

St. Valentin, 13th of January 2014

Focus on innovation and sustainability

Case IH and Steyr support 2nd EPP European Congress of Young Farmers of the European Parliament

Event targeted at young farmers: the future of agriculture / Outstanding projects will be awarded the European Young Farmers' Prize 2014 / Case IH and Steyr provide awards for "Best Project", "Most Sustainable Project" and "Most Innovative Project".



PRESS RELEASE

Case IH and Steyr is to support the 2nd Congress of European Young Farmers of the European Parliament in Brussels on January 28 and 29, 2014. Held for the second time, this congress organised by the European Popular Party (EPP) aims to raise awareness and make the whole agricultural sector, governments and society more alert to the needs of young farmers, as the leaders and farmers of our future. It will be hosted by four EPP Members of the European Parliament, including Elisabeth Köstinger from Austria, Mariya Gabriel from Bulgaria, Nuno Melo from Portugal and Maria Auxiliadora Correa Zamora from Spain as well as the Portuguese farmers confederation CAP, and the Spanish farmers organisation ASAJA. Case IH and Steyr will be sponsoring the event.

Matthew Foster, Case IH & Steyr Vice President responsible for Europe, the Middle East and Africa, explains the significant engagement of Case IH and Steyr in the project:

"As the organisers of the event point out, without young farmers in the sector today, there will be no agriculture tomorrow," he says.

"That is a key issue. We as industry must be prepared to provide the technical solutions to assist young farmers on their challenging path towards the future."

Foster points out that tasks and challenges for agriculture keep on growing.

"It is not just the production of sufficient food for the continuously-growing world population, feed for livestock, and the production of fibres or renewable energy. At the same time, farmers must produce efficiently, they must keep our environment intact and enhance biodiversity. Such tasks need well-trained, entrepreneurial, innovative and daring but thoughtful young farmers. At the same time they require innovative, efficient and highly-productive agricultural equipment."



The participation of Case IH and Steyr as sponsors of the event is a clear illustration of the brands' commitment to agriculture in general and young farmers in particular, says Foster.

"We are proud that we can participate in the jury and donate the prizes for the best, the most sustainable and the most innovative projects throughout Europe, and we hope that the messages of the event will receive wide recognition."

More information is available at www.caseih.com.

Press releases and photos

<http://mediacentre.caseiheurope.com/>.

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