

Numerous gold and silver awards recognise John Deere R&D efforts

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Sustainable farming will continue to benefit from relevant innovations

The innovation committee of the German Agricultural Society (Deutsche Landwirtschaftsgesellschaft - DLG) has recognised numerous innovations from John Deere and partner companies with three gold and 10 silver medals. The award winning innovations were selected from 330 entries and will be presented at this year's Agritechnica, the world's largest agricultural equipment fair (10-14 November in Hannover, Germany).

"The large number of awards is a result of the company's continuing high investment into research and development," said Chris Wigger, John Deere's Region 2* Vice President Sales & Marketing. "We are particularly proud that our industry partners and service providers can take a lot of the credit for achieving these significant results. As our industry undergoes a paradigm shift towards more integrated technology, these jointly awarded intelligent solutions clearly demonstrate John Deere's commitment to system openness and our willingness to collaborate with partners. Arable farmers and contractors will benefit from this development", Wigger added.

"Together with our platform product engineering departments, the European Technology Innovation Center (ETIC) in Kaiserslautern, Germany, was able to fully exploit the potential of our global John Deere research network," added ETIC Director August Altherr. "We also benefited from close collaboration with nearby technical universities and research institutes."

The DLG awards for John Deere, its partner companies and service providers include hardware solutions for machinery and components as well as precision farming software solutions for machine and logistics optimisation and for agricultural decision support.

Source: John Deere GmbH & Co. KG; ASM Public Relations Ltd