

LIVESTOCK & POULTRY MIDDLE EAST & ASIA

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20-22 NOVEMBER

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ANKAS EXPO CENTER / ANTALYA, TÜRKİYE

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LIVESTOCK & POULTRY

MIDDLE EAST & ASIA



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Managing Editor
M. Matt

Associate Editors
Jessie Jorge
Megha Mary Matt
Dr. Ann Matt

Assistant Editors
Raseena Navaskhan
Loimee De Leon

Contributors
Dr. Hansel Geo Thomas
Neville J. Chandler

US Office

Matt Media (USA) LLC.
1713 E. Morgan Court
Gilbert, Arizona 85295

United Kingdom

Matt Media International Ltd.
12 Gateway Mews
London N11 2UT

Middle East Offices

Matt Media LLC	Al Saad Adv. & Publishing LLC
Sharjah Media City	P O Box 25694, Sharjah
United Arab Emirates	United Arab Emirates

Email: info@livestockmiddleeast.com | gulfag@emirates.net.ae | www.livestockmiddleeast.com

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News

THE ALLTECH ONE WORLD TOUR WILL BRING INTERNATIONAL AGRICULTURE LEADERS TO DUBAI

Join Alltech as it brings the ideas and inspiration of its annual ONE Conference to Dubai on Nov. 27-28, 2023. The Alltech ONE World Tour unites changemakers and thought leaders to examine regional and local market trends in agriculture, business, health and nutrition. Alltech ONE Dubai will explore collaborative solutions to some of the greatest challenges facing the agri-food industry in the

Middle East, Africa and beyond.

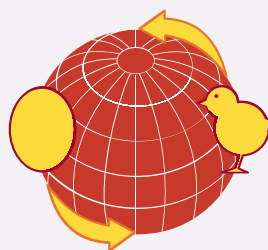
Alltech ONE Dubai will feature global and local experts discussing trends in sustainable agriculture, animal nutrition and business, including keynote presentations from Dr. Mark Lyons, president and CEO of Alltech and Tara McCarthy, Alltech's global vice president for ESG and Dr. Marc Larousse, vice president of the Middle East of Alltech.

The conference will explore

species-specific nutrition and production topics in greater detail through two dedicated breakout sessions, one focused on dairy and the other on poultry, as well as an interactive panel discussion featuring industry experts.

A variety of social activities, including networking breakfasts, a gala dinner and tours of local industry sites will also take place during Alltech ONE Dubai.

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ARAB-BRAZILIAN CHAMBER OF COMMERCE INDICATES CONTINUED DEMAND FOR BRAZILIAN HALAL PRODUCTS WORLDWIDE

The Arab-Brazilian Chamber of Commerce (ABCC), in collaboration with the Brazilian Trade and Investment Promotion Agency (ApexBrasil), Brazilian Beef Exporters Association (ABIEC), and the Brazilian Association of Animal Protein (ABPA), organised recently the Halal do Brasil Day during the Anuga Halal Conference and Market, one of the world's largest and most reputable food shows. Key representatives from the Halal do Brasil initiative came together at the recent gathering to highlight how the worldwide popularity of Halal products from Brazil continues to soar, attracting a global customer base and strengthening Brazil's standing as a dominant force in the export of certified foods.

Founded in 2022, Halal do Brasil aims to increase international recognition of Brazilian-made halal products and provide a venue for showcasing certified Brazilian products in markets abroad. Brazil proudly displayed a wide array of products during the event, all carefully crafted to satisfy the various tastes of its diverse customers. These products included traditional protein products, breakfast cereals, pulps, açai, confectionery, coffee, processed foods, fruits, and seasonings.

Mohamad Mourad, Vice President of ABCC, said: "A significant portion of the consumer market today embraces halal products and services. These individuals are dedicated to making thoughtful, health-conscious,

and ecologically responsible decisions, as well as placing a high value on the assurance of product authenticity and ethical sourcing. Our latest gathering at the Anuga Halal Conference and Market enabled us to better understand the potential of Brazilian halal products and develop policies that will support our expanding customer base." Attendees at Anuga were treated to delicious food prepared by Brazilian chefs using halal ingredients that were on display. The event was also attended by Giovane Elber, the renowned Brazilian football player who is actively involved in the cattle industry in Brazil and a strong advocate for the superior quality of Brazilian protein in international markets.

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VISIT NURTURE TECHNOLOGY AT VIV MEA 2023 (BOOTH G015, HALL 08)

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Uttarakhand and Rajasthan, Nurture manufactures & distributes products to 20+ countries around the globe covering feed additives, feed supplement, premixes, concentrates of various kinds of vitamins, minerals, amino acids, probiotics, prebiotics, enzymes, toxin binders, etc. formulated by our experienced team of veterinarians, pharmacologists, pathologists, herbalists and other veterinary experts along with standardized herbal extracts &

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www.yaharvet.com

COBB EXPANDS ITS FOOTPRINT IN AFRICA WITH NEW JV

Cobb seeks to expand in Africa with a new joint venture with the Irvine's Group. The Irvine's Group, are Cobb's oldest distributor and have been producing and selling Cobb products in Africa for over 72 years. The joint venture will open a new grandparent (GP) operation in Tanzania that will help supply East Africa with healthy, affordable and quality broiler breeding stock. This endeavor helps to strengthen an already strong presence in the region as the Cobb brand is readily recognized and has been successfully distributed by Irvine's for many years.

"This is the first time that Cobb will invest directly in Africa and we are excited to commit to the development of a market with extraordinary growth potential," said Roy Mutimer, Vice President EMEA & Asia-Pacific, for Cobb. "Irvine's, a company with more than seventy years of experience doing business in sub-Saharan Africa will be a great partner for Cobb – it's a recipe for success."

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MEAT & POULTRY INDUSTRY RUSSIA, A KEY EVENT FOR THE MEAT AND POULTRY INDUSTRY

The international exhibition "Meat & Poultry Industry Russia" will take place on May 28-30, 2024. The event has been held since 2001 and has proved to be the most important international business platform for demonstration of innovative products, technologies and equipment for the poultry, livestock and feed production. The exhibition follows the "from field to table" concept. This implies that it may provide a solution for technological and business problems at each

production stage of animal protein sources that are required for people.

Traditionally, the exhibition is actively supported by federal and regional ministries of agriculture, associations for the support of entrepreneurship and exports, development corporations and other industry structures. Asti Group Exhibition Company, the organizer of MAP Russia 2024, has already informed the above departments and organizations about the dates of the event. Many of them have begun to

arrange regional expositions.

The exhibition takes into account the current needs of the industry. Next year, its important section will be "RefCold Russia" presented as a separate exposition to demonstrate modern technical solutions in the Russian and international refrigeration markets. This segment plays a key role in creating the microclimate in agricultural premises, product safety and maintaining temperature conditions at all production and transportation stages.



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IDENA DEBUTS AT VIV MEA 2023

For the very first time, IDENA is taking part in the VIV MEA, which will be held in Abu Dhabi from 20 to 22 November 2023. This is an exceptional opportunity for us to showcase our innovations in animal nutrition and explore livestock and animals while being at the heart of the Middle East.

"Our years of research and development have enabled us to develop products that meet the evolving needs of the industry. We are confident that our innovations will meet the current and future challenges facing livestock farmers in the Middle East and Africa".

"Our participation in VIV MEA will also enable us to learn more about practices, issues and trends in the animal nutrition sector. And together, we can shape a brighter future for the animal nutrition industry."

Idena invite you at VIV MEA on their booth D055, Hall 7 and meet the team for more information.

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NUTRIDOR EXPANDS REGIONAL FOOTPRINT OF DAIRY BRAND ABEVIA WITH INAUGURATION OF AED 75 MILLION FACTORY AT DUBAI INDUSTRIAL CITY

Nutridor, a leading food and beverage (F&B) company under TGI Group, has launched its first state-of-the-art dairy production facility in the UAE at Dubai Industrial City, part of TECOM Group PJSC.

The newly launched facility represents an investment of AED 75 million and will serve demand for Nutridor's high-quality dairy products under the 'Abevia' brand. The new dairy facility has a total built-up area of 100,000 sq.ft.



and was developed in less than a year, including the installation of the latest technologies and innovations in dairy manufacturing to ensure that Abevia continues to deliver



high-quality products to its customers. The commencement of commercial operations from the factory will double Abevia's production capacity to 120,000 litres of milk a day.



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ANITOX RELEASES FREE FIRST-EVER BIOSECURITY AUDIT APP

Feed pathogen control specialist, Anitox, has launched the first free app to collect and present feed mill biosecurity audit records for all geographies and regulatory bodies.

Dr. Enrique Montiel, Anitox's Global Director of Nutrition and Live Production, explains: "Auditing feed mills and amassing the evidence and data needed to produce meaningful biosecurity programs can be a headache. For years our feed mill technologists have been walking facilities with customers, collecting evidence and preparing reports for regulatory and compliance bodies across the globe. That has become significantly easier, thanks to the new feed mill biosecurity audit app."

The Feed Mill Biosecurity Audit app enables mill managers and quality teams to establish a baseline for biosecurity standards by identifying areas of concern, implementing sound manufacturing practices and adhering to regulatory biosecurity requirements.

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VIV AFRICA 2024: TRANSFORMING POULTRY AFRICA INTO A COMPLETE FEED TO FOOD EXPERIENCE

VIV Africa, the leading trade show for Agriculture, Dairy, and Poultry professionals in Sub-Saharan Africa, is thrilled to announce its much-anticipated transformation from Poultry Africa. The 4th edition of the show is set to take place on October 2-3, 2024, at the prestigious Kigali Convention Centre (KCC), welcoming global stakeholders and industry leaders from across the value chain.

