



YOUR SUSTAINABLE FARMING PARTNER

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VICE PRESIDENT LATIN AMERICA



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CEO'S OPINION ABOUT SUSTAINABILITY...

Believe that sustainability issues should be fully integrated into the strategy and operations of a company (up from 72% in 2007).

96%

Believe that sustainability issues will be critical to the future success of their business


93%



AG BUSINESS IS NOT DIFFERENT...

WHAT DO FARMERS REALLY EXPECT FROM AN EQUIPMENT BRAND?

- 1ST** RELIABILITY
- 2ND** COMMITTED AND CLOSE TO CUSTOMERS
- 3RD** FLEXIBLE IN NEGOTIATIONS
- 4TH** ENVIRONMENTAL RESPONSIBILITY
- 5TH** TECHNOLOGY
- 6TH** TRADITION
- 7TH** SPECIALIST IN SOME EQUIPMENT
- 8TH** MARKET LEADER
- 9TH** FULL OFFERING



"...the concept of a green economy as an instrument to promote sustainable development and eradicate poverty."

Ambassador Luiz Figueiredo

(Under-secretary for Environment, Energy, Science, and Technology at the Brazilian Ministry of Foreign Affairs)



**ENVIRONMENT
PRESERVATION**



INNOVATION



PRODUCTIVITY



**FARMER'S QUALITY
OF LIFE INCREASING**



**YOUR
SUSTAINABLE
FARMING
PARTNER**

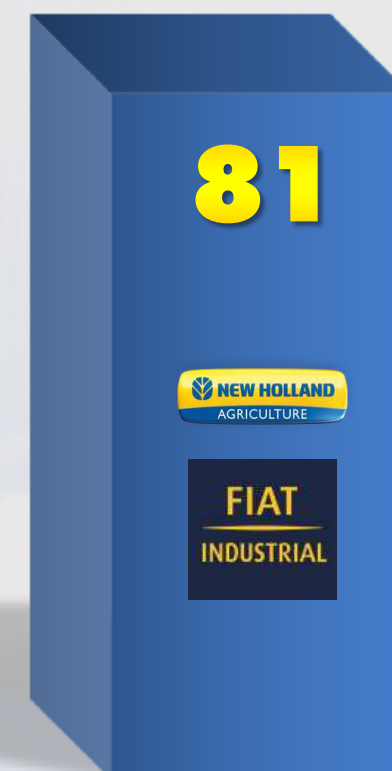
FIAT INDUSTRIAL ENTERED THE
DJSI WORLD AND EUROPE INDEXES,
RANKING AS **INDUSTRY
LEADER** IN THE INDUSTRIAL
ENGINEERING SECTOR



DJSI WORLD AND EUROPE EQUITY
INDEXES ONLY ADMIT COMPANIES THAT
ARE BEST-IN-CLASS IN MANAGING THEIR
BUSINESSES ACCORDING TO
SUSTAINABILITY CRITERIA



