A LEGACY OF INNOVATION
1934 Model A Tractor

1946 Combine 45 and 10 Corn Head

1950 No. 8 Cotton Picker

A LEGACY OF INNOVATION
A LEGACY OF INNOVATION

1960
Tractor 1010, 2010, 3010, 4010

1980
9940 Cotton Picker

1996
Green Star
Precision Farming
John Deere is a world leader in providing advanced products and services and is committed to the success of those linked to the land.
THE WORLD POPULATION IS EXPECTED TO RISE FROM ALMOST 7 BILLION PEOPLE TO MORE THAN 9.7 BILLION BY 2050 — just 35 years from now.
1940 American Farmer: Fed 19 people a year

Today's American Farmer: Feeds 155 people a year

According to the USDA...
To feed 2.7 BILLION more people by 2050, we must DOUBLE our global food supply.
MAKE THE MOST WITH WHAT WE’VE GOT
TECHNOLOGY
70% of this food must come from EFFICIENCY-IMPROVING TECHNOLOGY.
GROWING DEMAND FOR MORE FOOD, FEED, AND FUEL
GLOBAL MARKET VOLATILITY
FARM SIZE GROWTH AND SPECIALIZATION
ENVIRONMENTAL SUSTAINABILITY
REDUCED SKILLED LABOR
PRECISION AGRICULTURE
Technology Evolution in Agriculture

2006-2011 Precision Farming

Early 2000s Guidance Systems

2012 and Beyond Coordination Enabled by Telematics
Today, our StarFire™ receivers have a location accuracy of 3 cm.
NORMAL GLOBAL POSITIONING = 15m
THE FUTURE OF FARMING IS HERE NOW
John Deere Connects

Better Machine Performance
Better Job Performance
Better Agronomic Decisions
Better Machine Performance
Better Job Performance
Better Agronomic Decisions
Here’s where John Deere is focusing
Consistent in-cab experience for all operators across all John Deere products
AutoTrac™ Guidance: 88 countries
Since 2002, John Deere has equipped over 200,000 VEHICLES world-wide with AutoTrac™ capabilities.
Extending connectivity to achieve full fleet wireless data transfer
Transmit Data Wirelessly
John Deere Mobile Data Transfer
JDLink™ Telematics: 50 countries
Real-Time Kinematic (RTK): 46 countries
Lead execution of each job in targeted crop production systems
ExactEmerge™ Intelligent Planter
Places seed at exact space and depth
Raises productivity during short planting windows
SeedStar™ Mobile
SeedStar™ Mobile
High Definition
Precision Ag

- Maximize yield potential of the crop
- Row by row performance data across nine attributes
Harvest Mobile
Optimized performance of your combine
John Deere Operations Center
A set of on-line tools that provides information about your farm, when you need it, where you need it

See
See what’s happening in your operation right now, and learn from your performance over time.

Collaborate
Collaborate with the right people and tools to make decisions that save time, optimize yield and maximize profits.

Direct
Direct your operations by turning your plans into action and adjusting as conditions change.
The work we do today will create a better future for all
Thank You