Building on the success of the previous editions, Poultry Africa is

now transitioning to VIV Africa in 2024 as it now offers a comprehensive showcase that covers the entire spectrum of animal protein production. With a focus on animal production and especially the production of Poultry layers and Poultry broilers, the event anticipates over 130 exhibitors demonstrating cutting-edge technologies and services. In a designated expansion, VIV Africa 2024 introduces two new sectors: Agriculture and Dairy, with the Horti Agri Next

(HAN) Pavilion and the Dairy Pavilion respectively, bringing together an even more diverse range of industry players.

Preceding the main expo, VIV Africa 2024 will feature the Leadership Conference on October 1, at the Kigali Convention Centre (KCC). This conference will gather thought leaders, industry and knowledge experts, to engage in insightful discussions, exploring the latest trends, challenges, and opportunities in Agriculture, Dairy, and Poultry.



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NEW STUDY BY ENIFER AND NMBU SHOWS THAT FARMED FISH GROW BETTER AND HEALTHIER WITH FUNGI

Finnish biotech startup Enifer has contributed to a new study on farmed salmon that was done in collaboration with the Norwegian University of Life Sciences (NMBU). The study utilized Enifer's PEKILO®Aqua mycoprotein, and it was conducted by a group of researchers led by Professor Margareth Øverland. The study shows that juvenile salmon growing in freshwater fed with PEKILO®Aqua mycoprotein had a significant activation in their immune system and grew better as the feed was more efficiently converted into the fish.

"For the first time, the studies carried out at NMBU show that our PEKILO®Aqua mycoprotein not only provides fish with protein, but actually brings clear added benefits to fish health and growth compared to conventional proteins like soya. These benefits arise from the unique composition of our fungal protein. The fact that PEKILO®Aqua can be produced sustainably, competitively and close to the fish farmers makes it particularly attractive to industry. In this study, we used Norwegian forest industry by-products to produce feed for Norwegian salmon," says Joosu Kuivanen, Chief Operating Officer at Enifer.

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LEADING SHARIAH SCHOLARS RULE CULTIVATED MEAT CAN BE HALAL

GOOD Meat, the cultivated meat division of food technology company Eat Just, Inc., announced that a group of leading Islamic scholars has advised the firm that real meat made from cells, without raising and slaughtering animals, can be halal if production meets certain criteria. Answering this theological question is a meaningful step forward for international acceptance of cultivated meat since halal consumers represent about 25% of the world's population.

This landmark Shariah opinion from a trio of well-respected scholars in Saudi Arabia comes as cultivated meat begins to enter commerce in the United States and consumers around the world are learning how meat made in this new way can help address global food systems challenges connected to climate change, food safety, food security and animal welfare. With the Muslim population rapidly increasing, so too is their meat consumption. The global halal meat market was a US\$202 billion business

in 2021 and is estimated to reach US\$375.05 billion by 2030, according to some estimates.

The Shariah scholars reviewed documentation prepared by GOOD Meat and attorneys at AlDhabaan & Partners in association with Eversheds Sutherland that described how cultivated chicken, the company's first product, is made. The panel studied details about how the cells are sourced and selected, the ingredients fed to the cells to stimulate growth, how the cells are harvested and how finished products are manufactured.

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CAMEL MILK PRODUCT DEMAND IS PREDICTED TO REACH US\$ 2.02 BILLION BY 2032 – FACT.MR

Fact.MR, a renowned market research authority, offers unique, in-depth, and perceptive reports for investors on the Sales and Demand of Camel Milk Market. The report will provide a comprehensive overview of growth predictions, significant trends, and promising segments suitable for prospective investments. Sales of camel milk products are expected to reach US\$ 1.34 billion globally by 2032, growing at a compound annual growth rate (CAGR) of 4.1%. Consequently, by the end of 2032, the global camel milk market is anticipated to be valued US\$ 2.02 billion.

Our team of analysts has conducted thorough primary and exhaustive secondary research to formulate a range of estimations and forecasts for Camel Milk Sales and Demand. These assessments encompass market share, production distribution, recent product launches, partnerships, ongoing research and development initiatives, and market strategies.

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GROWING DEMAND FOR NATIVE INDIAN CHICKEN

Dr.T.Kotaiah, Indbro Research & Breeding Farms Pvt.Ltd. Hyderabad

Native chickens -90% of the eggs available for human consumption in India came from Native chickens roaming in the rural back yards before 1960. Per capita availability was less than 10 eggs. The eggs were moving to urban areas from rural areas.

Commercial Hybrid poultry chick - started coming in to India after 1960. By the year 2000 commercial poultry went to 85%. The per-capita availability is at 80+ eggs. The commercial poultry grew around cities. Eggs moved from urban to rural. The total layer bird population stands at 340millions, producing 12billion eggs. India is the 3rd largest egg producer in the world after China (1300million layers) and USA (370 million layers). The commercial hybrid chicks are produced from the Grand parents of a Brand. Eggs are sold in numbers. Not graded or Branded.



Rural poultry - The per capita consumption is 80+ eggs. The target is 180 eggs. Government of India is promoting Rural back yard poultry to produce the 100 eggs. This will enhance the nutritional status of the people living there and also will help in earning additional income to the Rural house wife. Dual purpose "Low Input technology birds" in the names of Vanaraja, Giriraja, Gramapriya etc. are supplied to replace the typical native birds.

There has been a change in the economy of Rural India after 2010.

- The Road connectivity and electricity to villages improved.

- The educated youth, Senior citizens and the house wives are looking for earning some money.
- Banks are operating in rural areas lending money.
- Medium and Small scale Poultry production operations started at the rural areas.
- National Livelihood Mission supply 4weeks reared dual purpose, multi coloured birds under subsidy. The state governments promoted "Mother units". To rear the birds up to 4weeks.

The growth in rural poultry after 2018 has been estimated as 40% over earlier year, while the commercial broiler production grew at 10% and egg layers at 6%.



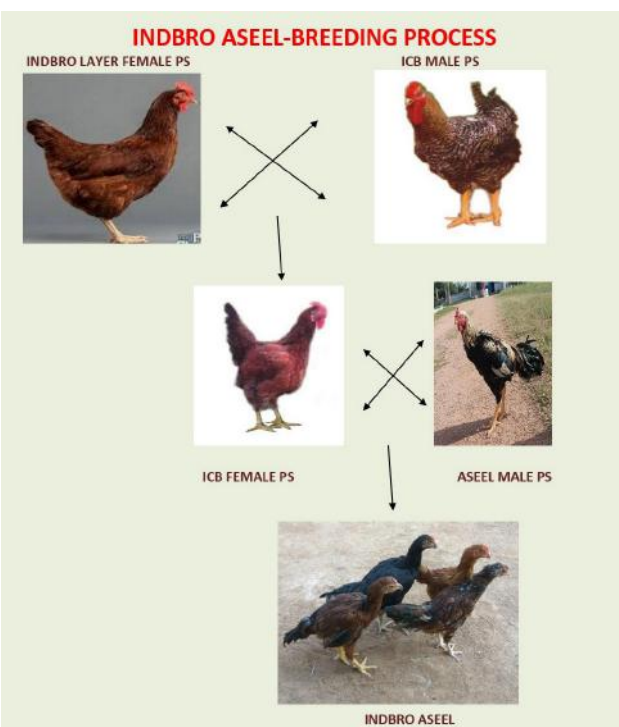
areas with local ingredients or low cost ingredients and free range rearing reduces the input costs.

- Bringing poultry under Pollution control board, prior approvals for erecting commercial farms are limiting their growth. Giving a fillip to Rural Poultry.

- Government's aim to double the income of farmer is encouraging small scale animal farming.

- Fast growing broilers reaching 2kg weight in 35days also cast aspersions on the consumer. Consumers suspect use of antibiotics, steroids and chemicals to achieve the fast growth. The fast growing broiler meat also has issues like woody breasts and white striped meat. There is a shift to slow growing birds. Research also indicates that slow growing chicken is tastier and healthier.

- Native chicken is sold at much higher price than the broiler. Almost two times. The organic label can earn even more.



Few more changes

- Eggs are promoted as a nutritious food for all ages, after the removal of cholesterol taboo. Eggs are Included in midday meals for school children and in Hospitals for patients.

- Free range rural produce is considered Organic and antibiotic free.

- Animal Welfare –The large poultry farms have to reduce the capacity by 25%, giving more space in cages.

- The cost of Poultry feed inputs are going up. Poultry farming in rural

Native chicken

The above issues are encouraging small farmers towards Animal Farming. Low cost housing and easy farming is the need of the day.

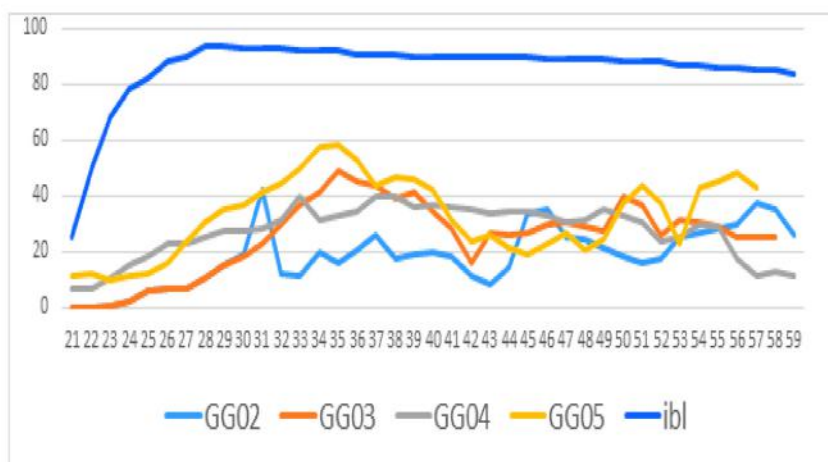
Native chicken growing slow is being paid higher than even Low Input Technology Birds. The native Aseel chicken of Andhra Pradesh which is basically a fighter bird, is in demand all over south India.

