AgroSpectrum ASIA
Envisaging Future | Updating Present

CNH Thailand showcases field-to-feed precision farming for Thailandâ??s corn and livestock sectors

30 September 2026 | News

New Holland Day 2026 links soil preparation, precision planting, harvesting, residue management and livestock feed production in an integrated farm model

CNH Thailand and Farm Chokchai are demonstrating how mechanisation and precision farming can connect crop production with livestock feed at New Holland Day 2026, bringing an end-to-end field-to-feed model to Thailand's corn and livestock sectors. The event, held at Farm Chokchai, brought together farmers, agricultural entrepreneurs and industry experts from Northeast Thailand for live demonstrations covering the full production cycle—from soil preparation and precision planting to forage harvesting, crop-residue management and silage production.

The showcase was designed around the needs of the region's corn producers, forage growers, silage makers, farm contractors and livestock operations, highlighting how connected machinery and precision technology can be deployed across multiple stages of production. "Thai farmers need solutions that are reliable in the field and can create value across the entire production cycle," said Mark Brinn, Managing Director – Southeast Asia and Japan at CNH. "New Holland combines dependable machinery and practical precision technology. Our aim is to show how these integrated farming solutions work under real conditions and foster healthier, stronger and more productive businesses for the Northeast's farming community."

From seedbed preparation to precision planting

New Holland's high-horsepower machinery formed the backbone of the field demonstrations, with the company showcasing an integrated workflow aimed at mid-to-large farm contractors, corn producers, silage makers and dairy operations. A 125 HP New Holland T6050 tractor, paired with a three-metre power harrow, demonstrated soil preparation and seedbed refinement ahead of planting. The precision planting operation featured a 90 HP New Holland TT4.90 tractor equipped with a CNH Guidance kit and DP400 Planter, demonstrating targeted corn seed placement.

The field-to-feed cycle then moved into forage harvesting, with the FR500 Forage Harvester making an exclusive preview appearance across the 110-rai demonstration area. The machine was demonstrated on both Napier grass and corn, linking harvesting directly with Farm Chokchai's livestock feed operation. According to CNH Thailand, the demonstration focused on chopping precision and consistent cut quality, which can support nutrient retention, silage compaction and overall forage quality.

A New Holland TT3.50 tractor fitted with a mulcher was also demonstrated for crop-residue management, showing how mechanisation can be incorporated into preparation for the following production cycle.

Precision farming meets livestock feed

The showcase was structured to demonstrate that precision farming does not end when a crop leaves the field. At Farm Chokchai, harvesting was followed by feed processing and silage production for dairy cattle. The FR500 demonstrated live harvesting of Napier grass and corn, followed by demonstrations of bagging and silage fermentation. A TD5.110 tractor was used in the feed-production process.

For CNH Thailand, the model illustrates how agricultural machinery can support an integrated production chain in which crop output becomes livestock feed rather than being treated as a standalone farming operation.

"By bringing every stage together, we aimed to show how machinery, field data and precision technology can work seamlessly together," said Kwanchit Netprapa, Head of Sales and Marketing, CNH Thailand. "For Thailand's corn and grass growers, livestock farmers and agribusinesses, this field-to-feed approach can significantly improve farming productivity, quality, sustainability and profitability."

The event reflects a shift in the machinery proposition from individual equipment to connected production systems, with New Holland positioning its portfolio across the entire workflow—from preparing the soil and placing seed to harvesting forage and converting crops into feed for livestock.