Ag Machinery for 2027

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The Company...

2016 Review (US$):
• $26.6 bi in Net Sales & Revenues
• $339 Mi in Shareholder Value Added
• $1.524 bi in Net Income
• 150+ countries

Broad lineup making impact
Building a durable business model
Powerful trend supporting plans
Strategy reflects changing world
New products, advanced technology
Focused in sustainable
Short-term challenges, long-term prospects
Global Market Trends

- Mass urbanization
- Expanding middle class
- Water Management
- Protein Diets
- Digital World
- Increasing complexity
- Skilled labor shortages
- Global competition
- New business models

The challenge is to feed 9.7 billion people by 2050.
Implications for Agriculture

- Must increase production while using less land and water
- Must leverage economies of scale
- Must overcome skilled labor shortages
- Must increase mechanization

1837 – Invention of steel plow
20 bushels (of corn) per acre

1918 – Motorized equipment
30 bushels per acre

1947 – Self-propelled machines
40 bushels per acre

1973 – Operator environment
80 bushels per acre

1999 – Intelligent mobile equip.
120 bushels per acre

2011 – Worksite solutions
140 bushels per acre
Innovation for Farmers

- Understanding complex needs
- Appropriate technologies
- Solutions focus
- Delivering economic value

Agronomic benefits of “precise agriculture”

ExactEmerge™ doubles planting speed to >10 mph

MyJohnDeere

To customers based on the jobs to be done
On the Farm…

Enabling technologies:
• Precision controls
• Sensor capabilities
• Data-enabled decisions
• Systems approach
• ‘Real’ remote access
“If I had asked people what they wanted, they would have said, faster horses”
— Henry Ford

“People don’t know what they want until you show it to them”
— Steve Jobs