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AGRICULTURE

YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

TRADE MAGAZINE



**SPECIAL
EDITION**

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- **IPM ESSEN 2026**



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MLA'S AUSSIE BEEF & LAMB STRENGTHENS LONGSTANDING UAE PARTNERSHIP AS A-UAE CEPA COMES INTO FORCE

Meat & Livestock Australia (MLA), through its global brand Aussie Beef & Lamb, has strengthened its longstanding partnership with the United Arab Emirates following the implementation of the Australia-UAE Comprehensive Economic Partnership Agreement (CEPA) on 1 October 2025.

Building on over five decades of trade in the Middle East since MLA established its first office in MENA 50 years ago, the agreement introduces immediate tariff reductions on Australian red meat exports, including a 5% cut on frozen products.

This move supports the UAE's growing demand for

premium, Halal-certified protein while advancing shared goals around resilient and diversified food supply chains.

During his recent visit to the UAE, Michael Crowley, Managing Director of Meat & Livestock Australia (MLA), said: "It's been a privilege to connect with our partners in the UAE and see Australian beef and lamb featured across leading supermarkets and restaurants. The UAE has long been one of our most valued markets, and with the CEPA agreement now in place, we are entering a new phase of growth that will further strengthen trade, expand market access, and deliver greater value and

choice for consumers, retailers and food service providers across the Emirates."

Australian Prime Minister Anthony Albanese visited the UAE on 29th September to officiate the implementation of the landmark A-UAE CEPA agreement. During his visit, he met with senior representatives from the UAE's retail sector and toured Lulu Hypermarket in Abu Dhabi, where he viewed the wide range of premium Australian red-meat products available in-store. His visit underscored the strength of bilateral relations and Australia's ongoing role in supporting the UAE's National Food Security Strategy 2051.

AGRILEVANTE: AGRICULTURE IN A NEW LIGHT



The Agrilevante international exhibition sets a new record. The 2025 edition closed with a total of 100,907 visitors (+6.4% compared to the 2023 edition), including 4,462 from abroad (an increase of 10%), the best result in the history of the event, which has recorded constant increases in its eight biennial editions from 2009 to today. The

displayed both inside the pavilions and in the specially set up outdoor areas. Approximately 70 conferences and meetings were held, aimed at farmers, business operators, technicians, and students, as well as enthusiasts of greenery and rural activities.

"This year's edition demonstrates further progress in the quality of the

crowds of visitors, who filled the fairgrounds especially on Saturday and Sunday, were able to enjoy the show of tractors, construction machinery, equipment, gardening tools, and components (5,000 models in all), produced by 350 specialized industries, and

displays, both aesthetically and functionally," explains Simona Rapastella, General Director of FederUnacoma, the federation of agricultural machinery manufacturers that organizes the event. "Our Events Office and I have created a particularly scenic and rational layout".

This also allowed us to showcase the outdoor areas dedicated to animal husbandry, award-winning technical innovations, demonstrations of gardening equipment, and practical trials of robots and highly automated vehicles, facilitating the work of economic operators, who were able to easily identify the areas of their interest.

"Agrilevante is not an agricultural exhibition in the strict sense, but rather a showcase of industrial technologies designed and produced for agriculture," Rapastella added, "and its success demonstrates how those in the sector are well aware that the future of agriculture depends on its ability to innovate with increasingly cutting-edge technologies".

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For more than 100 years the Floragard Vertriebs-GmbH in Oldenburg has successfully been developing, producing and distributing products for the professional horticulture. Since then we let this knowledge flow into our hobby potting soils. Because of that we nowadays refer to innovative premium recipes with a high standard from which the trade and hobby gardeners benefit equally. Regardless of whether indoors or outdoors, in a bed, on the balcony, in

the greenhouse or in a winter garden, whether magnificent blossoms or delicious harvest of vegetables and herbs – when using Floragard you will always find the ideal base for your project.

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Our professional customers demand high-quality service and reliable product quality at the highest level. Among others, the consistent high quality is monitored by the Gütegemeinschaft Substrate für Pflanzen e. V. (Quality Assurance Association Growing Media for Plant Cultivation). The umbrella organisation is the RAL Deutsche Institut für Gütesicherung und Kennzeichnung (German Institute for Quality Assurance and Certification e. V.). Here the institute intensively investigates substrates for plants and continually studies the substrates' chemical, physical and biological properties. A company is only awarded the RAL seal of approval subsequent to the successfully concluded approval procedure, and following this, it is constantly monitored.

In this regard, the quality assurance does not only include the quality control of the finished substrates, but also continually inspects the basic materials and additives received. The consistent high quality provides a foundation for crop safety and the commercial success of your company – secured by Floragard and the Gütegemeinschaft Substrate für Pflanzen e. V. (Quality Assurance Association Growing Media for Plant Cultivation) under the umbrella of the RAL.

Our high-grade range of substrates satisfies virtually every customer's needs. In the meantime, however, the requirements and technical circumstances of numerous crops are frequently just as special and unique as the great variety found in the horticultural industry. For this reason, Floragard offers mutual cooperation with our substrate field experts and the Technical Department of Horticulture. The purpose is to work on crops, growing methods, technical equipment and climatic conditions of the horticultural business and to develop individually tailored special substrates. To determine the optimal recipe for your substrates with regard to the composition, structure, fertilization and pH-value, there are numerous possibilities.