Present status of native chicken

The attributes of Native Aseel chicken are:

- Tall legs, Ability to run & fly short distances – Helps in

The production of four generations of native chicken (GG) and improved layers (ibl) is shown below.



escaping from the predators.

- Multi - Coloured to camouflage.- Gets mixed up in the green bushes.
- Pea comb for specific identity.
- Hard meat, less fat, Attractive Colour, High Water Holding capacity & superb taste.
- The urban consumers are ready to pay Rs500 to 600 per kg against the broiler price of less

than Rs200.

- Government wants the native birds to be preserved.
- The Native chicken has been deteriorating fast. Egg size is small. The Native chicken lay about 15 eggs. Develop broodiness to hatch the eggs. Mothers the chicks for one month. Thus laying only 15 eggs in 3 months and 60 eggs in a

year. Large number of chicks cannot be produced.

- Hybrid crosses of Native chicken with the improved birds are good for both weight gain and laying.

- Farmers are rearing the birds for 6 weeks under confined areas by feeding 1kg commercial feed and vaccines to protect them from known common viral diseases. They continue under confined conditions with low cost grower feed till they are sold.

Six Weeks birds are also reared in free range orchids. The birds eat insects, green leafy grass, kitchen and market vegetable waste. Farmers supplement commercial feed to achieve faster growth.

Indbro Aseel

Indbro Research & Breeding Farms Pvt.Ltd. is producing one such cross with 50% Aseel, 25% brown layer and 25% coloured broiler genetics.

The egg productivity is very poor. The egg size has gone down. Chick size is small & mortality is high. The growth is very slow.

Character	Commercial white Layer	Commercial brown Layer	Low input technology birds	Typical Native
Age at Maturity	135days	140days	150days	147days
Eggs to 72weeks	315	300	160	<100
Egg weight	57gms	60	57gms	45gms
Body weight Hen	1500gms	2000gms	2300gms	1700gms
Feed per day	110gms	120gms	140gms	105gms
Egg colour	Pure white	Dark brown	Brown	Lightbrown
Broodiness	NIL	NIL	NIL	Broody
Feather colour	Pure white	Brown	Multi colour	Multi colour
Comb pattern	Single	Single	Single	Pea&Single
Weight- 6weeks	300gms	350gms	600gms	250gms
Chick weight	35gms	38gms	38gms	30gms
Chick mortality	2%	2%	4%	6%
Growing mortality	3%	3%	5%	3%
Laying mortality	6%	7%	10%	5%
Disease resistance	Low	Low	Better	Good

The production parameters of various genotypes.

Line/cross	6weeks wt	Days to 1.5kg	Weight at maturity	Age at maturity	Eggs to	Egg weight	Mortality growing	Mortality layng
Aseel female	560	130	1920	133	108	36	2%	5%
Brown Layer females	350	140	1350	140	315	59	3%	7%
Broiler females	1600	40	2400	154	140	60	4%	8%
Indbro aseel Parent	650	100	1900	147	220	59.5	4%	6%
Indbro aseel Female	600	85	1800	140	160	50	3%	6%

The Meat characteristics of various genotypes were studied.

Genotype1/ Parameter2	White broiler	Coloured broiler	Aseel pure	Aseel cross
Moisture	67.52 ^c	73.37 ^b	78.66 ^a	66.70 ^c
Dry matter %	32.47 ^a	26.62 ^b	21.33 ^c	33.29 ^a
Protein %	19.60 ^b	17.50 ^{b,c}	16.61 ^c	25.69 ^a
Fat %	8.32 ^a	6.51 ^{a,b}	3.18 ^c	4.87 ^b
Hardness (N)	25.68 ^a	14.15 ^c	20.21 ^b	19.34 ^b
Color/appearance	6.87 ^b	7.04 ^{a,b}	6.85 ^b	6.95 ^b
Flavor	6.643 ^b	6.89 ^{a,b}	6.86 ^{a,b}	7.003 ^{a,b}
Tenderness	6.773 ^b	6.97 ^{a,b}	6.68 ^b	6.773 ^b
Juiciness	6.72 ^b	6.97 ^{a,b}	6.65 ^b	6.81 ^b

Genetic Improvement of Native Chickens

There is a need to preserve and improve the native chicken. Collect birds with good attributes. Study the health status & market requirement. Selective breeding work with in the closed population to improve the productivity.

There is a move to register the available breeds and strains in India under conservation of genetic resources.

Breeding Program

Physical selection for body weight and confirmation is done at 90 days. Single cage facility to study the birds individually. Selection of birds will be based on 1. Age at Sexual maturity, 2. Weight at 18 weeks, adult weight, Number of eggs and Egg weight.

Should we retain the broodiness? Some rural families want birds for self propagation.

Commercialization

Producing Pure Aseel and is not be viable unless the chicks are priced very high. Crossing the Aseel male with commercial layer variety will be viable. If Aseel birds are reared for Meat production Broiler genetics is needed. A three way cross, Aseel+ Brown layer + Coloured broiler.

The birds look like native, taste like native and viable as a business proposition. The chicks, eggs & meat should be available in large quantities at reasonable cost.

Indbro Aseel

- The INDBRO ASEEL look like native birds in body confirmation, comb type and

capacity to run and fly.

- The growth is faster. 80days to market. They produce 160 eggs in place of less than 100 eggs. Egg size is better.

- The adult body weight is 2200gms instead of 1300gms.

For more information, visit www.indbro.com



ROSS DISTRIBUTORS COME TOGETHER FOR THE FIRST IN-PERSON ROSS DCFT IN 4 YEARS



Ross® distributors from the Türkiye, Middle East and Africa (TMEA) region joined the Ross TMEA customer support and specialist team in Sapanca, Türkiye from 10-15 September, for the first face-to-face Distributor Customer Focus Team (DCFT) meeting since 2019. The program for this event was separated into parent stock (PS) and broiler focused sessions, and allowed time for the participants to explain their market, and the issues and opportunities they face on a daily basis.

PS topics included in the program covered; managing metabolic diseases in breeders, optimizing breeder nutrition in the current climate, and critical input management to optimize

breeder performance. Broiler topics discussed throughout the event included; Ross broiler nutrition, managing processing downgrades, and health and biosecurity. Both days included updates on the economics of the Ross breeder and broiler performance and the value that the Ross package brings to our customers.

The highlight of the event was a broiler farm visit, where the team learned about the principles of ventilation including the different types of ventilation, common mistakes, and ventilation equipment calculations.

Our distributors are viewed as an extension of the Aviagen team, and the Ross TMEA team has a close relationship

with all of their distributors. These valued distributors' customer-focus teams work hard to promote the breed, and Aviagen collaborates hand-in-hand with them to provide the best possible management advice and support to the Ross PS and broiler customers in the region.

The Ross 308 PS and broiler are performing exceptionally well across the whole TMEA region. The Ross 308 delivers exceptional yield for total carcass, FCR, and ADG, and the results achieved across the region highlight that the Ross 308 is the breed of choice for our customers.

"The Ross DCFT meeting is key for us and our distributors, as it allows our customer focus

team meeting to come together with theirs and discuss key management topics for their businesses and provide expert support to our distributors. Throughout the years, we have seen exceptional performance from the Ross 308 broiler and breeder throughout the whole region. This DCFT meeting was our first face-to-face in 4 years and it was great to come together with all distributors and to provide them

with the tools that they require in order to further improve their flock performance, which ultimately improves their results and profitability,” commented Murat Yakar, Regional Technical Manager, Türkiye, Middle East and North Africa (TMENA).

Eslam Alyassen, Commercial & Technical Manager, Pure Breed Poultry Company commented; “The Ross DCFT meeting is a great opportunity

to meet poultry industry colleagues from both MENA and Sub-Saharan Africa (SSA). This meeting allows us all to share knowledge and our experiences. The presentations from Aviagen have enhanced our knowledge of key poultry management practices, and were accompanied by some practical workshops which gave us the tools we require when we are out in the field. We also received an update from the Ross R&D specialists who highlighted the continuous efforts of the team to improve the performance of the Ross 308 breed, and the future enhancements that are in place to further increase FCR, livability and robustness of the bird. The Ross 308 PS and broiler are leading in performance within MENA compared to other breeds, and the R&D developments will

ensure that Ross continues to be the breed of choice within the region”.

“The Ross DCFT provided an excellent opportunity for networking with key role players in our industry and to realign the focus on key principles in PS and Broiler management and nutrition. The field results within the SSA region confirm that the Ross broiler has the best performance, and we would like to thank the Aviagen R&D team for providing us with excellent and balanced genetics at both PS and broiler level. Thank you to the Aviagen TMEA team for organizing a great event, and I look forward to joining future meetings”, added Quinton Pretorius, Technical Support & Business Development Manager, Ross Central Africa.

