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Case IH has entered into a strategic digital agriculture agreement with Farmers Edge

Case IH will enable customers to seamlessly share in-depth, real-time machine information with the Farmers Edge digital FarmCommand platform / The platform provides comprehensive digital and professional agronomic decision-making support for enhanced farming efficiency and productivity.



Case IH and Farmers Edge, a Canadian-based agri-tech company focused on data-driven agricultural decision-support systems, announced today that they have entered into a strategic digital agriculture agreement that will make available a portfolio of connectivity and agronomic solutions to Case IH customers. Through this agreement, Case IH will provide customers with access to FarmCommand, a unique platform, that interfaces with the brands' existing precision farming portals and further extends the range of planning, analysis, execution and agronomic decision-making information available to them.

As the exclusive OEM partner of Farmers Edge, this service offers Case IH customers a tiered approach to agronomic services, with increasing levels of data and support available, enabling them to select the service – with a transparent per acre pricing structure – that best suits their needs. The entry level services focus on FarmCommand, Farmers Edge cloud-based farm data management platform which analyzes data in real time and satellite imagery – in partnership with Planet Labs – providing daily satellite imagery for unsurpassed crop growth insights. This is progressively enriched with field-originated weather data – gathered from farm-based weather stations– vehicle data, and agronomic support, and tops out with variable rate prescriptions with either generic or zoned soil sampling services. This partnership not only foresees digital support, as customers selecting the premium packages will also have access to on-farm, in-person agronomist support, to develop and monitor tailored agronomic plans.

This agreement will allow Case IH customers to connect their current and legacy machinery fleets with CAN bus functionality to the Farmers Edge platform. This will deliver tangible gains in all three key stages of the crop data cycle: collection, planning and execution, and offers

one of the most complete solutions on the market, going well beyond the standard API data sharing connection.

It can also be used with mixed-fleets, further enhancing customers' choice. This is a fundamental element of Case IH's approach to Advanced Farming Solutions, which empower customers to select the service or tool which is right for them and enable them to maintain control of their data with opt-in logic. As the system utilizes the 3G and 4G telecommunications network, connectivity is retained, even in the most remote areas.

Case IH dealers will offer the Farmers Edge suite of services, facilitating them in proactively supporting their customers, as this platform will enable sharing of real-time machine information with their local dealer, enabling them to receive enhanced product support services. This solution will undergo a phased roll-out, starting in the first quarter of 2019 in North America, and will subsequently become available in Latin America, Australia, Europe, Russia and Ukraine.

Case IH and Farmers Edge are also committed to developing unique solutions for customers, to further enhance their whole-farm productivity and profitability.

This latest digital agriculture agreement forms part of Case IH's overall Precision Farming strategy.

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

Case IH is the professionals' choice, drawing on more than 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.



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