Our products

Peat mixture for propagation: Of German origin:

- **Floradur® Seed S:** with good water retention capacity, it is a special blend of white and black peat with a superfine structure for vegetable seedling trays.
- **Floradur® B Cutting:** special mixture of white, black peat and perlite with a superfine structure for universal sticking, with high aeration capacity; also for sowing.

- **Floradur® A Block:** special mixture of black and white peat with a fine structure for pressed vegetable clods

Of Baltic origin:

- **Florabalt® Seed 2:** special mixture of white and black peat with a fine structure and water retention capacity; ideal for summer cuttings.
- **Florabalt® Seed SB:** special mixture of white and black peat with a superfine struc-

ture for vegetable seedling trays with a high-water retention capacity

- **Florabalt® B Cutting:** special mixture of white, black and perlite peat with a superfine structure for universal transplanting with a high air retention capacity, also suitable for sowing

- **Florabalt® A Block:** a special mixture of black and white peat with a fine structure for pressed vegetable clods



Note: we have more than 4,000 compositions in our database, which illustrate the long experience of Floragard experts and the need to offer customers the most suitable solution for their particular case.

Our goal is to develop a perfect product adapted to the particular requirements of our customer.

Peat moss potting substrate for horticultural production

Of German origin

- **Floradur® B Pot Medium:** Germain potting substrate for small pots starting at from 7 to 9 cm; for bedding and balcony plants
- **Floradur® B Pot Medium Coarse:** Germain potting substrate for medium-size pots of approx. 8 - 11 cm; for bedding and balcony plants
- **Floradur® B Pot Coarse:** Germain potting substrate for large pots starting at approx. 12 cm; for bedding and balcony plants, for plants sensitive to salinity.

Of Baltic origin

- **Florabalt® B Pot Medium Coarse:** Baltic potting substrate for medium-sized pots of approx. 8 - 11 cm
- **Florabalt® B Pot Coarse:** Baltic potting substrate for large pots starting at approx. 12 cm; for bedding and balcony plants, for plants sensitive to salinity

Note: it is possible to add to these products perlite, clay or other preferred minerals. There are also mixes available for potting specific crops.

Potting mixtures for perennials and plants in nursery containers.

Of German origin

- **Floradur® Pot Container:** special mixture for cover plants, shrubs and conifers: pots > 3 L
- **Floradur® Pot Perennial:** special mixture for perennial plants in pot; for spring and summer repotting (Pots > 12 cm).

Of Baltic origin:

- **Florabalt® Pot Container:** Special mix for container based on Baltic blonde peat for nurseries.
- **Florabalt® Pot Anthurium:** special mixture for Anthurium repotting
- **Florabalt® Pot Bromeliad:** special mixture for Bromeliads repotting

Note: it is possible to add to these products perlite, clay or other preferred minerals. They are also available mixtures for potting specific crops.

Our goal is to develop a perfect product adapted to the particular requirements of our customer.

Mixtures suitable for organic farming of German origin:

Seedling / transplanting

- **Floradur® Block Bio:** special mixture for pressed clods and for growing seedlings
- **Floradur® Pot Herbs Bio:** special mixture for growing aromatic potted plants, tomatoes, cucumbers, peppers and other potted vegetables (7-13 cm buckets).

Potting / Container

- **Floradur® Pot Bio:** special mixture for horticultural plants and perennials in pots; for repotting in pots or buckets of 7-13 cm.
- **Floradur® pot Container Bio:** special mixture for horticultural plants for repotting in 12-14 cm pots. (Pots > 14 cm)

Peat mixture for the cultivation of small fruits:

Strawberries and raspberries

- **Floradur® B Cutting:** special mixture of white, black peat and perlite, with a superfine structure for universal transplanting with a high air retention capacity, also suitable for sowing
- **Floradur® Pot Medium-Coarse Berries:** special mixture of white, black peat and

perlite for medium coarse potting, pots 8-13 cm

- **Floradur® Pot Coarse Berries:** Potting peat substrate for containers, boxes and ridge planting.
- **Floradur® Pot Container Berries:** extra coarse-fibrous peat substrates for containers, boxes and ridge planting

Blueberries

- **Floradur® Pot Blueberries:** Potting peat moss substrate for containers > 1L
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- **Florabalt® 10-20 mm:** medium-sieved Baltic blond peat for medium-sized and pot substrate
- **Florabalt® 10-30 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot
- **Florabalt® 20-40 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot

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MESTEK PARTNERS WITH BIOTHERM TO DELIVER ADVANCED CLIMATE SOLUTIONS FOR GREENHOUSES AND CONTROLLED AGRICULTURAL ENVIRONMENTS

Mestek, Inc. is proud to announce a strategic partnership with BioTherm, a leading provider of greenhouse climate solutions, to bring Sterling HVAC and RBI products to greenhouses, indoor farms, and controlled agricultural environments. This collaboration combines over a century of HVAC and horticultural expertise to deliver comprehensive, energy-efficient climate systems that help growers cultivate healthy, thriving plants.