For more information, visit www.aviagen.com





MYCOTOXICOSIS A BIG THREAT TO POULTRY

Mycotoxin is hidden enemy for poultry farming. Mycotoxin become worldwide problem due to high incidence and level of occurrence in animal feed. Increase in feed cost has just aggravated this problem. Mycotoxin have high potential risk to public health as well. According to the FAO approximately 25% of the world's agricultural products is contaminated with mycotoxins, and this contamination maybe due to saprophytic fungi before harvest of these crops while they are still in the field, during the process of harvest,

and even after harvest during the storage of these. The most common poultry feed ingredients contaminated by mycotoxins include - Maize, Wheat and wheat by-products and Soybean meal. Storage condition of grains and environment factors are major factors for development of

mycotoxicosis. Aflatoxins (AF), zearalenone (ZEN), ochratoxin A (OTA), fumonisin (FUM), trichothecenes such as deoxynivalenol (DON), and T-2 toxin are some of the mycotoxins that can significantly impact the health and productivity of poultry. In general, contaminated feeds





Dr. Ramdas Kambale

CEO & Board Member
GLOCREST Pharmaceutical Pvt.

usually contain more than one mycotoxin.

Extreme weather conditions, heavy rain and drought lead to plant stress making them more susceptible to fungal infections. Mycotoxins are small and stable metabolites produced by fungi which can contaminate a wide variety of crops. The contamination of food and feed by mycotoxins is a global safety issue due to their adverse effects on human and animal health. In livestock & poultry, mycotoxins lead to important decreases in performance (growth, feed efficiency or reproduction issues) and consequently losses of revenue for farmers. Common effects mycotoxin in poultry are reduced feed intake, poor weight gain, poor feed efficiency, poor growth performance, immunosuppression and poor hatchability along with increased mortality.

Mycotoxins vary in their chemical structures, which results in vast differences regarding their chemical, physical, and biochemical properties. While considering the great variety of mycotoxin structures there is no single method, which can be used to



Dr. Mahesh Rajurkar

Product & Techno-Commercial Manager,
GLOCREST Pharmaceutical Pvt. Ltd.

deactivate mycotoxins in feed. Therefore, different strategies have to be combined in order to specifically target individual mycotoxins without impacting the quality of feed. The best-known method for mycotoxin deactivation is "binding" with the use of binding agents, which are referred to as mycotoxin binders, adsorbents.

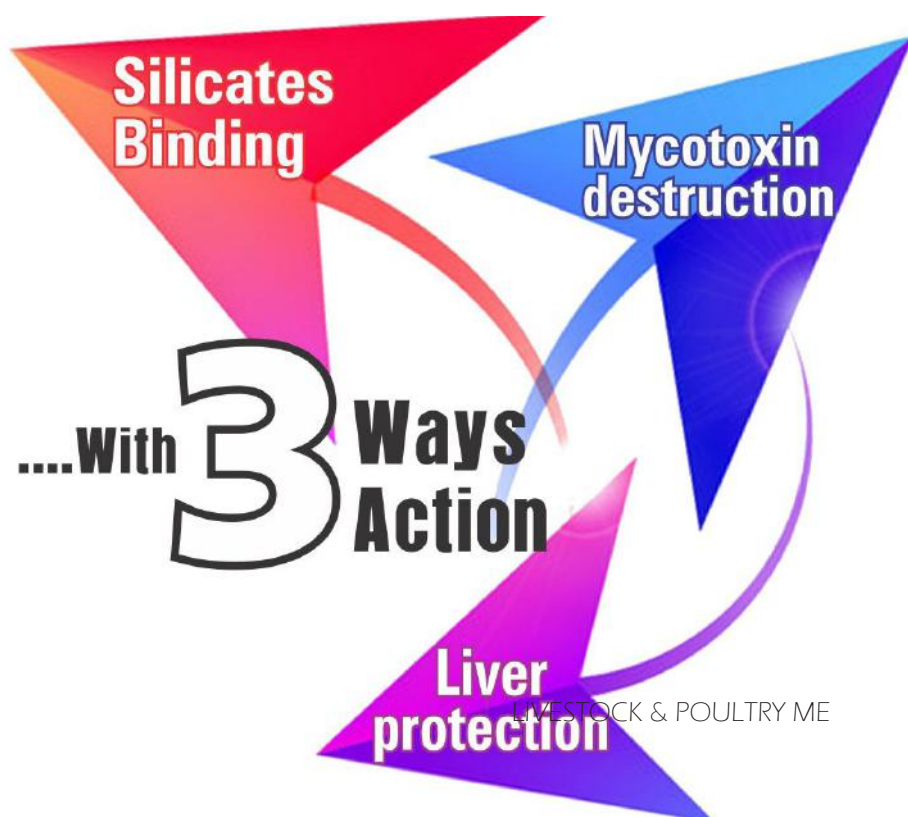
Prevention and Control of toxin in feed by :- TOXK/L

Being an industry pioneer, GLOCREST & its peers, has more than half a century of

combined expertise in the development and manufacturing of nutrition products - developed broad spectrum economical toxin binder – **TOXK/L**. It counteracts mycotoxins in three ways – By silicate binding, Mycotoxin destruction and by Liver protection.

TOXK/L contains – MOS, PVPP, Copper oxime, Choline chloride and Sodium butyrate, Humic acid, Activated charcoal and HSCAS. It binds polar and non-Polar mycotoxins e.g., Aflatoxins, ochratoxins, Ergot poisoning, Deoxynivalenol, zearalenone, T2 toxin, Fumonisin, etc. **TOXK/L** is safe and efficient and economical toxin binder.

Role of Humic Acid in **TOXK/L** – It helps to stabilise the intestinal microflora to helps nutrients absorption. It acts as antibiotic like substance as alternative to growth promotor. It is one of most safe organic acids. It has unique action to bind moulds and fungus outside body as well as when feed is under storage. It acts as synergistic with other essential nutrients.





HEADS OR TAILS? BOTH!

“When it comes to Gain PRO, I really do think that exclamation marks are called for.” OddGeir Oddsen, managing director of ProChaete, can hardly contain his enthusiasm for the feed additive Gain PRO.

“With its unique blend of ingredients and nutritional benefits, Gain PRO is not only a high-quality protein source for feed, but also a great example of the kind of product the world needs right now to provide a growing population with healthy food.”

Full circle

As the world’s population grows and climate change challenges us, the need for more efficient use of our resources is more important than ever.

“When you eat shrimp, you only eat about half of it. The rest (head and shell) is usually discarded. By-products of shrimp farming are by and large regarded as waste – which means you’re throwing away half of your product. That’s just bad business, both for the company and the planet.”

Gain PRO is the result of ProChaete’s philosophy. “I am proud to work at a company whose core values are innovation and sustainability. This is very inspiring and motivates me to focus on finding ever better ways to develop healthy and sustainable business that’s also profitable.”

Fresh, functional and future-proof

Gain PRO is a powder made from the by-product of shrimp production that can be added to feed. There are many varieties in the feed market that use by-products from food production, but what sets Gain PRO



OddGeir Oddsen,
Managing Director of ProChaete

apart is that the raw material is fresh.

“Shrimp deteriorates quickly, especially in hot climates. Fermentation and rot start almost immediately, causing a loss of nutrients. But if you harvest the heads and shells while they’re still fresh, you have a raw material that is a valuable and versatile resource for feed manufacturers.”

Gain PRO has many functional qualities that other feed additives lack. Minerals and vitamins are essential of course, but Gain PRO also contains high levels of antioxidants and natural pigments. It also has a pro-biotic effect that helps digestion and nutrient intake, providing a healthier feed for the fish or animal.

“I hope that feed manufacturers will discover the positive effects of Gain PRO and that it will inspire them to use by-products more effectively. While Gain PRO is a great the solution to more sustainable food production is something that requires a collective effort across the entire business.”

“With its unique blend of ingredients and nutritional benefits, Gain PRO is not only a high-quality protein source for feed, but also a great example of the kind of product the world needs right now to provide a growing population with healthy food.”

For more information, visit www.prochaete.com

CORBION LAUNCHES ALGAPRIME™ DHA P3, ADDRESSING THE DEMAND FOR SUSTAINABLE ACTIVE NUTRITION IN THE PET FOOD INDUSTRY

AlgaPrime™ DHA P3 offers pet food manufacturers higher levels of DHA while reducing dependency on scarce traditional omega-3 sources.

Corbion, the global market leader in algae-based feed ingredients, announced today the launch of its new AlgaPrime™ DHA P3, a high-performance omega-3 ingredient enabling pet food manufacturers to enhance the nutritional profile of their products and boost DHA levels reducing dependency on marine-based resources and positively impacting their carbon footprint.

Produced via microalgae precision fermentation, AlgaPrime™ DHA P3 helps meet increasing consumer demand for more sustainable pet food ingredients, as nearly 70% of pet owners worldwide express concern about nutrition, climate change and a desire to make a positive impact on the environment through their everyday actions.

The ingredient supports manufacturers in their efforts to overcome the most common challenges of omega-3 DHA inclusion, as it provides the highest level of DHA on the market in biomass powder form (35% DHA), enabling flexibility for nutritionists and developers in working with higher DHA inclusions for added nutritional value, while advancing the sustainability of pet diets. In addition, it is stabilized with a natural antioxidant system. AlgaPrime™ DHA P3 is suitable for dry, wet, and injection-mold applications, allowing efficient access to, and use of, long-chain omega-3s.

"The launch of AlgaPrime™ DHA P3 furthers Corbion's mission to preserve what matters by offering sustainable ingredients for healthier

people, pets, and the planet," said Tim Rutten, Vice President at Corbion Algae Ingredients. "We believe this breakthrough ingredient will play an important role in meeting the growing need for better nutrition and more sustainable solutions, while delivering value across the pet industry."

AlgaPrime™ DHA P3 is sustainably produced in closed fermentation tanks where cane sugars are transformed into omega-3-rich algae powered by a renewable energy source. The unique production process and innovation opens new opportunities for DHA health benefits, sustainability, and vegan claims while delivering stability and palatability.

