

# Ag Machinery for 2027

***Dr. Marco Ripoli***

Manager, Strategic Marketing for Latin America  
**John Deere**

June 21<sup>st</sup>, 2017

# 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**  
**bi 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



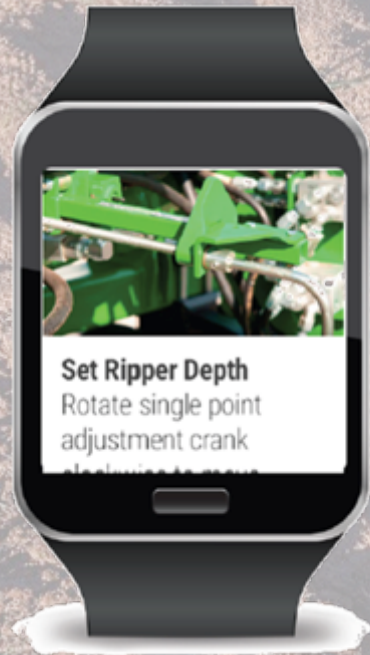
# On the Farm...

## 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



## **Technology Solutions for Anticipated Needs**

**"People don't know what they want until you  
show it to them"**  
— Steve Jobs


# JOHN DEERE MORE & BETTER CORN



## "My **JOHN DEERE TRACTOR** saves me \$100 to \$200 a day in fuel costs alone

*Because* **IT SUCCESSFULLY BURNS DISTILLATE AND SIMILAR LOW-COST FUELS**

<b>DISTILLATE</b> Costs Much Less Than Gasoline	<b>DISTILLATE</b> Is Not Subject to the Federal Tax	<b>DISTILLATE</b> Produces More Power More Work Per Gallon
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**FOR ECONOMY, SIMPLICITY, DURABILITY AND EXTRA YEARS OF SERVICE - Buy a  
JOHN DEERE Two-Cylinder TRACTOR.**

## Wishful Thinking Won't Grow a BIG CROP



**For Better Stands  
and Bigger Yields-**

**Till Your Fields... Seed Your Grain with  
a Flexible John Deere No. 1100 Surflex**

### Save Money

By Using a Planter That Does Not Waste Seed

John Deere Combined Cotton and Corn Planters are accurate. Actual tests in the field proved their accuracy.

**Here Are the Results of Tests Made in Texas:**

Fifty feet of ground was planted in each instance and the seed sown, Cotton, medium size, gin-run seed was used. It was not prepared in any way for planting.

With seed gate closed to the minimum—200 seeds planted on average distance of approximately 8" apart.

With seed gate open one turn of the thumb-screw—100 seeds planted on average distance of 4" apart in the row.

With seed gate open 1/2 turn of the thumb-screw—100 seeds planted on average distance of 2" apart in the row.

In the test below, the cotton gate was set to drop about 40 seeds every ten feet, or 120 seeds every 30 feet. Here is what the John Deere Planter did:

With lever 1, 100 seeds planted 100 seeds.

With lever 2, 100 seeds planted 100 seeds.

In the test below, the cotton gate was set to drop about 40 seeds every ten feet and set to alternate in the lever. Therefore, accuracy is maintained regardless of the amount of seed in the hopper.

The John Deere seed tooth type planter will help save seed. Read about the No. 10 Planter shown on pages 4 and 5.

### SQUEEZE 90 Minutes OUT OF EVERY HOUR.... EXTRA WORK OUT OF EVERY GALLON OF FUEL



**CULTIVATING**

There is a piece of machinery for every job. Cultivating is one of the most important jobs in farming. It is the work that keeps the soil loose and the weeds down. The John Deere tractor is the best for this work. It is simple, durable, and economical. It will do any kind of cultivating work that you can give it. It will save you money and time. It will give you extra work out of every gallon of fuel.

### JOHN DEERE TRACTOR BINDER



**Saves Time, Labor and Grain**

1. The binder cuts the grain and ties it into shocks. It does this faster than any other binder.
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### MORE CORN BETTER QUALITY



The object of this booklet, which is now in its second edition, is to bring before the growers of America the importance of soil fertility. It is the basis of a successful crop, and also to show how best to obtain a uniform and perfect stand.

In this day of intense farming, it has become absolutely necessary to secure the largest possible return from the land, and no one has become the most important and valuable crop, special attention should be given to the selection of the seed.

As a matter of fact, the greatest possible benefit, nothing but the most important factors have been introduced, and these have been discussed in the most practical common-sense manner by Dr. W. E. Virginia, Director of Soil Culture Dept., Texas A. & M.

The fact that the booklet also contains descriptions of the most highly-operative, non-planting machinery on the market, does not detract, but rather tends to enhance the value of the information given, because it places in the hands of the reader at once the key to successful seed selection, and the most accurate planting of the seed, which are the most important elements in bringing into the realm of improving the variety and increasing the yield.



**JOHN DEERE**