With energy consumption being one of the largest operational costs in commercial and institutional greenhouse markets, BioTherm's packaged

hydronic heating systems are designed to maximize efficiency and minimize expenses. At the heart of these systems are RBI's high-efficiency boilers and water heaters, which provide hydronic heating, irrigation tempering, CO₂ enrichment, and support for AC and dehumidification systems. Their compact design allows for seamless integration into existing facilities, even those with limited space, while delivering precise temperature control and reduced operating costs.

Complementing root zone heating, Sterling HVAC's

Agricultural Series unit heaters maintain ambient warmth for complete climate control. Engineered to perform in the most demanding agricultural conditions, Sterling's unit heaters feature corrosion-resistant ZM coated steel cabinets and high-quality stainless-steel components, including tubular heat exchangers, in-shot burners, and flue collectors, for superior durability and heat transfer efficiency. A totally enclosed motor protects internal components from dust, humidity, and debris, ensuring long-lasting performance.

AL AIN FARMS GROUP AND AL DAHRA FORGE STRATEGIC PARTNERSHIP TO SECURE NATIONAL DAIRY SUPPLY AND STRENGTHEN UAE FOOD SECURITY

Al Ain Farms Group (AAFG), the UAE's national food champion uniting five trusted brands – Al Ain Farms, Marmum Dairy, Al Ajban Chicken, Al Jazira Poultry's Golden Eggs, and Saha Arabian Farms—has signed a three-year agreement with Al Dahra Group at Global Food Week. The partnership secures a dedicated local supply of premium raw milk from Al Dahra Group's dairy farms in Al Ain, supporting end-to-end

dairy production at AAFG's facilities, including Marmum Dairy.

The strategic collaboration marks a major step toward advancing the UAE's food security goals, reinforcing the nation's drive to build a resilient, self-sufficient food production ecosystem. Sourcing raw milk from within the country allows AAFG to deliver fresher, high-quality dairy to consumers while supporting national priorities

the broader UAE dairy ecosystem," said Hassan Safi, Group CEO of Al Ain Farms Group. "AAFG is deeply committed to local sourcing, empowering domestic farmers, and building resilient supply networks that ensure families across the UAE have access to fresh, high-quality nourishment every day."

Arnoud van den Berg, Group CEO of Al Dahra Group, commented: "This transformative partnership with Al Ain Farms Group represents a milestone in the evolution of the UAE dairy sector. We are proud to announce it at Global Food Week, demonstrating our commitment to delivering uncompromising quality raw milk that will support Marmum's operations and strengthen the UAE's local production capabilities. This collaboration embodies our dedication to providing consumers with the finest dairy products while bolstering the nation's food security."

for self-sufficiency and resilient supply chains.

"Through this agreement, we will ensure a consistent supply of quality raw milk for our operations, most notably Marmum Dairy, while strengthening



ADAFSA, ADQCC LAUNCH PROFESSIONAL DEVELOPMENT PROGRAMME FOR AGRICULTURAL SUSTAINABILITY

In a strategic initiative to enhance the efficiency of the agricultural sector and ensure the sustainability of food production, the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), in collaboration with the Abu Dhabi Quality and Conformity Council (ADQCC), has launched a Professional Training Programme targeting farmers, livestock breeders, and agricultural workers across plant farms and livestock holdings in the Emirate of Abu Dhabi.

The initiative forms part of a broader development plan designed to transition the sector towards a more professional, knowledge-based, and sustainable model.

The programme aims to build the technical and professional capacities of workers in both plant and animal production by establishing clear occupational standards and designing specialised training modules. These modules promote unified agricultural practices, enhance operational quality, and raise professionalism in farm management and animal care — thereby strengthening biosecurity and ensuring the highest standards of occupational safety.

Launched during the second edition of Global Food Week, the programme underscores ADAFSA's commitment to developing the agriculture and food safety ecosystem and advancing national priorities in food security and sustainability. It also reflects

ADAFSA's pivotal role as the competent local authority responsible for agriculture, food safety, and biosecurity in the Emirate.

The programme's design is based on the findings of a comprehensive field survey conducted by ADAFSA to assess

the knowledge and skills of farm and livestock workers. The results highlighted the need to strengthen both technical and managerial capabilities and to provide practical training aligned with future demands — particularly in light of climate challenges and resource constraints.

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FAO AND AFFI ADVANCE REGIONAL EFFORTS TO SAFEGUARD TRADITIONAL FOODS IN THE ARAB REGION

The Food and Agriculture Organization of the United Nations (FAO), in collaboration with the Arab Federation for Food Industries (AFFI), held a regional consultation event titled “From Heritage to Plate: Encyclopedia of Traditional Foods in Jordan and Lebanon” to present the outcomes of the activities conducted by the organization for mapping traditional foods across said countries. The consultation brought together government representatives, academics, civil society and food and nutrition experts to discuss the preservation, documentation, and policy integration of traditional foods as part of sustainable food systems.

Hosted at Beit Sheikh Falah Al-Hamad in Al-Salt, the event marked a milestone in the broader FAO–AFFI initiative on documentation and mapping of traditional foods in the Arab Region, which aims to safeguard the region’s culinary heritage and leverage traditional food knowledge for nutrition and sustainable development.

