# Africa Premiere for Massey Ferguson's Farm Mechanisation Package at US/Africa Business Summit in Addis Ababa

February 3, 2016

*New partnership announced between AGCO and Cultivating New Frontiers in Agriculture (CNFA)*

DULUTH, Ga. --(BUSINESS WIRE)--Feb. 3, 2016-- AGCO (NYSE: AGCO ), a worldwide manufacturer and distributor of agricultural equipment and solutions, is showcasing its new Massey Ferguson Farm Mechanisation Package at the 10th Biennial US-Africa Business Summit in Addis Ababa, Ethiopia1st-4th February 2016 . The package is aimed at farmers who are taking their first step in mechanised farming and is primarily based upon the newly launched MF 300 Series tractor plus a set of MF implements which forms part of a wider package of support through the Massey Ferguson Africa distribution network. This package is at the heart of AGCO's strategy to help transform agriculture in Africa through inclusive and sustainable mechanisation solutions.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160203005384/en/

Massey Ferguson 300 Series tractor (Photo: Business Wire)

Aligned with this strategy is the announcement of a new partnership between AGCO and the international development non-profit organisation Cultivating New Frontiers in Agriculture (CNFA) to promote mechanisation as a catalyst to raise farm productivity and food security in Africa .

"To be sustainable, farm mechanisation needs to be environmentally-compatible, economically-viable, affordable and adapted to local conditions," says Dr. Rob Smith, AGCO Senior Vice President and General Manager Europe / Africa / Middle East who will speak at the US-Africa Business Summit.

"The Massey Ferguson Farm Mechanisation Package, you could call it a 'farm in a box', is designed to make staying on the land or indeed, returning to the land a viable choice. It's especially designed to encourage more young people to get involved in agribusiness," continues Dr. Smith. "Further support has been built into the package by the provision of training and support through the pioneering AGCO Future Farm project and our Massey Ferguson distribution network together with the assistance of partners such as CNFA."

The new Massey Ferguson MF 300 Series tractors feature powerful and straightforward operation, robust dependability and are ideally-equipped to meet the tough challenges of African agriculture. The range will initially consist of three models from 50hp to 85ph. Further models are to be released later in the year. The new line of complementary Massey Ferguson-branded implements includes a range of harrows, ploughs, subsoilers, planters, trailers and transport boxes.

The farm mechanisation package is to form the central focus of the newly-announced AGCO collaboration with CNFA. For more than 30 years, CNFA has worked to improve agricultural productivity, competitiveness, and smallholder household wellbeing around the world through training, demonstrations, behavior activities and partnerships.

CNFA and AGCO will work together to take action to increase farmers' access to mechanisation Africa -wide. This will include channeling the expertise of CNFA's Farm Service Centres and Agricultural Dealers to highlight the effectiveness and validity of

mechanisation to increase productivity. Among the activities planned will be farm machinery leasing, demonstrations and training using Massey Ferguson machines. A pilot project started in Ethiopia in January, supported by Massey Ferguson's National Distributor, Ries Engineering, will be followed by a staged roll-out across Africa .

"Among one of CNFA's flagship approaches is the development of privately operated agricultural dealer outlets and Farm Service Centres across Africa to improve smallholder farmers' access to high-quality agricultural inputs and services," CNFA President and CEO Sylvain Roy said. "In conjunction with better access to inputs, agricultural mechanisation is also a critical element in making Africa more food secure. Through this partnership with Massey Ferguson, CNFA will be able to reach more farmers and demonstrate on the ground how this machinery and technology can significantly increase crop yields, thereby generating higher incomes for both their families and communities."

"Massey Ferguson is committed to providing high-quality machinery and appropriate technology to suit all types of farm operations all over the world," explains Thierry Lhotte, Massey Ferguson Vice-President Marketing, Europe / Africa / Middle East . "We are a true full-line supplier of farm equipment, providing solutions to farmers no matter what their farm size or type of operation."

The Corporate Council on Africa's 10th biennial US-Africa Business Summit brings together business representatives and government officials, entrepreneurs and investors, decision-makers and managers from throughout Africa , the United States and beyond to discuss the achievement of business goals and forge new partnerships.

Download pictures from http://assets.agcocorp.com

Searchword: MF300AFRICA-03022016

**About AGCO**

AGCO (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and supports more productive farming through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® precision technologies and farm optimization services, and are distributed globally through a combination of approximately 3,000 independent dealers and distributors in more than 140 countries. Founded in 1990, AGCO is headquartered in Duluth, GA, USA. In 2015, AGCO had net sales of $7.5 billion . For more information, visit http://www.AGCOcorp.com. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

View source version on businesswire.com: http://www.businesswire.com/news/home/20160203005384/en/

Source: AGCO

AGCO
Paul Lay, +44 (0)2476 851209
Manager, PR & Communications
Mobile: 0044 7920805993
Paul.Lay@agcocorp.com
or
AGCO
Louisa Parker-Smith, +44 (0)7789 746268 (UK)
Manager External Affairs
Mobile Zambia: +260 (0)971398169
Louisa.Parker@agcocorp.com