

How CNH precision technology is helping family farms turn data into better decisions

- The latest feature in CNH's *A Sustainable Year* digital series tells the story of Moreland Farms, a fourth-generation farming operation using technology to protect and improve the land for the next generation.
- Case IH FieldOps™, AIM Command FLEX™ II, and AccuSync® help the farm connect machines and turns operational data into practical action.
- Precision spraying, automation and connected data help improve productivity, reduce unnecessary overlap and support more informed input decisions.

Basildon, July 30, 2026

For family farms, land is more than a business asset. It is a legacy to protect, improve and pass on to the next generation. Today, precision technology, automation and connected data are helping farmers make better decisions in the field — improving productivity while managing inputs more accurately and responsibly.

The latest story in CNH's *A Sustainable Year* digital series features Moreland Farms, a fourth-generation farming operation across Oklahoma and Southern Kansas, USA. The article shows how Case IH technology is helping the family bring data into the center of its daily operations: from machine coordination and application records to harvest insights, nitrogen management and long-term land stewardship.

Moreland Farms uses Case IH FieldOps™, AIM Command FLEX™ II and AccuSync® to connect machines, monitor field activity and turn operational data into practical action. FieldOps brings machinery and field data into one digital platform; AIM Command FLEX II supports more accurate spraying by controlling individual nozzle output; and AccuSync allows multiple machines to coordinate in the same field, helping reduce overlap and missed rows.

For Matt Moreland, who farms alongside his family at Moreland Farms, the value of precision technology lies not only in what it automates, but in what it helps farmers learn over time.

"The technology of guidance, precision and application data has allowed us to learn so much," he says, noting how comparing year-over-year harvest insights allowed them to pinpoint exactly where to optimize nitrogen applications. "Those changes may be larger than even what my grandma lived through, and they are definitely making us better stewards of the land."



PRESS RELEASE

Together with an in-depth explainer on CNH precision spraying technologies, the story shows how CNH is helping customers turn advanced technology into practical value: improving efficiency, supporting more responsible land management and enabling farmers to make confident decisions in an increasingly data-driven agricultural world.

Read the full story at: <https://publications.cnhindustrial.com/a-sustainable-year-2025-2026/moreland-farms>

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