In their opening remarks, Nabil Assaf, FAO Representative in Jordan, and Hayssam Jaffan, President of AFFI, underscored the cultural and nutritional value of traditional foods and the need for collective action to protect them. They highlighted that traditional foods extend beyond recipes as they embody identity, heritage, and social history, serving as a

link between generations and as a key foundation for healthier diets.

The Arab region’s rich and diverse culinary heritage has evolved through centuries of cultural exchange, trade, and agricultural adaptation. However, globalization, urbanization, and changing consumption patterns have increasingly threatened the continuity of traditional food practices, leading to nutritional challenges, local supply chain disruptions, and the erosion of local food knowledge. The Arab Encyclopedia of Traditional Foods, developed for Jordan and Lebanon, represents a pioneering step toward documenting these practices and integrating them into future food and nutrition policies.

SUSTAINABLE AGRICULTURE, FOOD & SOIL HEALTH IN THE UAE: KEY LESSONS FROM THE FIRST UAE EDITION OF GARCX 2025



On 10 November, the Global AgroVet Research Conference (GARCX 2025) powered by ARCC Journals, hosted a panel discussion on “Sustainable Agriculture, Food & Soil Health” at Dusit Thani Dubai. The session brought together experts working across soil science, regenerative agriculture, and arid-climate food production to explore what drives healthy farming systems in some of the world’s most challenging environments.

Moderated by Daria Shchurik, Head of Growth at Greeneration

Plantation; and Dr. Gurbachan Singh, Founder of GSFRED.

The discussion centered on one shared idea: sustainable agriculture begins with the condition of soil, the quality of water, and the awareness of the communities working with them. Each panelist contributed insights from different agricultural models, creating a unified perspective on how the UAE and wider region can protect their food future.

A key theme was the shift from farming measured only by

Vertical Farm, the panel featured Farah Chakhachiro, Vice President of Gracia Group; Dr. Bhaskar Rao, Agriculture Consultant, GCC; Ahmed Ali Obaid Alhefeiti, Founder of Wadi Dafta

production volumes to approaches that prioritise soil vitality, nutrient-rich crops, and long-term ecosystem balance. Panelists noted that simple indicators — such as organic matter, soil structure, biological activity, and moisture behavior — give farmers an immediate understanding of soil health, even without advanced laboratory testing.

The conversation also reflected on how arid regions adapt. Examples included integrating composting, grafting, organic fertilisation, salinity management, and careful water reuse into daily operations. These practices help farms cope with heat, limited water, and challenging soils while gradually improving land resilience. Experiments with diverse plant varieties, from regional crops to global species, show that adaptability increases when farmers work with both science and local knowledge.

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ERTH HOSPITALITY IMPLEMENTS FOOD WASTE COMPOSTING SYSTEM TO SUPPORT THE UAE'S 2030 VISION

In a significant milestone toward greener hospitality, “Erth” has successfully activated its Food Waste Composter (Waste Master System) in October, marking a major milestone in its ongoing commitment to sustainability and environmental responsibility.

Since its activation, the innovative system has already processed more than 1,150 kilograms of food waste, transforming it into nutrient-rich compost that can be repurposed for landscaping and environmental use. This achievement not only diverts a substantial amount of waste from landfills but also underscores “Erth” leadership in responsible, sustainable

hospitality.

Representing a major leap in the property’s sustainability and waste management strategy, the Food Waste Composter reflects “Erth” dedication to embedding eco-conscious practices into every facet of its operations — from food and beverage management to guest experiences.

Clarke Tomlinson, Chief Operating Officer of Erth Abu Dhabi, stated, “At Erth Hospitality, sustainability is deeply woven into our identity as an Emirati brand. The activation of the Food Waste Composter is more than a technological upgrade — it’s a testament to our ongoing

promise to operate responsibly, innovate continuously, and leave a positive legacy for future generations. By converting waste into valuable resources, we are proud to contribute to the UAE’s vision for a cleaner, more sustainable future.”

As a pioneer in sustainable Emirati hospitality, “Erth” continues to champion initiatives that reflect its core values of responsibility, innovation, and legacy. The successful implementation of the Food Waste Composter reinforces the brand’s standing as a leader in environmental stewardship within the UAE’s hospitality sector.

HIC LAUNCHES THE FIRST VENTURE STUDIO FOR GREENHOUSE HORTICULTURE

The HortiScience Innovation Center (HIC) has officially opened the HIC Venture Studio in Bleiswijk. It is the world’s first venture studio fully dedicated to horticulture. With this milestone, the sector gains a powerful new engine for innovation and entrepreneurship.

During the festive launch, it became clear how science and entrepreneurship converge in the studio to make the greenhouse horticulture sector future-proof.

A venture studio is a breeding ground where new startups are systematically built: ideas are developed, tested, and shaped into fully-fledged companies with shared expertise and resources. This model has proven successful in other sectors as a way to accelerate innovation—startups emerging from such studios tend to grow faster and deliver greater returns.

Loet Rummenie, Director of HIC, explains: “What makes this venture

studio unique is that entrepreneurs retain ownership of their companies and collectively participate in each new business. This gives them a direct incentive to share knowledge, networks, and expertise, while benefiting from shared infrastructure and guidance. In this way, we ensure that innovations reach practice faster and truly create value for the sector.”

