

PRESS RELEASE

## **Kverneland Group and Agricon Announce Strategic Partnership to Deliver Integrated Digital Cropping Solutions to Farmers**

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**Kverneland Group, manufacturer of agricultural machinery and Agricon, Europe's leading independent provider of digital cropping solutions have agreed on a strategic cooperation. The purpose is to deliver fully integrated solutions for farmers. It combines the products and know-how of both companies to make digital farming solutions easier to use and give more benefit to the farming operation.**



### **Integrated Systems to Make Better Use of Digital Solutions**

The purpose of the cooperation is to commonly develop a deeper integration of sensors, data management and application technology for a better farming experience. Groups from both companies work together on topics like sensor systems, integration and application technologies.

“Digital cropping enables farmers to reduce inputs and secure yields. It is the way to go for all farms in the coming years”, explains Hermann Leithold, Head of R&D at Agricon. “They expect proven and reliable digital tools, sensors and data management solutions and this combined with their state of the art application equipment. The aim of our cooperation is to bring deeply integrated solutions to the farm”.

Piet Jan van der Marel, Head of R&D Crop Care Equipment at Kverneland Group confirms: “We care about your crop! This is our motto for the development of fertiliser spreaders and field sprayers. Offering Precision Farming solutions to our customers is a major part to fulfill this promise”. He continues: “Together with our well known reputation in implement electronics and ISOBUS, farmers will have access to the best available technological solutions”.

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### **About Kverneland Group**

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit [www.kvernelandgroup.com](http://www.kvernelandgroup.com).

### **About Agricon GmbH:**

Agricon is Europe's leading independent provider of digital cropping solutions. The family company founded in 1997 belongs to the pioneers in precision farming. The focus on digital solutions for agronomic questions allows Agricon to deliver reliable solutions for farmers in middle and Eastern Europe. The product range consists of sensors, algorithms and cloud based data management solutions combined with agronomic and technical support on the farm. It offers solutions for seeding, fertilisation, crop protection as well as machine management.

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[Download Field Image Kverneland Exacta TL GEOspread](#)



[Download Image IsoMatch Tellus with Agricon sensor technology](#)

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