

Root Cause: A tree planting effort to drive biodiversity

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The Chesapeake Bay watershed – a vast area on the US’s Eastern Seaboard – is not only home to a variety of trees, shrubs, and wildlife, but is also the birthplace of New Holland Agriculture, a global agricultural brand of CNH Industrial.

Since it was founded in 1895, New Holland has maintained a campus in this area, and its employees are working with the local community to protect and improve the health of this unique and ecologically important expanse of waterway. Visit <https://bit.ly/BreakingNewGround-RootCause> to read about the work of the New Holland Campus Sustainability Team, a group of employee volunteers, who are actively preserving this fragile ecosystem.

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