The HIC Venture Studio focuses on the following six innovations themes: the energy transition, resilient cultivation systems, circular horticulture, autonomous growing, automation, and future-proof work.



These themes guide the innovations and startups that emerge within the studio.

The establishment of the HIC Venture Studio was made possible with support from regional partners, including the Metropolitan Region Rotterdam The Hague (MRDH) and the Municipality of Lansingerland.

AGCO BRANDS WIN KEY AGRITECHNICA AWARDS

AGCO (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, announced numerous awards for two of its leading brands at AGRITECHNICA in Hanover, Germany. Fendt® and Valtra® were presented with Tractor of the Year honors, three Farm Machine 2026 awards, and recognition for solutions that enable mixed-fleet and forage farmers to be more productive, profitable and sustainable.

AGCO honors at AGRITECHNICA include the following:

- Tractor of the Year – MidPower: The Fendt 516 Vario® is a fully redesigned model that offers farmers advanced features such as VarioDrive™,

integrated tire pressure control and enhanced support systems, ensuring greater efficiency, safety and ease of operation in daily fieldwork.

- Tractor of the Year – Utility: The Valtra G Series CVT Active Model delivers enhanced comfort, precise operation and fuel efficiency with its new Continuously Variable Transmission (CVT), ensuring exceptional ease of use, with smart technology for high productivity.

- Innovation Award – Silver Medal and Farm Machine 2026 Award – Smart Farming & Robotics: Fendt ForageQualityCam™ for Fendt Katana® is a retrofit system that uses cameras and artificial intelligence (AI) to monitor and analyze grain processing

quality in real time, allowing operators to adjust harvester settings instantly for optimal results from the cab.

- Farm Machine 2026 Award – Mid-Range Tractor and Audience Choice Award: The Fendt 832 Vario was recognized for its full redesign that includes VarioDrive, Fendt iD™ low-speed concept, self-cleaning engine air filter, and an innovative lighting concept.

- DLG Agrifuture Concept Winner: FieldDataSync (a project in which Fendt is a partner) leverages an open interface to enable real-time, Wi-Fi-based communication between machines from different manufacturers in the field, improving coordination, autonomy, efficiency and safety in mixed-fleet operations.



BEAT THE GULF HEAT

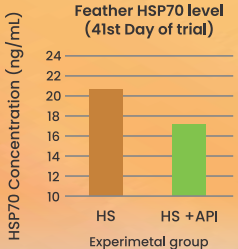
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Additives that express naturally

GHASSAN ABOUD AUTOMOTIVE SIGNS DISTRIBUTION AGREEMENT WITH NEW HOLLAND TO STRENGTHEN FARMING IN SYRIA

Ghassan Aboud Automotive, a subsidiary of Ghassan Aboud Holding, has signed a landmark distribution agreement with New Holland, a global leader in agricultural machinery and a brand of CNH. The agreement was formalized between Maher Aboud, Group CEO of Ghassan Aboud Holding, and Vincent De Lassagne, EMEA Region, AME and CIS General Manager at New Holland, during a signing ceremony held in Warsaw, Poland.

This partnership marks Ghassan Aboud Automotive's first entry into the agricultural machinery distribution in Syria, reflecting to the company's commitment to supporting the modernization of farming and strengthening food security. Through this agreement, Syrian farmers will have access to world-class tractors, harvesters,

and agricultural equipment designed to meet the country's evolving farming needs.

Maher Aboud, Group CEO of Ghassan Aboud Holding, said: "Agriculture has always been close to our roots and community, and it is a source of pride for us to play a role in reintroducing New Holland to Syria, a brand that is already well loved and trusted by generations of farmers. Through this partnership, Syrian farmers can now look forward not only to world-class machinery but also to the strong aftersales support and commitment that Ghassan Aboud Automotive brings to every customer relationship. Prior to 2009, the sector contributed up to 20% of Syria's GDP and accounted for nearly 30% of national employment."

The collaboration will leverage

Ghassan Aboud Automotive's strong local presence and distribution capabilities with New Holland's globally recognized expertise in agricultural technology. Together, the companies aim to provide reliable, efficient, and accessible solutions that help Syrian farmers overcome challenges, maximize yields, and improve livelihoods.

Vincent De Lassagne, EMEA Region, AME and CIS General Manager at New Holland, commented: "We are proud to partner with Ghassan Aboud Automotive to introduce future-ready agricultural solutions in Syria. Our vision is to deliver sustainable and efficient machinery that empowers Syrian farmers, supports productivity, and contributes to the nation's agricultural development and food security."

ICBA & AL ROSTAMANI OPEN NEW AGRICULTURAL RESEARCH AND TRAINING CENTERS



In the presence of H.E. Dr. Amna bint Abdullah Al Dahak, Minister of Climate Change and Environment, The International Center for Biosaline Agriculture (ICBA) and Al Rostamani Group inaugurated a Training and Knowledge Transfer Building, a Plant Tissue Culture Laboratory, and an Integrated Agri-Aquaculture System at ICBA's headquarters in Dubai.

