced agricultural technology, with a particular focus on precision farming and other new technologies increasingly being adopted in the industry, such as the use of drones.

"Through the partnership between Case IH in Europe and Precision Hawk, the North American precision farming and drone specialist, we now offer a complete drone imagery and analysis package," explains Marc Devriese, Business Director Case IH Benelux, and one of the driving forces behind creation of the initiative between the two businesses.

"The Lancaster Mark 3 REV V drone creates high-resolution 1.6cm-per-pixel images which can be 'stitched' together to enable full field analysis, and the data from this can then be used to make variable fertiliser and spray applications."



PRESS RELEASE

“Not only can this technology be applied to combinable crops, but it is also relevant to roots such as potatoes. Higher yields and reduced seed costs can more than recouped from the investment in the technology, which can be used to measure the variance in light reflection from leaves, indicating crop fertiliser requirements and disease levels.”

“With technology like this, Case IH aims to play its part in helping the young generation that are the farming leaders of the future to meet the challenges that a growing population will create.”

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Press releases and photos: <http://mediacentre.caseiheurope.com>

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**For more information please contact:**

Esther Gilli

PR Officer EMEA Case IH & STEYR

Ph. +43 7435 500 634

Mob. +43 676 88 0 86 634

Email: [esther.gilli@caseih.com](mailto:esther.gilli@caseih.com)