





# The cow

*our starting point*

# What drives us





## Agriculture

A dynamic sector  
with an essential  
role: to feed a  
growing population  
in a sustainable way





## Vision

A sustainable,  
profitable and  
enjoyable future in  
farming





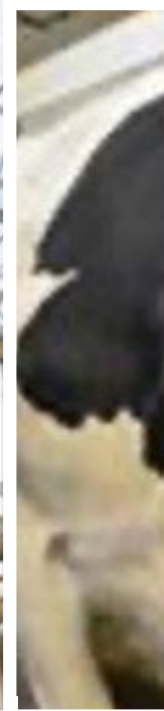
# Mission

Creating the future  
of farming through  
innovative and  
valued solutions





Innovation never stops





# Farm of the Future





# Who we are





## Heritage

founded to make  
the lives of farmers  
easier





**Lely**  
**today**

Annual Sales  
**€ 857 mln**

Number of employees  
**2.500**

Investments in R&D  
from our product  
turnover  
**> 8%**

Number of living  
patents  
**1.500**

Number of  
R&D facilities  
**3**

Number of  
production facilities  
**2**

Number of  
markets  
**> 50**





# Water usage





# Water usage

- Animal drinking
- Animal feeding
- Cleaning and rinsing machines
- Barn cleaning
- Milk





# Reduce usage and reuse water





# what about ground water levels



- Low axle load
- Longer harvest season
- higher ground water level?
- Pilot at Demo farm Schipluiden



