



March 1, 2012 – For Immediate Release

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John Deere Supports the PrecisionAg Institute

Leading farm machinery company joins advocacy organization

John Deere recently announced support for the PrecisionAg Institute, the industry's independent global forum dedicated to the sharing of precision agriculture practices, ideas, research, products, services and success stories.

"Precision ag technology is key to the efficiency and profitability of today's crop production systems," explains Chris Batdorf, product marketing manager for Deere's Intelligent Solutions Group. "The PrecisionAg Institute is giving voice to leading companies in the industry, to farmers, and the benefits of this new technology. That's important work that we are pleased to support with our time and financial resources."

The company has joined as a "PrecisionAg Institute Partner," reinforcing its commitment to the greater adoption and efficient, effective use of precision agriculture technology. John Deere joins other leading agricultural companies and will be providing guidance and counsel as activities and initiatives move forward in the months ahead.

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John Deere supports PrecisionAg – page 2

Through advocacy, education and research, the Institute intends to advance precision technology and its efficiency, stewardship and profitability on farms around the world. Batdorf says that it's a unique time for more growers to adopt this technology.

“Farmers are looking for better ways to make the most of all their inputs, whether nutrients, seed or diesel fuel,” he says. “Precision ag tools help to increase efficiency and profitability, and improve overall farm management.”

This skilled management of inputs and yield, says K. Elliott Nowels, Director of the PrecisionAg Institute, is providing farmers a positive message about conservation and stewardship.

“Research shows that when growers put precision technology to use, they are able to optimize their use of land, water, seed and nutrients, and that benefits everyone,” he says. “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.”

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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.