

CropX and CNH establishes digital connection for sustainable precision farming

26 August 2024 | News

CNH, the makers of Case IH and New Holland equipment, integrate with CropX for seamless data transfer and variable rate application, enhancing efficiency and sustainability in agronomic operations



CNH, the makers of Case IH and New Holland equipment, integrate with CropX for seamless data transfer and variable rate application, enhancing efficiency and sustainability in agronomic operations

CropX Ltd., a global leader in digital agriculture solutions, and CNH Industrial N.V, a leading manufacturer of agricultural machinery and technology, announce a new application programming interface (API) connection between the CropX agronomic farm management system and Case IH and New Holland Agriculture equipment. This integration automates the transfer of data from CNH machinery to CropX for data visualization, record-keeping, planning, and variable-rate applications.

The datasets transferred from Case IH and New Holland equipment encompass a wide range of activities, including planting, application, and harvesting, with the specific data varying by equipment type. This information is then displayed on tables or maps that can be overlaid with other data layers, allowing farmers and agronomic advisors to easily extract valuable agronomic insights. Additionally, the connection enables the creation of variable rate application maps for fertilization and seeding using advanced agronomic tools within the CropX platform.

"This API between CNH and CropX leverages the strengths of both companies to significantly benefit farmers," says Tomer Tzach, CropX CEO. "The vast amount of data collected by farm machinery is incredibly valuable. Bringing that data into the CropX system makes it accessible and meaningful, driving farm efficiency and sustainability." Tzach continues, "Data connections are crucial for digital farming solutions. At CropX, we prioritize integrations with data sources that strengthen our system and greatly benefit farm operations."

Dan Danford, CNH Precision Technology Partner Manager says "By improving data connectivity, CNH machinery can get more value from the data it collects. This helps in easy utilization of farm data in the CropX agronomic farm management system by creating a more intuitive precision agriculture user experience. This empowers operators to expand their

productivity with more confident data-driven decisions."

CropX now has APIs with the two largest manufacturers of farm machinery, CNH and John Deere. This integration adds to a growing list of farm equipment partners. Consolidating all farm data into one user-friendly platform allows for the generation of even more powerful insights and actionable advice, enhancing overall farm management and productivity.