

SAME DEUTZ-FAHR promotes agriculture with two initiatives in Milan for EXPO 2015.

Treviglio, July 2015.

SAME DEUTZ-FAHR brings the theme of agriculture to the attention of the public at large, collaborating in two events of international interest in the city hosting **EXPO 2015 - Milan**, whose main theme is the cultivation of the land for food production.

The first of the two initiatives is **#FoodPeople, for those who are hungry for innovation**, an exhibit set up at the National Museum of Science and Technology of Milan. There will be a hosted tour to discover agriculture, food and innovations that have made the history of this production chain, SAME DEUTZ-FAHR presents itself as a witness of the past and the future of agriculture.

The exhibition of the revolutionary Cassani 40 HP tractor from 1927 bears testimony to the birth of modern agriculture. At the same time, the theme of precision agriculture is introduced; narrated as part of the exhibit through avant-garde technologies and sensors that ensure an in-depth management of farming machines and highlights the importance of driver safety as well as taking into account the actual needs of work and operation in the field.

The second event that **SAME DEUTZ-FAHR** is a partner for is **WHEATFIELD**, the environmental work of art by the American artist AGNES DENES, sponsored by RICCARDO CATELLA FOUNDATION in association with FONDAZIONE NICOLA TRUSSARDI and CONFAGRICOLTURA.

In this instance, SAME DEUTZ-FAHR came out with its machines to contribute to the creation of the urban agriculture project among the skyscrapers of Milan: a [DEUTZ-FAHR 7 Series](#) tractor was used to work and manage the terrain, a [SAME Solaris](#) was provided for the activities in the urban garden and a [DEUTZ-FAHR C9206](#) combine handled the wheat harvesting activities.

These two initiatives involve the public at large and underline **SAME DEUTZ-FAHR's** commitment to themes that involve the world of agriculture as a whole.

- For more information on MiColtivo. The GreenCircle, go to the website: [Porta Nuova Smart Community](#).
- For more information on #FoodPeople go to the website: [#FoodPeople. An exhibition for those who are hungry for innovation](#).

About SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, with offices in Treviglio (Bergamo), Italy, it is one of the main worldwide manufacturers of tractors, combine harvesters and diesel engines. It distributes its products with DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro brands. The power of tractors goes from 23 to 340 HP, while for the combine harvesters it goes from 250 to 395 HP.

SAME DEUTZ-FAHR has 8 factories, 13 sales branches, 2 joint ventures, 141 importers and over 3,000 dealerships all around the world in addition to a total workforce comprised of over 4,300 employees. In 2014, the company recorded a turnover of 1,210 million Euros, with an EBIT of 6.2%.

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