

New Holland combine harvesters win two medals at the SIMA Innovation Awards 2021

- *Silver Medal in the “From Harvest to Storage” category for NutriSense™, the in-harvest nutrient analysis system.*
- *Bronze Medal in the “Parts, Services and Onboard Electronics” category for the cleaning system pressure sensors.*

Basildon, 22nd April 2021

New Holland Agriculture’s innovation in combine harvesting has been rewarded with two medals at the SIMA 2021 Innovation Awards by the international jury panel of industry specialists assisted by a network of technical experts. The awards, which recognises the most innovative equipment, products, technologies and services, were announced in a virtual ceremony broadcast on 22 April.

Carlo Lambro, New Holland Brand President, stated: “Farmers today are expected to reduce the environmental impact of their operations. However, they must be able to do it without losing their profitability. As equipment manufacturers, it is our role to leverage technology to support them.

“The two innovations awarded today address two important issues they face with the harvest, helping them to make informed decisions – one with agronomic data they can use to market their crops most profitably, the other enables them to take proactive actions to reduce grain losses as they are harvesting. As always, New Holland’s innovations bring tangible benefits to their efficiency and profitability, as they operate sustainably.”

NutriSense™ NIR sensor nutrient analysis technology: Silver Medal – From Harvest to Storage Category

As farmers strive to operate sustainably, the collection of agronomic data takes on fundamental importance in enabling them to make informed decisions to maximise their sales. The integration of the Near Infrared (NIR) sensor enables the analysis, recording and mapping of crop composition during harvest. Operation is based on the measurement of the absorption of electromagnetic radiation in NIR.

This enables farmers to get the most from the sale of their crops, as the price is linked to the harvest quality (according to parameters such as protein or fat content). They can also enhance



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the nutritional value of varieties for animal feed, and mix different grain grades to achieve a certain quality and target industry standards.

With the NutriSense system, customers can improve the agronomic knowledge of their fields. Today, it is impossible for a farmer to know the amount of nitrogen absorbed by the plant. By mapping the protein level in the grain, customers will see the status of nitrogen exported by the plant, so that they will be able to modulate their nitrogen supply accordingly.

The NutriSense system uses the proven New Holland NIR sensor that is used on the brand's combines and forage harvesters for other functionalities, such as measuring crop moisture. In fact, the NIR sensor on New Holland forage harvesters has been certified by DLG for its accuracy in determining moisture in corn.

In the near future, the NutriSense system will be available also on New Holland large square balers.

Cleaning system pressure sensors: Bronze Medal - "Parts, Services and Onboard Electronics" category

The exclusive patented cleaning shoe pressure analysis system enables a faster harvesting speed while pursuing maximum quality. The system measures the pressure in the cleaning shoe, up and below sieves, and alerts the operator if it is overloaded or not. This helps make informed decisions on any adjustments to make.

This new parameter can be viewed on the Intelliview™ IV display, so that the operator can set up the machine quickly and easily, and proactively make decisions to reduce losses and increase daily productivity.

The pressure sensors integrated into the cleaning system provide real-time information to the operator, enabling them to optimize the harvest and anticipate cleaning shoe overloads. They will have better control of the machine, which will result in less grain losses.



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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscape professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com



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