AGCO’s Precision Planting® Wins Davidson Prize for Radicle Agronomics™ Solution

AGCO’s Precision Planting® won the 2023 Davidson Prize for its revolutionary Radicle Agronomics™ soil testing solution. The suite of tools, which includes Radicle Lab™ and GeoPress™, leverages the seamless flow of cloud-based software to align all...

Prestigious award – the third in a row for AGCO companies – recognizes extraordinary innovation and impact in agricultural systems.

March 29, 2023

DULUTH, GA | AGCO Corporation (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, announced its Precision Planting® brand won the prestigious Davidson Prize for its Radicle Agronomics™ solution for extraordinary innovation and impact in agricultural systems. Radicle Agronomics provides professional growers with the world’s first fully automated

soil laboratory and tools to make soil nutrient management more precise, effective, and efficient.

“AGCO and Precision Planting are very honored to receive the Davidson Prize – it reflects the farmer-first focus our engineers and agronomists bring to work every day,” said Dale Koch, Precision Planting’s senior manager for product engineering, who accepted the award on behalf of Precision Planting’s team.

Radicle Agronomics is a new generation of tools that allows professionals to accurately test hundreds of unattended samples and replace manual, error-prone processes with the small footprint, simplified workflows, and self-calibration technology of its integrated Radicle Lab™ automated soil laboratory. The GeoPress™ collection module mounts on any field-ready vehicle and eliminates record-keeping and bag handling by automatically blending and storing soil samples in geo-referenced, reusable containers. GeoPress and Radicle Lab leverage the seamless flow of cloud-based software to align all steps of the field-to-lab process, permitting agronomists to deliver superior nutrient management guidance to their clients.

The Davidson Prize, awarded by the American Society of Agricultural and Biological Engineers (ASABE) and the Association of Equipment Manufacturers (AEM), is awarded to the three top-scoring AE50 award winners, which are recognized for remarkable innovation and significant engineering advancement in agriculture. AGCO’s family of brands won ten AE50s in 2023, more than any other manufacturer and the most in the company’s history. Radicle Agronomics’ Davidson Prize is AGCO’s third in a row, with the Fendt® Rogator® (2022) and IDEAL® AutoDock™ header docking system (2021) winning it in previous years.

For more information on Precision Planting’s Radicle Agronomics solution, go HERE on PrecisionPlanting.com.

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About AGCOAGCO (NYSE:AGCO) is a global leader in the design, manufacture, and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio, including core brands like Fendt®, GSI®, Massey Ferguson®, Precision Planting®, and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services help farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of approximately $12.7 billion in 2022. For more information, visit 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.

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