For more information, contact algaprime@rfbinder.com

Milk production is an essential agricultural produce in almost all the countries in the world. Up to a billion people in the world live on farms and make a livelihood through dairy and dairy produce. It is an indispensable part of the global food system and plays a significant role in sustaining development in rural areas. It is a well-known fact that the dairy industry is actively contributing to the economy of a number of communities, regions and countries. There is a growing demand around the world for globalizing this industry there by increasing scope and intensity of world trade in dairy products. Global Investment must be considered in to the latest breeding and management techniques of dairy animals so that a sustainable form of economic gain can be achieved. Therefore, in the Middle East, an increased avenue of

investments in this sector will ensure food security and viable economic gain.

The objective of health management is to ensure optimal care and welfare of dairy cattle to in turn check productivity losses due to mismanagement. Only healthy dairy animals lead to healthy dairy products, which in turn leads to good economic gains.

HEALTH EFFECTS ON REPRODUCTION IN DAIRY CATTLE

Basics of Reproduction in Cattle:

The period of oestrous cycling occurs every 21 days in a cow after the period of postpartum anaestrous and for heifers that reach puberty (first ovulation). This means that these estrus cycles give a heifer or cow a chance to get pregnant about every 21 days. There are various best



management practices that can be followed in order to ensure that this cycle is taken most advantage of in producing optimum results in dairy production.

Body Conditioning Score is one of the most essential ways of continually monitoring Optimal health and productivity in dairy cattle. This system of scoring (BCS) is directly related to livestock reproduction. If BCS is low or poor, the dairy animal will not attain its peak productivity. BCS is also an indicator of the amount of energy stored in the dairy animal. Optimum BCS, ensures that energy levels are maintained well enough in the animal to ensure good productivity.

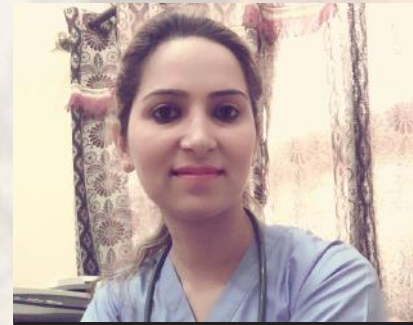
The high-energy transition period for dairy cows, three weeks before and after calving, is of utmost importance, as their metabolic needs increase dramatically during this time. The animal needs to maintain sufficient energy levels in order to cope with this critical period. The performance of dairy cows during the rest of lactation is directly related to how well they cope with this high-energy requirement during the transition phase. This has direct effect on disease and reproduction. Essentially all dairy cows experience a period of insulin resistance, reduced feed intake, negative energy balance, hypocalcemia, decreased immune function, and bacterial contamination of the uterus just before or during the weeks after calving. A third of dairy cows can be affected by some type of metabolic and infectious diseases in early lactation.

Routine, proactive actions, veterinary observations, or analysis are intended to accurately and efficiently provide early detection of problems, to provide an opportunity for investigation and

intervention in order to limit the consequences and costs of health problems and reduce animal performance or welfare. Methods of early detection include monitoring of disease and culling records, feed intake, milk production, body condition, and simple metabolic tests.

Genetic improvement of dairy cows has markedly increased milk yield over the last three decades. Increased production has been associated with reduced conception rate. Because conception rate in dairy heifers has remained higher, the metabolic demands of higher production may be related to the decline in reproductive performance in cows. During early lactation, increasing dietary intake fails to keep pace with rising milk production. The resultant negative energy balance and rate of mobilization of body reserves appear directly related to the postpartum interval to first ovulation and lower conception rate. Delays in the onset of normal ovarian activity, thus limiting the number of estrous cycles before breeding, may account for the observed decrease in fertility. Negative energy balance probably acts similarly to under nutrition and may manifest in delayed ovarian activity by impinging on pulsatile secretion of LH. Lower availability of glucose and insulin may also decrease LH pulsatility or limit ovarian responsiveness to gonadotropins. Alternatively, release of endogenous opioids in association with increasing feed intake or other lactational hormone responses may provide neural or pituitary inhibition of the pulsatile LH production that is requisite for ovarian follicular development.

Correlations between reproductive traits and measures of milk yield indicate that higher



Written By:

Dr. Ammara Fiaz, DVM, MPhil
Veterinary Surgeon at Charis Vets

yield is associated phenotypically and genetically with reduced reproductive performance in lactating cows. Numerous recent studies have reported that reproductive performance is compromised, primarily through delayed ovarian activity and reduced conception rates, by the demands of high milk yield. However, daily managerial decisions to obtain efficient reproductive performance have considerable impact. Management can offset depression in fertility, because high yielding herds often achieve the fewest days open.

Different techniques are used worldwide to improve and maximize production through reproduction in cattle keeping their health as top priority. An increase in research and modern techniques in the Middle Eastern and GCC countries can increase economic gains in this sector; Artificial Insemination, Synchronization of Estrus, Embryo Transfer, Sexed semen, In vitro fertilization, and Cloning.

Local dairy farmers can also be empowered to increase their abilities to perform better in the dairy sector by following simple protocols. In a dairy farm, keeping control of these parameters, farmers can maintain the health and reproduction of the herd.

THE MIDDLE EAST CONTINUES TO STAND AS A KEY GROWTH MARKET FOR NORWEGIAN SEAFOOD

On behalf of the Norwegian Seafood Council (NSC), **M. Matt, the editor of Livestock & Poultry Middle East magazine**, had the honor of participating in a press trip to Norway during the third week of September 2023. This trip provided wonderful opportunities to immerse in the breathtaking landscapes, vibrant culture, and the world-renowned seafood farming and processing areas, especially in Ålesund. The Norwegian Seafood Council collaborates closely with players in the fisheries and aquaculture industry to conduct research, educate, and develop seafood markets worldwide.

The Norwegian Seafood Council (NSC), a key partner of Norway's thriving fisheries and aquaculture sector, has played a pivotal role in increasing the consumption of Norway's renowned pink fish in the Middle East.

As interest in wellness and sustainability grows, the NSC is well-positioned to meet the rising demand for Norwegian salmon in the region. In late 2022, the NSC celebrated 25 successful years as a supplier of

Norwegian seafood to the UAE, further solidifying Norway's position as a top source of high-quality seafood in the Middle East. Since their trade presence began in 1998 with a 200-tonne salmon shipment, the NSC has delivered over 40 million meals to the UAE and nearly three times that to surrounding countries in the region.

As a global market leader and the largest provider of fresh salmon,



the NSC is well-equipped to cater to the growing trend of increased Norwegian seafood consumption across the Middle East.

Norway's innovative approach to salmon farming and its rich heritage in seafood production reinforce its credibility and leadership in regional and international seafood sourcing and supply. The Middle East's transition towards healthier living, combined with stringent government regulations promoting food safety and sustainable resource management, has significantly influenced the growing regional demand for lean seafood options.

This presents a unique opportunity to introduce Norwegian salmon and cod into local diets, promoting a balanced, healthy, and flavorful lifestyle. The premium quality of Norwegian seafood aligns with the Middle East's appreciation

for high-quality food, offering exceptional nutritional value and expanding culinary options in the flourishing gastronomic market.

Ingelill Jacobsen, Project Manager Emerging Markets, emphasized, "As Norwegian seafood consumption continues to rise in the Middle East, the NSC remains committed to enhancing its trade presence and delivering premium, quality products to meet the region's growing demand. Several specialized Norwegian seafood companies are eager to promote their products in the UAE

and surrounding countries, and we are proud to support them by strengthening partnerships with local institutions and restaurants."

"The Middle East remains one of the most significant growth markets for Norwegian seafood, and the NSC has maintained a positive, energetic relationship with regional partners. We look forward to building on our success and increasing our delivery of sustainable Norwegian seafood."

"In February, representatives from the NSC will participate in Gulfood 2024 in Dubai to





promote greater cooperation in aquaculture and technology," she added during an interview with M. Matt, Managing Editor

of Livestock & Poultry ME, a specialized publication focusing on Aquaculture, Livestock, and Poultry.

Visits to Aquaculture Sites

As the leading global supplier of ethically sourced salmon, Norway upholds a high standard for fish treatment to ensure maximum freshness and health benefits. Several factors, including nutrition, handling, and transport, can impact salmon welfare.

Norway's aquaculture sites are legally obligated to operate in a manner that promotes and sustains long-term fish health, incorporating thoughtful



cage design, high water quality, regular site inspections, and targeted feeding to raise healthy salmon in a clean environment.

Luis Guadamos, Senior Sales Manager of Norsk Sjømat Stranda AS, emphasized the delectable quality of Norwegian Salmon, attributing its exceptional taste to its cold-water habitat.

He shared these insights during an interview with the reporters, while touring their facility.

Norsk Sjømat Stranda AS, situated in Stranda, Norway, stands out as a leading processor of salmon and trout. "For over two decades, our unwavering commitment has been to provide our customers with healthy and delicious salmon and trout products derived from sustainably farmed fish. This dedication, coupled with our strong focus on customer satisfaction, has solidified our position as one of Europe's premier salmon manufacturers.

"Our group ranks among Norway's largest producers of value-added salmon products. Norsk Sjømat Oppdrett AS spearheads live farming of salmon and trout for the group, with the goal of supplying 50% of the raw materials required for our value-added production in our Norwegian factory," he added.

Norwegian salmon feed regulations are established under the oversight of the Ministry of Agriculture and Food and the Ministry of Trade, Industry, and Fisheries. Compliant with the EU through the EEA Agreement, these regulations uphold the safety and quality of fish feed products, ensuring their natural,

appropriate labeling, and environmental friendliness.