Constructed with the support and full funding of Al Rostamani Group, these new facilities mark a major

milestone in strengthening ICBA's position as a center of excellence for sustainable agriculture, innovation, and capacity development in the UAE and beyond. The inauguration follows the foundation-stone ceremony held in September 2024, reaffirming the UAE's

leadership in advancing science-based solutions and cross-sector partnerships that enhance food security and climate resilience.

The ceremony was attended by H.E. Dr. Mohammed Salman Al Hammadi, Assistant Undersecretary for the Food Diversity Sector, H.E. Marwan Abdulla Al Rostamani, Chairman of Al Rostamani Group; H.E. Hassan Abdulla Al Rostamani, Vice-Chairman of Al Rostamani

Group; and H.E. Dr. Tarifa Al Zaabi, Director General of ICBA, along with senior officials, scientists, and representatives from government entities, academia, and the private sector.

The new facilities constitute a significant addition to the UAE's agricultural research and innovation landscape. The Training Center includes multipurpose halls accommodating up to 300 participants for workshops, seminars, and hands-on training. The Plant Tissue Culture Laboratory is equipped with advanced technologies to study the propagation of key plant species such as date palms and mangroves, while the Integrated Agri-Aquaculture System supports applied research on sustainable food production and efficient water use.

Hong Kong 2|3|4 Sep 2026

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KEMIN INTRODUCES VALENA™ FLOW, A NOVEL PLANT GROWTH TECHNOLOGY DRIVING GAINS IN YIELD AND CROP QUALITY

Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, now offers Valena™ FLOW, a breakthrough foliar nutrition solution designed to elevate crop performance through enhanced nutrient uptake, improved plant vigor, and measurable yield increases, for growers in the United States.

Valena FLOW is a liquid suspension for foliar use, combining 1,3-β-glucan from Kemin's proprietary *Euglena gracilis* strain of microalgae and zinc oxide. Kemin extracts the beta-glucan molecules at

its Des Moines, Iowa, U.S. facility, maintaining strict purity standards for all applications.

To promote strong growth and increase yields, Valena FLOW's unique formulation is intended for use at the beginning of the growing season, once the plant has produced two to four true leaves, through the start of harvest. Pattern Recognition Receptors (PRRs) on plant tissue surfaces recognize 1,3-beta-glucan, activating physiological responses that improve nutrient uptake, root growth, biomass, and yield.

"We've tested Valena FLOW across a wide range of crops, regions, and growing conditions, and the results

speak for themselves," said Bridget Hatfield, Ph.D., Technical Services Manager, Kemin Crop Technologies. "From tomatoes in Florida to apples and hops in Washington, to grapes, peppers, and strawberries in California, Valena FLOW consistently improves fruit count, canopy density, vigor and overall crop quality."

"In peppers, we saw a 27% increase in crop yield and, in tomatoes, significantly higher NDVI (Normalized Difference Vegetation Index) scores. We've seen consistent crop responses following the application of Valena FLOW; it's a powerful tool for growers looking to increase plant health, yield, and quality."

SALIC AND SYNGENTA SIGN AGREEMENT TO EXPLORE JOINT AGRICULTURE PROJECTS THAT ENHANCE FOOD SECURITY IN SAUDI ARABIA AND AROUND THE WORLD

Saudi Agricultural and Livestock Investment Company (SALIC), wholly owned by Saudi Arabia's Public Investment Fund (PIF), and global agri-tech leader Syngenta Crop Protection AG (Syngenta), have signed a Letter of Intent (LOI) to combine their expertise to create a resilient agri-food sector in Saudi Arabia and globally.

The LOI aligns with the shared mission of both entities to bolster global food security through strategic partnerships, technology and responsible practices. It outlines how the two entities plan to explore joint projects in sustainable farming, digital agriculture, soil health, crop protection solutions, and other areas.

Potential project areas could include climate-smart farming practices, sustainable soil management, crop and seed solutions, capacity building, technical training, best practice-sharing

initiatives, and knowledge transfer through the creation of centers of excellence. These mentioned areas will involve other focus points like water conservation, development of soil regeneration methods, and digital farm management platforms.

Suliman Al-Rumeih, Group CEO, SALIC, stated: "This collaboration with Syngenta reflects SALIC's commitment to innovation, sustainability, and global partnerships.

Together, we aim to help transform agriculture by integrating technology, knowledge, and responsible practices – empowering farmers, conserving

resources, and building resilient food systems that strengthen Saudi Arabia's food security and support future generations worldwide."

The two parties will establish working groups to identify and prioritize specific projects that contribute to Saudi Arabia's food security objectives, as well as supporting sustainable food systems to meet the needs of future generations around the world.



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REINCLOUD® + CROPX: NOW WITH UNIFIED PLATFORM INTEGRATION PLANT GROWTH TECHNOLOGY DRIVING GAINS IN YIELD AND CROP QUALITY

With this new integration, farmers can now view CropX data directly within Reinke's new ReinCloud® 3 platform, eliminating the need to toggle between multiple user interfaces. This seamless, single-platform experience represents a major leap forward in user-friendly farm management, allowing growers to access comprehensive soil, weather, and agronomic insights alongside their pivot control systems in one unified location.

