

Bourgault Seeding Technology gets global push through CNH deal

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The alliance will bring co-branded Case IH and New Holland air drills and high-capacity air carts to major seeding markets through CNH's dealer network



CNH is teaming up with seeding-equipment specialist Bourgault Industries to broaden its precision seeding portfolio and strengthen its presence in some of the world's largest agricultural markets.

Under the strategic commercial alliance, Bourgault will manufacture equipment carrying the Case IH and New Holland brands, which CNH will distribute through its dealer network across North America, Australia and other major seeding markets. The portfolio will include precision seeding air drills and high-capacity air carts equipped with digital technologies and control systems.

For CNH, the agreement offers a faster route to expanding its seeding lineup without relying solely on internal product development. The company said the partnership supports its Path to 2030 strategy by bringing advanced seeding equipment to market more quickly while combining Bourgault's specialist manufacturing expertise with CNH's global distribution, precision-agriculture capabilities and financing through CNH Capital.

The arrangement also gives CNH dealers access to a broader range of seeding equipment, potentially strengthening their ability to serve large-scale farming operations. For Bourgault, the partnership provides a route into additional markets by leveraging CNH's established dealer infrastructure and international reach.

The move comes as precision seeding becomes increasingly important for large farming operations looking to improve planting accuracy, input efficiency and overall productivity. Air drills and high-capacity air carts are particularly important in broad-acre farming systems, where operators need to cover large areas within increasingly narrow planting windows.

CNH is also positioning the partnership within its broader focus on soil health. The company views farmland as a long-term productive asset and is increasing its focus on technologies that can help farmers raise output while protecting soil resources. Precision equipment, automation and connected farm-management systems are expected to play a growing role in that strategy.

"Customers expect us to deliver a strong, comprehensive portfolio with the right technology behind it," said Gerrit Marx, CEO of CNH. He said the alliance would strengthen the company's competitive position while creating additional opportunities for dealers and supporting investment in precision technology, automation and integrated farming solutions connected through CNH's FieldOps digital platform.

Bourgault Group President Bill Glanville said the agreement would create new opportunities for the company's technology to reach farmers in additional markets, while combining Bourgault's seeding capabilities with CNH's global presence.

The partnership will not immediately replace CNH's existing seeding products. The company said its current portfolio will continue to be supported during a transition period, while its Saskatoon, Saskatchewan, facility will remain focused on producing planters and combine-harvester headers.

The alliance underscores a broader change in the farm-equipment market, where manufacturers are increasingly combining proprietary technology with strategic partnerships to expand product portfolios and reach customers faster. For CNH, Bourgault provides a way to strengthen a strategically important category while keeping its focus on the precision, automation and connected technologies shaping the next generation of agricultural machinery.