During a visit to a cod farm owned by Ode, founder and CEO Ola Kvalheim discussed the challenges and opportunities faced by the aquaculture industry. Kvalheim's farm, located near Alesund, benefits from ideal sea conditions for nurturing fish. "These conditions and the cold, nutrient-rich waters are perfect for Atlantic cod," he said.

"We produce the cod here in a natural habitat with the right temperature and in the right environment. We are focusing on zero emissions using solar panels that produce green energy for use on our farms. Boats and equipment run on that green energy, making it an eco-friendly production. We are currently producing about 20 million meals of cod per year, and next year we aim to reach 70 million meals."

"Our integrated value chain ensures a world-class product. We have chosen to build up our entire organization locally along the Norwegian coast, ensuring full control from roe to finished fillet, and offering healthy, fresh cod every single day of the year," he added.

VIKINGGENETICS CALLS FOR SUSTAINABLE DAIRY FARMING AND AIMS TO ACHIEVE A SIGNIFICANT REDUCTION IN CATTLE EMISSIONS BY 2050

VikingGenetics, a cattle genetics cooperative, owned by 16,000 dairy and beef producers across Denmark, Sweden, and Finland, is eager to contribute at COP28 as part of the prominent Danish food and agricultural cluster, Food Nation, and has an opportunity to share their significant contributions to sustainable dairy farming and their vision for the future.

VikingGenetics has long been committed to sustainable farming practices, and its contribution to COP28 showcases its commitment to addressing climate change through innovative and sustainable breeding goals.

During an interview with the UAE Press Delegation, they highlighted their dedication to sustainable breeding goals, which play a vital role in reducing the environmental impact of dairy farming. To balance cow

health with high milk and solids production, emphasizing genetic diversity improves cow longevity and minimizes inbreeding. This approach results in medium-sized cows that are easier to manage and require less feed, ultimately reducing emissions.

In collaboration with Nordic farmers and scientists, VikingGenetics aims to achieve a 20% reduction in cattle emissions by 2050, a commitment that promises to contribute significantly to the sustainability of the dairy industry as a whole.

VikingGenetics' sustainable breeding goals have provided impressive results. By breeding more efficient and low-methane cows, they not only reduce emissions but have also achieved significant cost savings for farmers. VikingGenetics has witnessed up to 1 ton of saved feed per cow per year. These savings highlighted the economic viability of sustainable dairy

farming.

VikingGenetics envisions a future of dairy production that feeds the world's expanding population while preserving the Earth's natural resources. To make this vision a reality, they foster relationships with universities, research organizations, and global experts to provide farmers with cutting-edge tools and technology. Their innovations, rooted in scientific data and facts, aim to enhance the lives and businesses of dairy and beef farmers, promoting both sustainability and profitability.

The CEO of VikingGenetics, Louise Helmer, said, "We are here to support farmers in achieving their business goals while prioritizing animal welfare, food security, and reducing climate impact. Together, we can create a brighter and more sustainable future for dairy farming."





WORKING TOGETHER TO IMPROVE POULTRY TRADE SHOWS

SHOWCO MEMBERS PRESENT AT VIV MEA 2023

30 companies from the ShowCo Association will attend VIV MEA in November (20 – 22). The association brings together leading companies that supply key products and services to poultry producers. They target the best poultry trade fairs which attract high-quality visitors. ShowCo members will ensure it is worth visiting their stands at VIV MEA in Abu Dhabi. Visitors will come away with new ideas and new contacts to boost the performance of their poultry business.

Poultry trade shows are important events for everyone involved in the poultry sector to make business connections. But with numerous events each year, a strategy is needed to pick when and where to go because it is not possible to attend them all.

This is where ShowCo comes in. ShowCo is an association of companies who work together to achieve more from poultry trade shows. ShowCo is made up of various companies from around the world which all sell products and services to poultry producers.

Every two years

The general rule is that ShowCo members attend each major exhibition every two years. For

example, ShowCo attended IPPE in 2022 and will do so again in 2024. After participating in VIV MEA in 2021 the companies will also be present at VIV MEA 2023.

With the bi-annual participation at a show, time and financial resources can be used to prepare innovations for a next exhibition.

More innovation

The founding principle of ShowCo is to attend fewer, and work together to make better, trade shows and use the time and resources saved to improve the standard of the products and services for customers. By not attending every event, ShowCo believes that members offer visitors more innovation and higher quality at the exhibitions.

ShowCo members develop collectively a biannual program of valuable trade fairs (the calendar). They evaluate previous events and work closely with event organizers to learn more about shows early in the planning cycle.

ShowCo's calendar is a three-year rolling plan which makes it easier for ShowCo members to plan for exhibitions. Members make choices whether to participate or not as the companies are in principle free to attend shows.

The participating ShowCo companies at VIV MEA 2023 can be found at www.showco.org/nextevent

WELCOME TO ABU DHABI, WELCOME TO VIV MEA!

After a successful third edition, VIV MEA is back! From the 20th until the 22th of November, the ADNEC exhibition centre in Abu Dhabi will be transformed into an industry worth platform of trade, information and networking. The international event focusing on the entire food chain from feed to food, comes back for its fourth edition with an enriched conference program, covering the latest trends in dairy, fish, poultry, eggs, cattle, calves, goat, and camels.

Professionals & businesses unite!

VIV MEA is the leading animal husbandry show in the

Middle East, strongly business driven, and aiming to unite professionals from around the world. With an impressive gathering of 500 exhibitors from 50+ countries, displaying a diverse array of cutting-edge products and solutions, VIV MEA is certainly not to be missed!

Step into the world of Horti Agri Next (HAN)!

The newly-launched Horti Agri Next MEA 2023 - a pivotal event in the agricultural landscape in a region marked by diverse climates and unique challenges, is setting the ground to become a hub for innovations and sustainable practices that are reshaping both arable and indoor agriculture. VIV

MEA holds the premier, being the host of the first of the HAN global event series. Horti Agri Next MEA, combines a high-profile conference program with an exhibition area, that aims to introduce a complete seed and feed to food value chain next to VIV MEA.

Conference program

Next to the extensive trade show floor, visitors are welcome to join the conference program. Entailing high-interest conferences, seminars and panel discussions, with a variety of topics, the aim is to offer a program that suits many information needs. A key highlight in the program is



the centrally staged FoodTech Transition Square's conference program, where a systems approach for greenfield development towards food self-sufficiency in the UAE and neighboring countries will be presented. Key speakers include a.o. ADAFSA, sharing Abu Dhabi's food strategy, the Dutch Inspiration seminar series focusing on circularity and mineral loop closure, and the AgritectureXchange panel discussions, with high-level industry speakers from the GCC.

Prepare yourself for VIV MEA

When visiting VIV MEA and Horti Agri Next, be prepared to meet, get informed and know your way around the multi-species exhibition, covering dairy, fish, poultry, eggs, cattle, calves, goat, and camels. With over 500 exhibitors, the VIV Connect app helps you to find your way, so you won't miss out on any business and networking opportunities. The conference program is mostly free to attend, making sure you have access to the information

that supports your business, without barriers.

More information

VIV MEA, co-located with HortiAgri Next MEA, open doors from 10:00 until 18:00 on Monday 20th and Tuesday 21st November and from 10:00 until 17:00 on the 22nd November.

All information about the show, the exhibitors, the conference program, the VIV Connect app and travel & stay can be found on the website www.vivmea.nl





ISHIDA'S SOLUTIONS TO HELP MAXIMISE OPPORTUNITIES IN THE POULTRY SECTOR

Increasing tourism, a booming foodservice industry, changing consumer trends and advanced retail distribution networks are all driving significant growth in the Middle Eastern poultry meat market, which is expected to reach \$40.62 billion by 2028, growing at a CAGR of 6.08% from 2023 -2028.

One noticeable trend, due to the busy lifestyles and growth in working-class population, has been the growing demand for packaged ready-to-eat and ready-to-cook products that are easy to prepare and have a longer shelf life.

At VIV MEA (Hall 9, stand 09.N024) Ishida will showcase two solutions from its extensive packaging machinery portfolio: its latest advanced tray sealer helps poultry and meat processors and packers produce perfectly sealed and presented retail and foodservice trays

at maximum throughput and efficiency, while its 20-head screw feeder multihead weigher allows protein processors to pack even very sticky fresh meat and poultry at high speeds and at close to zero product giveaway.

Developed following detailed feedback from Ishida's global customers and partners, the new Ishida QX-500 tray sealer breaks new ground in terms of both its performance and environmental benefits:

The QX-500 delivers a 66% increase in cycle speed, a 44% reduction in weight, a 46% reduction in size and a 50% reduction in energy consumption.

This means the tray sealer significantly reduces waste and delivers a real step change in productivity.

