



New Holland recognized with “Eye On Biodiesel” Award

New Holland was in the limelight during the recent National Biodiesel Board (NBB) Conference in San Antonio, Texas, when the 2007 “Eye on Biodiesel” award for “Innovation” was presented to Gen Hemphill, New Holland’s North American Manager of Industry Affairs. Hemphill represented the only farm equipment company to receive the award.

2007 marks the fourth year the annual “Eye on Biodiesel” awards were presented by the NBB during its annual conference. The award is designed to recognize individuals who have advanced the National Biodiesel Board’s mission of public education and industry growth.

In announcing the award, the National Biodiesel Board said: “New Holland in 2006 approved the use of 20% biodiesel (B20) in all of its equipment using New Holland engines. It is the first original equipment manufacturer (OEM) to announce full support of B20 in all of the diesel engines that it produces. And in 2003, New Holland was the first large farm equipment company to join the Biodiesel Alliance that connects the wide-spread support base of biodiesel.”
