

[Machinery](#)

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CNH: Connectivity for all Brazilian farmers next step

CNH Industrial aims to expand connectivity to 13 million hectares in Brazil by 2021.

[CNH Industrial](#) is one of the founders and leaders of [ConectarAGRO](#), a non-profit association that aims to bring internet to all agricultural and remote regions of the Brazil.

Connectivity expanded to more than 5.1 million hectares

In 2019, ConectarAGRO expanded connectivity to more than 5.1 million hectares of rural areas in Brazil via 4G LTE 700 MHz broadband, which represents around 8% of the country's grain and sugarcane planted area – an area which is greater than Belgium, Holland and Switzerland combined. According to CNH, this coverage benefited more than 575,000 individuals, 218 towns and eight states, as well as more than 24,000 kilometers of roads.

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Case IH's AFS precision farming technology enables real time data capture and analysis. - Photo: CNH

Recently CNH appointed Gregory Riordan, the company's Director of Digital Technologies for South America, as President of the newly formed ConectarAGRO Association. "By 2021 we want to have more associates, expand connectivity to 13 million hectares in Brazil and develop projects aimed at upskilling people who live and work in the countryside within a new digital reality," said Mr. Riordan.

Mr. Riordan said at the same time the international expansion of ConectarAGRO will be analysed, since the company has already been contacted by institutions in other South America countries.

Increased efficiency

CNH states connected equipment enables significant productivity and efficiency improvements: when using connected technologies Case IH and New Holland Agriculture planters can increase efficiency by up to 5%, when following planned paths together with the use of real-time monitoring, to minimize downtime.

The planning of harvesting logistics can increase machine availability by up to 20%, thereby avoiding unscheduled stops and facilitating onward crop handling logistics, says CNH.

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15% reduced input usage

The company further claims that Case IH and New Holland Agriculture sprayers can follow pre-prepared prescription rate maps as well as use real time satellite or drone images, resulting in reduced input usage by some 15%, lowering operating costs and enhancing overall efficiency.

“As such, access to automation and digitalisation facilitates better management of machinery fleets, agricultural property and production planning, enabling accurate, fact-based decision making. This roll out will benefit entire rural communities and their ways of working,” says CNH Industrial.

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New Holland Agriculture's products are compatible with its Precision Land Management advanced precision farming packages. - Photo: CNH

Increasing connectivity to improve rural productivity

Brazil is a world leading producer of grain, and is set to reach a new national grain production record, with some 251 million tons of soybeans and corn in the 2019/2020 harvest, according to the Country's Ministry of Agriculture, Livestock and Supply. In the near future, a significant improvement in rural productivity is expected thanks to increasing connectivity, one of the pillars for the continuity of the Brazilian agriculture evolution, says CNH.



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Read more about: [Connectivity](#) ; [CNH Industrial](#) ; [Data Communication](#) ;

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