Highest Score



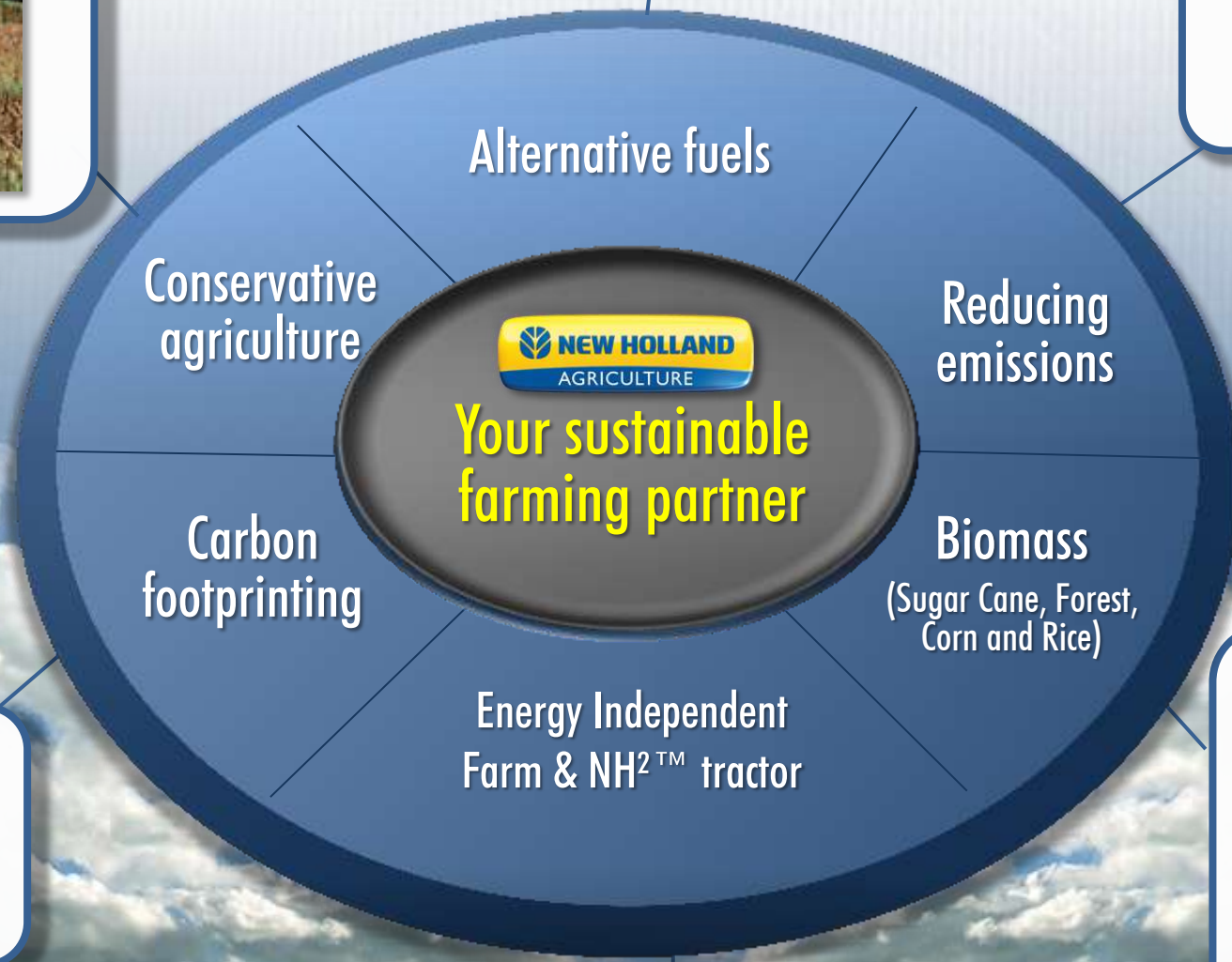
DJSI WORLD – INDUSTRIAL ENGINEERING

- ELIGIBLE COMPANIES: **99**
- ADMITTED COMPANIES: **13**

CLEAN ENERGY LEADER PILLARS



PROGRAMA ABC
AGRICULTURA
DE BAIXO
CARBONO



The project NH/CTC includes a solution to process these bales in sugar cane power plants to co-generate energy.



Rake



Baler



Accumulator



Transport



Industry Process



Energy from Sugar Cane

1/3 Ethanol / Sugar

1/3 Marc (bagasse)

1/3 Straw – 2x Calorific Value



By 2020, energy production from Sugar Cane straw in Brazil will reach the same level as the Itaipu Hydroelectric (14,000 Mw)

Source: Valor Economico/Jornal da Energia



NO TILL AREA AROUND THE WORLD IN 2012



In Brazil:

1992: 1,3M ha (4%)

2012: 32,0M ha (75%)

**320 Million tons
of CO₂ not emitted
in 2012
(only carbon soil)**

**No till world increase is
around 6M ha/year**

NO TILL BENEFITS IN BRAZIL

Less CO₂ in atmosphere:

In the last 20 years, no till crop prevented about 7,62 M ha of deforestation, that saved more than 3 billion trees.



Less fuel needed:

Reduction of fuel consumption is estimated at 66%, saving 1.34 billion L of diesel = 3.59 Million tons of CO₂ in each crop cycle.



More food:

In these 20 years, grain yield per hectare, has increased 44% for rice, 72% for corn, 48% for soybean and 64% for wheat.





NEW HOLLAND

AGRICULTURE