The new integration securely

connects CropX and ReinCloud 3, displaying CropX sensors directly on the ReinCloud 3 map with precise location data. Farmers can now access detailed information from CropX's full range of solutions, including soil moisture sensors, evapotranspiration (ET) data, rain gauges, and weather stations, all within ReinCloud 3's interface.

The integration also works both ways, allowing farmers and agronomic service providers to automatically access Reinke as-applied

irrigation data within CropX for agronomic calculations, record-keeping, and reporting.

As part of this collaboration, Reinke is currently offering a free CropX with every new irrigation system. This ensures that every Reinke customer benefits from integrated soil and crop data insights from day one, further strengthening the connection between field and machine data, impacting irrigation scheduling.

VOLAC WILMAR FEED INGREDIENTS LAUNCHES THE ROI CALCULATOR 2.0 TO HELP DAIRY FARMERS OPTIMIZE FAT SUPPLEMENT USE



Paul Fransen

Volac Wilmar Feed Ingredients' launch of the upgraded ROI Calculator 2.0 offers farmers and nutritionists further support in assessing the financial and nutritional impact of rumen-protected fat supplementation in dairy rations globally.

According to Paul Fransen, the developer and Business Development Manager for Volac Wilmar Feed Ingredients, the ROI Calculator 2.0 feeds off the original

performance-to-financial correlation 'return on investment' model, with more datasets and features to guide on-farm decision making.

"The Return on Investment Calculator 2.0 allows farmers

anywhere in the world to input their own herd data, such as milk prices, feed costs and fat supplement pricing, for an instant projection on profitability and nutrient digestibility," explains Mr Fransen. "By tailoring recommendations to individual farm economics, the tool empowers producers to strike a balance between cash flow constraints and long-term herd

performance."

Key inputs for the model, including expected milk yield, milk composition and feed efficiency, come from two meta-analyses from Dr Adam Lock's group at Michigan State University, USA, that collated more than 65 peer-reviewed research papers.

The new ROI Calculator 2.0 builds from those data points, giving users the ability to analyse hydrogenated fatty acid products, calcium salts and high-C16 rumen-protected fat supplements at flexible inclusion rates. Users also receive a greater amount of feedback with 15 selectable graphs, covering metrics such as margin, return on investment, nitrogen efficiency, feed efficiency, and NDF and fatty acid digestibility.

"This allows users much greater economic insights to compare cash flow impacts with longer-term efficiency gains," explains Mr Fransen.

HAMLET PROTEIN GOLD SPONSOR OF INTERNATIONAL FEED INGREDIENTS COURSE

Hamlet Protein, global supplier of specialty ingredients for young animal nutrition, sponsored the highly regarded International Feed Ingredients Course (iFIC) in Bangkok (Thailand). The three-day event focused on advancing knowledge in animal nutrition and feed ingredient utilization. A Hamlet Protein team attended the conference to exchange insights on the latest developments in animal nutrition with leading nutritionists, industry professionals, and researchers.

The iFIC was first

established in 2018 and has since grown to become a renowned platform where forward thinking professionals are shaping the future of the livestock and feed industries.

The conference had an impressive lineup of speakers, featuring Dr. Hans Stein, Professor of Animal Nutrition at the University of Illinois, alongside many other academics.

"We are proud to be sponsoring the International Feed Ingredients Courses, as their focus on providing

insights in the latest research, and on farm experience, with our core values on knowledge sharing. We strongly believe that sharing insights and truly listening to the challenges producers face in today's market provides a platform for improvement. We do so in the field, and in conferences like these, and that is how we ultimately create value for our customers," commented Hamlet Protein Commercial Director Simon Martyn.

ZOETIS RECEIVES CONDITIONAL APPROVAL FOR DECTOMAX®-CA1 INJECTABLE FOR THE PREVENTION AND TREATMENT OF NEW WORLD SCREWORM MYIASIS IN CATTLE



Zoetis Inc. announced that Dectomax®-CA1 Injectable is the first and only parasite control product to receive conditional approval from the U.S. Food and Drug Administration for the prevention and treatment of infestations caused by the larvae of *Cochliomyia hominivorax* (myiasis), and prevention of reinfestation for 21 days. This conditional approval applies to beef cattle, female dairy cattle less than 20 months of age, pregnant beef cows, newborn calves and bulls.

"New World screwworm has the potential to bring unprecedented economic and

animal health harm to livestock producers," said Mike Lormore, DVM, MS, MBA, Director of Cattle and Pork Technical Services at Zoetis. "Our top priority is to support keeping animals healthy and provide timely, efficacious solutions to our customers and partners. With this conditional approval, Dectomax-CA1 Injectable can now be used as part of safe, effective control measures against New World screwworm."

As the leading animal health company, Zoetis has long supported a One Health approach to emerging and transboundary infectious

diseases and has a strong track record of quickly developing innovative solutions to provide customers with the right mix of tools for their prevention and treatment strategies.

Livestock producers are encouraged to work closely with their herd veterinarian to implement strategic prevention and control measures.

Early detection of New World screwworm and rapid response are critical to protecting the health of animals and the livestock industry. Producers are encouraged to immediately report any suspicious wounds, maggots, or infestations to their local accredited veterinarian, state animal health official, or the U.S. Department of Agriculture's Animal and Plant Health Inspection Service.