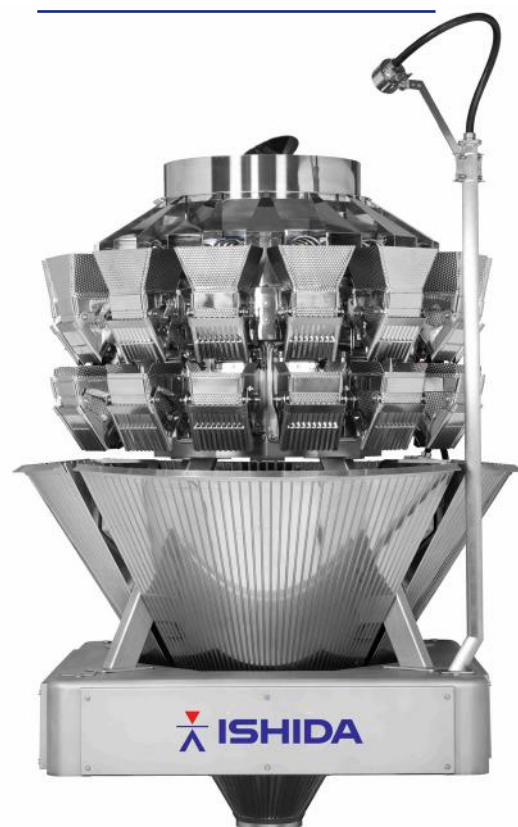
The QX-500's compact design fits easily into new and existing packing lines and offers a variety of high-quality sealing

options (seal only, gas flushing, MAP, stretch film and skinpack) across a wide variety of tray designs and materials, including plastic, board, and recyclable and innovative paper film formats to support the use of sustainable packaging.

The new traysealer is capable of up to 25 cycles per minute for seal only, and up to 17 cycles per minute for MAP, and is available with integrated film coding, gas mixing and integrated vacuum systems.

The 20-head CCW-RV screw feeder model on show addresses the particular challenges of sticky products, such as meat and poultry, which cannot be easily moved by feeder vibration or when manual feeding is not economically viable, providing powerful, controlled and fully automatic weighing at up to 80 weighments per minute.

The weigher delivers high weighing accuracy and efficiency using advanced combination calculation software, 5-stage digital filtering and refined Anti Floor Vibration (AFV), contributing to the reduction of food waste. Hopper sizes and anti-stick contact parts can be easily adaptable to suit the application, says Ishida.



SHOWCASING FRENCH EXPERTISE: EXPLORE CUTTING-EDGE INNOVATIONS IN LIVESTOCK AND AGRO-TECHNOLOGY AT VIV MEA 2023

Business France, the national agency supporting the international development of the French economy is delighted to support 28 French companies at the upcoming 4th edition of “VIV MEA 2023” international livestock breeding show; From November 20 to 22, 2023. The French innovative companies will showcase cutting-edge solutions held in collaboration with Bretagne Commerce International dedicated to the Animal Health & Feed and Breeding & Genetics Equipment sectors in Hall 7 of the Abu Dhabi National Exhibition Centre.

This year's event is a strategic opportunity for French companies to connect with livestock professionals in the whole region. VIV MEA is also a platform for forging new partnerships and expand into a geography where there is considerable demand for advanced farming equipment and solutions.

French innovations

Companies will be showcasing their products and techniques for the entire poultry and beef sectors (genetics, insemination, nutrition, health, breeding equipment and materials) to meet the needs of the Middle East region.

Notably, French companies are investing in the development of nutritional supplements, humo-phosphates and inactive pathogens

to modify feed formulation processes without affecting the health and comfort of farm animals. Others are investing more in the use of agro-technology, robotics and artificial intelligence in order to optimize farm profitability and fight heat stress.

Axel Baroux, French Trade & Invest Commissioner stated: “Committed to animal welfare and environmental stewardship, the 28 exhibiting companies are poised to make a lasting impact. France's pivotal role as a leader and partner in the UAE's pursuit of food self-sufficiency by 2050 solidifies its position as an agricultural innovator.”

“The VIV MEA serves as a nexus for French companies to connect with Middle East livestock professionals, facilitating valuable partnerships and market expansion” Added Axel.

France's place in the United Arab Emirates

With the aim of achieving food self-sufficiency by 2050, the Emirati government is backing the development of agro-technology for market gardening and livestock farming. France, renowned for its expertise and innovative capacity in agriculture and agronomy, is an ideal partner to support the United Arab Emirates. What's more, with an agri-food surplus of €10.3 billion in 2022, France is a leader in this sector. France is the 12th biggest supplier to the United Arab Emirates and has stabilized its exports of equipment for the livestock industry in this region, focusing on technologies that reduce the quantities of water and electricity required to produce animal feed.



115,000 VISITORS AT THE 32ND SOMMET DE L'ELEVAGE

Boasting a record-breaking attendance of 115,000 visitors and a robust presence of 1,681 exhibitors, the SOMMET DE L'ELEVAGE has cemented its position as the premier livestock show in Europe. The spotlight on sustainability in livestock farming played a pivotal role in this achievement.

Notably, **Jessie George, Associate Editor of Livestock & Poultry Middle East magazine**, was extended an invitation to provide coverage of this remarkable event for our readers. According to her report, "This year's event stood out not only in terms of impressive numbers but also in terms of the elevated friendly atmosphere it offered." The show concluded at Clermont Ferrande, France on 06th October 2023 successfully.

With a record 115,000 visitors and 1,681 exhibitors, the SOMMET DE L'ELEVAGE is firmly established as Europe's #1 livestock show. And the new central theme of sustainability in livestock farming has a lot to do with it. For Fabrice Berthon, the show's General Manager, "this year's event was exceptional, both in terms of numbers and in terms of the friendly atmosphere, that reached even higher levels". "This 32nd edition of the show was a great success, with some big contracts signed during the event and three fun evenings", as Jacques Chazalet, Show President, adds. "The Young Farmers' party was an awesome success, as was the evening sponsored

by the Auvergne-Rhône-Alpes Region and the International Gala Evening. These convivial events encapsulate what the SOMMET stands for and is all about, 4 fun and action-packed days!"

Sustainable livestock farming, the livestock farming of tomorrow

This year, the heightened focus on sustainable livestock farming was confirmed by the significant increase in visitor and exhibitor numbers. It was a determining factor for those committed to sustainable agriculture. "One of the SOMMET's missions is to integrate the major economic, environmental, territorial, and social issues at stake. We detect that there is a growing and widespread movement in support of this theme. With



The 2024 edition will host the SALERS breed National Championships.



sustainable livestock farming, the younger generation can embark on life projects in line with their future ambitions," as underlines Bruno Dufayet, President of the Association for the Promotion of Agriculture in the Massif Central (APRAMAC).

5,000 international visitors from 90 different countries

With 5,000 visitors from 90 countries, the show confirms its appeal to foreign farmers. The proof of this is the 10% growth in international exhibitors, the majority of whom are European.

Georgia, this year's guest of honour, came with the aim of sharing its desire to focus its economic development on the livestock sector. The country was represented by a delegation of over 40 livestock farmers and industry representatives. The highlight of these 4 days was the signing, on the first day of the show, by the French and Georgian farm ministers, Marc FESNEAU and Otar

SHAMUGIA, of a letter of intent for further cooperation between the two countries.

"Our reputation abroad continues to grow. Today, the SOMMET DE L'ELEVAGE is a real business forum for our international visitors. Business links are forged here during the show between the various foreign delegations," as explains Benoit Delaloy, the show's International Manager.

"In addition, the thirty or so farm and agro-industrial site visits, organised specifically for our international visitors, are perceived to be of real added value. The programme is unique in the world, both in terms of the number of visits and their diversity (livestock farms

of all species, research bodies, abattoirs, etc.). It enables our foreign delegations to discover the excellence of the French livestock industry on site".

Another eagerly awaited highlight each year is the International Livestock Evening, which this year once again lived up to its promise, with almost 300 people in attendance.

A platform for the media

This 32nd edition was also a key platform for the livestock farming media, with over 150 conferences and symposia, 150 hours of live coverage and 31 meetings with influencers.





SPACE 2023: AT THE HEART OF THE GLOBAL FOOD CHALLENGE

The 37th edition of SPACE was held from Tuesday 12 to Thursday 14 September at the Rennes Exhibition Centre, featuring 1,207 exhibitors. Among them, 241 were exhibiting at SPACE for the first time and 365 were international companies from 39 different countries. These exhibitors welcomed 90,771 visitors, including 12,125 international visitors from 122 countries. Overall, these figures reflect a 23% increase in the number of international visitors, as well as a record number of countries represented.

The three-day Exhibition, which took place in a warm and positive atmosphere, reflects the healthy economic situation of the farming industry, but also its concerns regarding the future, as production volumes for beef, milk, pork and poultry are falling. At the same time, consumer demand for quality food at affordable prices has never been higher. The three days of intense activity were therefore more necessary than ever for all those involved in the dynamics of animal farming, to allow them to address these issues, to alert political leaders to this unprecedented situation

and to reflect together on solutions for the future. Once again, SPACE exercised its role to the full as a high-quality event that is vital for the future of animal farming. As the geopolitical context becomes increasingly unstable, it is essential that we do not develop a tendency to depend on third countries to fill our plates.

Energy as a major theme

This edition was also dedicated to energy. This central theme of SPACE was explored in numerous discussions, conferences and debates. It was the focus of the

Espace for the Future organised by the Chambers of Agriculture. This area, which was redesigned for this year's edition, provided SPACE visitors with all the necessary information to help them reduce their energy bills and diversify their activities around the opportunities offered by this market. Photovoltaics, wind power, methanisation, biomass... there are many avenues to explore and keeping informed is essential to maintain a profitable balance with the farm's main production.

The World of Animal



Farming, a record number of countries attended

SPACE attracted an unprecedented number of international visitors, with 122 countries represented by the 12,125 visitors who came to Brittany looking for solutions to help them develop or improve their farms. The many delegations from Africa (Benin, Cameroon, Côte d'Ivoire, DRC, Senegal, Togo, etc.) confirmed their growing interest in the solutions presented at SPACE to help them achieve food sovereignty. BPI's official participation alongside them encourages our companies to open up and develop their business in these new markets. Top buyers, invited to SPACE as part of Business France's "Export Begins in France" programme, were fascinated by the diversity and quality of the products and services offered by SPACE exhibitors. These investors and

leading companies in their own countries, came from Angola, Ethiopia, Kenya, Romania, Tunisia and Turkey to find new technologies in the fields of hygiene, health, genetics and breeding equipment at the Exhibition.

