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## PRESS RELEASE

### **Kverneland Group Les Landes-Genusson Celebrates 75 Years of Innovations and Excellence**

Kverneland Group Les Landes-Genusson, a pioneer in agricultural equipment manufacturing of harrows and cultivators, is proud to announce the celebration of its 75th anniversary. Since its establishment in 1948, the factory has been dedicated to developing sustainable farm solutions for soil preparation and tillage.



Celebration of 75 years of Kverneland Group Les Landes-Genusson

Over the past seven and a half decades, Kverneland Group Les Landes-Genusson has established itself as Kverneland Group's competence centre for the production of soil cultivation technology, such as Stubble and Seedbed Cultivators, Compact Disc Harrows, Subsoilers, Strip Tillers and Weeding technology.

The 75th-anniversary celebration is a testament to Kverneland Group Les Landes-Genusson's enduring dedication to excellence. Milestones, innovations, and a resolute commitment to supporting farmers in their quest to feed the world's growing population have marked the factory's journey from a small



workshop to an international factory, producing equipment for Kubota, Kverneland, and Great Plains.

On January 31, 2023, Kverneland Group acquired the company BC Technique, based in Arcy-Sur-Cure in the Center-East of France. This company specializes in Weeding Equipment (inter-row cultivators, guidance interfaces, and rotary hoes). With this acquisition, Kverneland Group added another product group to its offering, allowing farmers and its dealer network to have a complete product portfolio. Being French and having a strong link with the Soil Equipment technology, integration into the group was managed by the Kverneland Group Les Landes-Genusson factory. In January 2024, the two factories will officially merge.

Today, the factory employs around 130 people. Around 80% of its machine activity is exported across the world, from Chile to New Zealand, and from Norway to South Africa. Once the factories have merged, the total amount of employees will go up to 145.

"We are incredibly proud to celebrate 75 years of innovation, collaboration, and growth," says Guillaume Hulin, Managing Director of Kverneland Group Les Landes-Genusson. "Our success would not have been possible without the hard work and dedication of our employees, partners, and customers. As we reflect on our history, we are also looking forward to the future, where we will continue to drive agricultural progress through innovative solutions".

Join us in celebrating 75 years of Kverneland Group Les Landes-Genusson's contributions to global agriculture.

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Kverneland Group is a leading international company developing, producing and distributing agricultural implements, electronic solutions and digital services. Productivity, efficiency, and sustainability are three important principles in today's agriculture, driving us every day to continuously develop our Agricultural Implement Technology. Kverneland Group offers an innovative range of soil and seeding equipment, forage and bale equipment, spreading, spraying, electronic solutions and digital farm services for agricultural tractors and implements. For more information on Kverneland Group, visit [www.kvernelandgroup.com](http://www.kvernelandgroup.com)

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[Celebration Les Landes-Genusson](#)

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