



# WE ALL NEED TO START PRODUCING LESS.

**Emissions, that is. Because, while your operational output still must remain high, it's more important than ever that your carbon footprint is kept as low as possible, so together, we can help power progress.**

After all, achieving more with less is vital for a sustainable agriculture value chain. It's why we work with our customers to accelerate their transition to net-zero emissions.

**SHELL  
LUBRICANT  
SOLUTIONS**



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# WE ARE ALL RESPONSIBLE FOR CONTRIBUTING TO A MORE SUSTAINABLE FUTURE

At Shell, we have set our own target to become a net-zero emissions energy business by 2050, in step with society's progress towards the goal of the UN Paris Agreement on climate change.

To make this happen, we are partnering with customers, businesses and others to address emissions.

We also support government policies to reduce carbon emissions, sector by sector.

Overall, agriculture, forestry and land-use change account for about one quarter of global GHG emissions<sup>1</sup>. Therefore, it's a priority sector to work together towards a lower carbon future.

From carbon-neutral lubricants to efficiency-driving maintenance services, and cleaner energy solutions let's see if we can produce even less together.



LEARN MORE ABOUT SHELL'S NET-ZERO EMISSIONS STRATEGY AT [SHELL.COM/POWERINGPROGRESS](https://www.shell.com/poweringprogress)

## WORK WITH OTHER EXPERTS IN THEIR FIELD

Or in your own field, whatever's easiest. That's the great thing about the array of Shell Lubricant Solutions experts at your disposal – they can either work remotely or come directly to you.

Whether the root cause of your issue is underperforming machinery or ill-equipped staff, the right maintenance services mean you no longer have to be at the mercy of your environment:

**Shell**  
**LubeAdvisor**

Trained technical support. Detailed plant assessments. Lubrication surveys. Whatever support your equipment needs, we can provide it.

**Shell**  
**LubeAnalyst**

Discover the capabilities of oil condition monitoring and access round-the-clock expert diagnosis that goes beyond the data.

**Shell**  
**LubeCoach**

Training programmes to empower your staff with vital maintenance knowledge, so they can help shape the future of the industry.



EXPLORE OUR SERVICES IN MORE DETAIL AT [SHELL.COM/SERVICES](https://www.shell.com/services)

<sup>1</sup> McKinsey, April 2020, *Agriculture and climate change: reducing emissions through improved farming practices*. Based on IPCC GHG inventory as submitted in 2019. Note that this inventory shows significantly lower emissions than in previous inventory, which showed emissions of approximately 3 GtCO<sub>2</sub>e for 100-year GWP and approximately 5 GtCO<sub>2</sub>e for 20-year GWP.

# THE FARM OF THE FUTURE MIGHT BE CLOSER THAN YOU THINK

While many targets – and eyes – are fixed on 2050, it's important not to lose sight of what's right in front of you, especially when your industry is so critical to the day-to-day running of modern society. For those working in agriculture therefore, the question is perhaps not "what will the farm of the future look like," but rather: "how are the farms of today helping to shape this future?"



"Sustainability boils down to a more efficient use of resources, which puts a spotlight on the role of equipment."



## SOWING THE SEEDS FOR CHANGE

Arguably the most pressing issue for the sector is the increasing need to ensure operations are sustainable. But sustainable agriculture means different things to different people, be it farmers, politicians or regulatory bodies. Broadly, however, sustainability boils down to a more efficient use of resources, which puts a spotlight on the role of equipment.

# GATHER DATA, KEEP FARMING

The continued emergence of Industry 4.0 technologies opens further opportunities for agricultural businesses when it comes to their machinery.

Predictive maintenance technologies such as Shell Remote Sense enable farmers to prevent unplanned downtime by identifying potential issues before they occur.

GPS technology – supported by sensor capabilities – adds a new dimension to critical

equipment like tractors, enabling them to support tasks such as field mapping, soil testing and scouting.

As well as supporting sustainability directives, data takes on even greater value when paired with machine learning and advanced analytics. Datasets collected over several years can now be analysed in mere hours, helping farmers to reap the benefits of greater operational insights.



**“The next step in the development of farm equipment is the fully autonomous vehicle.”**



## THE CONTINUED GROWTH OF INDUSTRY 4.0

The next step in the development of farm equipment is the fully autonomous vehicle. Autonomous tractors can save farmers countless hours through pre-programmed routes, freeing up their own valuable time to be spent on more urgent or demanding tasks.

When paired with features like sensors and machine learning, this equipment can help operators step into the field of precision farming – a means of optimising productivity through targeted, digital strategies. Which means more efficient equipment output and a less intensive emissions output.



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