The European Association of Agricultural Journalists (ENAJ) also took part in this year's edition and held its Annual General Meeting there.

Once again this year, the World of Animal Farming played to its full potential in Rennes, despite many professionals being unable to come due to visa refusals. This year saw an even greater number of such cases. A large number of applications were refused, particularly in India, Algeria, West Africa, etc., which has a significant impact on potential or existing business flows between France and the rest of the world.

The genetic showcase

SPACE is a unique showcase for dairy and suckler breed presentations and competitions. 500 cattle from 13 different breeds provided a continuous spectacle in the main ring during the three-day Exhibition. This year's edition of the Genetics Show featured two major events: the National Charolais Breed Competition and the European Simmental Breed Challenge. Ten other inter-regional competitions and genetic presentations complemented the programme. The "Meat Excellence" beef cattle auction, dedicated entirely to suckler breeds, and the inter-breed "Genomic Elite Auction", a unique event in Europe, dedicated to dairy and mixed breeds, were a great success. SPACE also featured a large number of sheep, with 120 animals from 10 different breeds. Competitions and the Sheep Olympics were held throughout the day, with 136 young learners taking part.

We look forward to seeing you at SPACE 2024 from Tuesday 17 to Thursday 19 September.



THE LARGEST AGRICULTURAL EVENT IN THE MIDDLE EAST, AGrame, THRIVES AT DUBAI WORLD TRADE CENTRE

Agrame, the Middle East's most significant agricultural event, recently unfolded at the Dubai World Trade Centre on October 9-10.

This year, AgraME, organized by Informa Connect, marked its largest edition to date, occupying an impressive 8,280 square meters with over 250 exhibitors hailing from more than 150 countries.

As the premier agricultural exhibition in the region, AgraME drew over 5,000 industry visitors from around the world. The exhibition served as a platform to showcase cutting-edge agricultural technologies and processes in various sectors, including arable farming, horticulture, aquaculture, and animal health.

One of the standout exhibitors, Engage Crop Solutions (ECS), hailing from Lancashire, United Kingdom, presented their innovative 'Aqualatus' technology. Peter Bleazard, the company's Founding Director, emphasized that this solution could significantly enhance soil moisture retention, leading to water savings and increased crop yields and profits.

Bleazard stated, "Sustainability must be at the forefront of agriculture, especially in the Middle East where food security is crucial, but resources are becoming limited. Growers need support and innovative solutions to ensure sustainable crop production for a growing population. When applied to irrigation systems, Aqualatus technology can halve irrigation cycles while maintaining exceptional crop development, yield, and quality. Additionally, it reduces fertilizer and energy costs."

He went on to highlight the local impact of the technology, as it can help address water scarcity issues, which is a significant concern in the region. ECS has already collaborated with the Dubai Municipality to trial the Aqualatus technology.

"In a year-long trial at the Al Warqa Park, Aqualatus reduced water usage by 50%, maintaining lush landscapes with significantly lower water consumption, from 87,000 liters a day to just 43,500 liters. When extended across the city, Aqualatus is projected to save the Municipality of Dubai Dh560 million annually and provide crucial water security," Bleazard added.

Brent Crosbie, the Exhibition Director of AgraME, commented, "This year, we have witnessed a prompt and resolute global response, with participants representing regions across the Gulf, Africa, Asia, Europe, North America, Central America, and South America. AgraME has now become a genuinely international platform, serving a world deeply dedicated to sustainability and food security."

The next edition is scheduled to take place at Dubai World Trade Centre from October 7 to 8, 2024.





40TH EDITION OF SAUDI AGRICULTURE CONCLUDES WITH SUCCESS

Saudi Agriculture, held under the patronage of the Ministry of Environment, Water, and Agriculture, successfully concluded at the Riyadh International Conventions & Exhibition Centre from October 23 to October 26, 2023.

This exhibition, certified by the Global Association of the Exhibition Industry (UFI) and organized by Riyadh Exhibitions Company Limited, provided an ideal platform that brought together leaders and decision-makers in the agriculture industry from the Kingdom and various countries.



This year, the exhibition achieved record-breaking numbers, with 380 companies and entities participating from 38 different countries.

The exhibition covered a wide range of sectors, including agricultural technologies, organic foods, poultry, livestock, dairy, mills, aquaculture, food processing, packaging, animal health, and veterinary services.

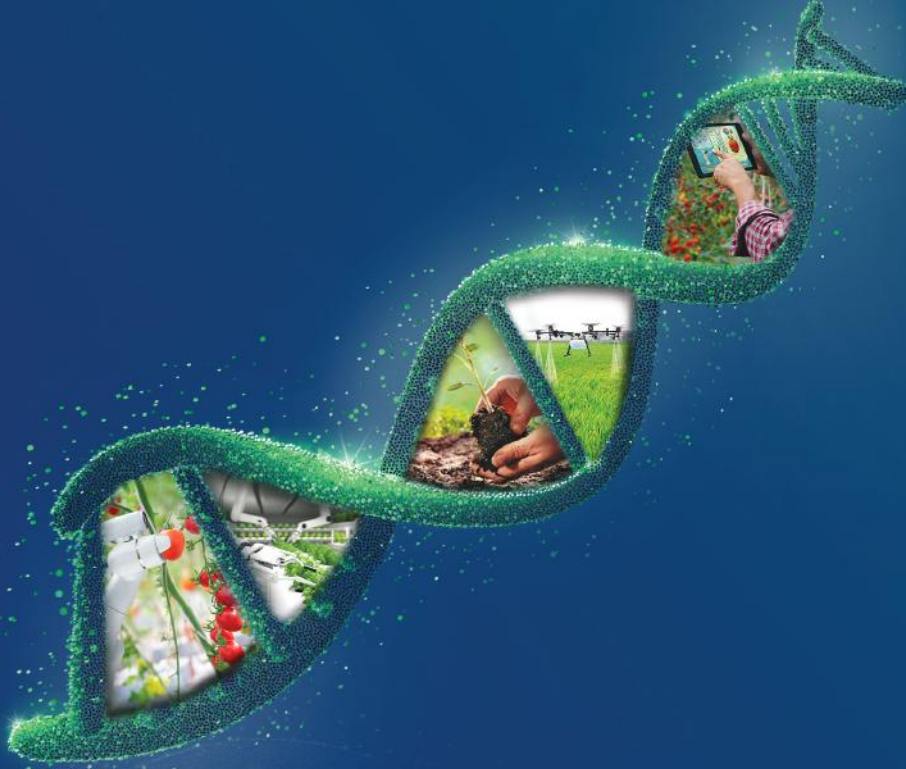
The exhibition showcased the latest innovations, cutting-edge solutions, and advanced agricultural engineering developed over four decades. It has become the leading platform highlighting the advancements in Saudi Arabia's agricultural sector and its future prospects and aspirations. International participants expressed their admiration for Saudi Agriculture and their eagerness to participate in this year's edition. Raid Madanat from Syngenta commented, "Saudi Agriculture serves as Saudi Arabia's gateway to the agriculture sector," and mentioned that his company received exceptional feedback from all participants, professionals, investors, and decision-makers.



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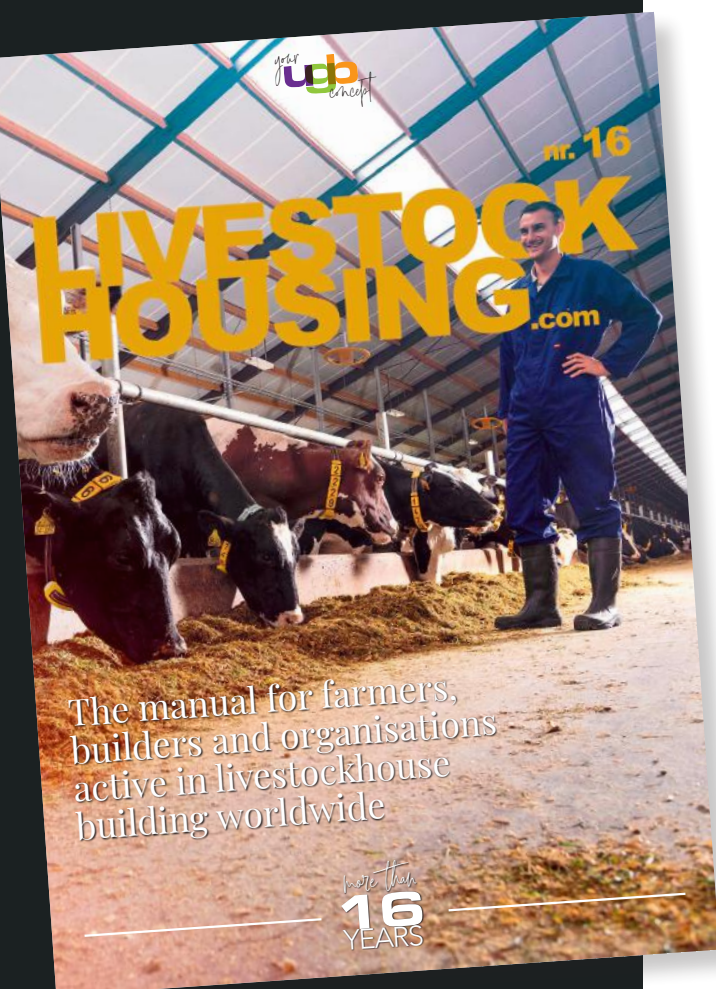
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