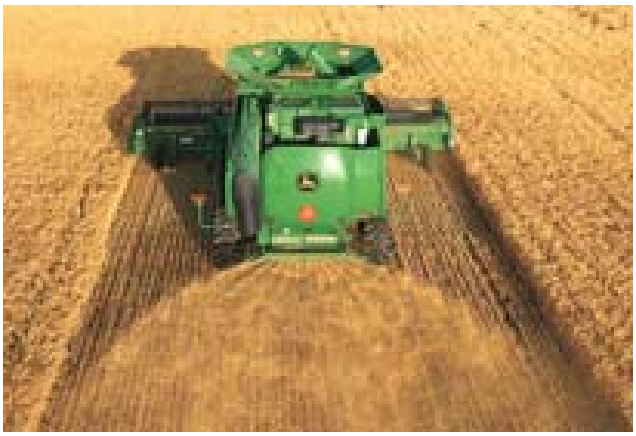
Title of case study	**Water conservation through precision irrigation, a growing business**
Name of organization(s)	**John Deere**
Business sector	Agriculture
Region(s) relevant to case study	☒ All regions ☒ Africa and the Arab States ☒ Asia and the Pacific ☐ Caribbean and Central America ☐ Europe ☐ Least Developed Countries ☒ North America ☐ Polar regions ☐ Small Island Developing States ☐ South America
Country(s) relevant to case study	USA, Israel, Zambia
Adaptation sector(s) relevant to case study	☒ Business ☐ Education and training ☒ Food security, agriculture, forestry and fisheries ☐ Human health ☐ Oceans and coastal areas ☐ Science, assessment, monitoring and early warning ☐ Terrestrial ecosystems ☐ Tourism ☐ Transport, infrastructure and human settlements ☒ Water resources ☐ Other (please specify):
Adaptation activity	John Deere is a multinational corporation with three key divisions: Agriculture and Turf, Construction and Forestry, and Credit. The company sells tractors, tillage, hill and forage equipment, and some precision irrigation technologies for high-value crops in more than 130 countries and manufactures in 29. Drip, or precision, irrigation systems increase crop productivity and water use efficiency. These systems have predominantly been used to support large-scale agriculture because of the need to access electricity; however, systems are now being designed and

	implemented for small-scale use, an urgent need as community farmers face more frequent and severe droughts. John Deere is working to create products and services more suitable for small-scale farmers, and has made a commitment to provide advisory services coordinated with technology sales in the developing world. In Zambia, John Deere is exploring a partnership with the World Bank to test innovative microfinance options, such providing loans through cooperatives, to support and build resilience of local farmers in developing countries.
Cost-benefit	In 2006, John Deere entered the precision irrigation business by purchasing three companies, two in California and one in Israel. The company now sells precision irrigation parts, packages, and systems in approximately 25 countries and is one of the top three companies in the precision irrigation market.
Case study source(s)	A Fresh Look at the Green Economy: Jobs that Build Resilience to Climate Change (Oxfam)
CLICK FOR MORE INFO	



Source: www.deere.com