



*Nov. 1, 2011 – For Immediate Release*

*Contact K. Elliott Nowels, 440-942-2000*

## **CASE IH Becomes Institute Partner**

### ***Leading Farm Machinery Company Joins PrecisionAg Institute***

CASE IH has committed its corporate and financial support to the PrecisionAg Institute, the industry's independent global forum dedicated to the sharing of precision agriculture practices, ideas, research, products, services and success stories.

“As we expand our offerings of the latest precision ag technology, we must provide vision as well as proof of performance,” explains Trevor Mecham, AFS Sales and Marketing Manager for CASE IH. “That’s an important component of the work of the PrecisionAg Institute and we are pleased to be a part of it.”

The company has joined as a “precision partner,” reinforcing its commitment to the greater adoption and efficient, effective use of precision agriculture technology. CASE IH joins members AGCO Global Technologies, Dickey-John, Leica Geosystems, Micro-Trak Systems, Inc., OmniStar, Raven Industries, SST Software, and Trimble Navigation in the Institute. In addition to financial support, CASE IH will be providing guidance and counsel as activities and initiatives move forward in the months ahead.

## **CASE supports PrecisionAg – page 2**

“It’s an exciting time as new technology is allowing farmers to manage crop production more closely and use crop inputs more efficiently,” says Mecham.

Through advocacy, education and research, the Institute intends to advance precision technology and its efficiency, stewardship and profitability on farms around the world.

“The support of our partners will help us reach more growers with that message and also help us tell the story of agriculture’s resource stewardship,” says K. Elliott Nowels, director of the Institute. “Research shows that when growers put precision technology to use, they not only increase their profitability, they are also able to optimize their use of land, water, seed and nutrients to the benefit of everyone.”

***The PrecisionAg Institute** advances precision agriculture technology and its efficiency, stewardship and profitability on farms around the world through advocacy, education and research. PrecisionAg Institute activities include research projects, an online reference library, PrecisionAg e-news, the PrecisionAg Learning Center and PrecisionAg Awards for Excellence. More information on the PrecisionAg Institute can be found on [www.precisionagworks.com](http://www.precisionagworks.com).*