In the first half of 2026, producers and veterinarians will begin to see the 250-milliliter and 500-milliliter bottles of Dectomax® Injectable with a new label for Dectomax®-CA1 (doramectin injection). Dectomax-CA1 is the same effective doramectin formulation as Dectomax Injectable.

SUPPLYING THE GULF'S MEGA-PROJECTS

Why Smarter Growing Systems Are the New Backbone of Urban Landscaping

How GrowinBag™ is helping nurseries meet the demand for large, healthy trees across the Gulf's fastest-growing developments.

Across the Gulf region, large-scale developments are redefining the future of landscaping. From luxury resorts like the Wynn luxury hotel to entire new cities rising in the desert, the demand for strong, uniform, and transplant-ready trees has never been greater. These mega-projects require not just quantity, but quality trees that establish quickly, handle extreme heat, and deliver long-term performance in challenging environments.

Meeting this demand starts at the nursery level. And across the Gulf, one technology is rapidly becoming essential: high-performance GrowinBag™ advanced cultivation bags.

In the region's arid landscape, growers face two critical challenges: root health and water efficiency. Traditional containers often lead to root circling, overheating, and transplant shock problems that slow projects down and increase replacement costs. GrowinBag™ containers were developed specifically to overcome these limitations. Their durable,

aerated structure promotes natural root pruning, keeps the root zone cooler, and improves drainage and oxygen flow. The result is a stronger, more fibrous root system capable of surviving the stress of relocation and thriving in the Gulf's desert soils.

This advantage becomes even more important when projects require thousands of uniform, healthy trees delivered on tight timelines. Rows of trees grown in GrowinBag™ systems such as those prepared for the Wynn Resort show the consistency that developers and landscape architects increasingly demand. The bags allow trees to be positioned in tight, organized blocks, maximizing nursery space while maintaining ideal growing conditions. Their reinforced handles also simplify movement, reducing labor and minimizing root disturbance during transport.

Just as importantly, GrowinBag™ helps nurseries align with the region's sustainability goals. More efficient water distribution, reduced loss rates, and optimized growing cycles mean fewer resources are required to produce each tree. For government-led greening initiatives and LEED-focused projects, these



efficiencies support long-term environmental planning.

Mega-projects across the Gulf are setting new standards for landscape quality and the nurseries that supply them must evolve to meet those standards. With its proven performance in harsh climates and high-volume production environments, GrowinBag™ is becoming an indispensable tool for growers who serve the region's most ambitious developments.

By investing in smarter growing systems today, the Gulf's nurseries are better equipped to help build the green, resilient landscapes of tomorrow.

For more information, visit www.growinnovate.com.au





THE FASTEST ADHESIVE TRAP TO SET AND WITH THE LARGEST STICKY SURFACE AREA HITS THE MARKET

In any sector, time is money. This is also true in agriculture. That's why the new color traps now being marketed by Hydroponic Systems are a welcome relief for many farmers thanks to their innovative and exclusive double hook, which allows for ultra-fast installation. They also feature the largest adhesive surface on the market, at 91%, and high-quality, durable materials for a longer lifespan: they won't bend or fall off during phytosanitary treatments.

Express installation: double hook and massive time savings

Every second counts when you have hectares to cover. These traps incorporate a double-hook system that allows them to be set up quickly and easily. Real-life tests have shown that it takes 6 minutes less for every 10 traps.

And in terms of scale production? On a typical hectare, this represents a saving of 1,123 minutes (more than 18 hours) compared to conventional traps. This freed-up

time can be invested in other key tasks, or simply represent savings for the farmer.

Maximum and durable adhesive Surface

Another key differentiator is its high micron content, the quality of the material, and the adhesive.

First, the material has been specially treated to facilitate adhesive absorption, ensuring it doesn't wear down or lose effectiveness over time. While other traps can lose their stickiness or dry out, this new double-hook model maintains its performance for longer.

Furthermore, with an adhesive surface that reaches the highest values available on the market (91%), these traps also offer superior effectiveness in capturing flying pests such as thrips, whiteflies, and aphids. Available in a variety of colors, their capture capacity is maximized.

Benefits at a Glance

- Ultra-fast installation: double

hooks save more than 18 hours of installation per hectare. No annoying knots or staples are required.

- Significant labor savings
- Maximum adhesive surface: larger active capture area, an exclusive 91%.

- Long-lasting adhesiveness: special material treatment that does not lose effectiveness over time.

- Strong and stable: traps and rolls do not deform even in high heat or under demanding conditions. They also do not fall off during phytosanitary treatments.

In short, with these new pest control tools (traps and adhesive rolls), Hydroponic Systems introduces a solution to the market that combines quality, speed, durability, and effectiveness: an essential tool for growers looking to optimize their operations, maintain constant pest control, and reduce their operating costs.

For more information, visit
www.hydroponicsystems.eu

HOW AI'S ADOPTION IN FARMING CAN GUIDE CONSTRUCTION'S FUTURE

By **Ibrahim Imam**, CEO and Co-founder of PlanRadar

Just over a decade ago, the agricultural sector was often dismissed as one of the least digitised industries in the world. It stands out as one of the most impactful case studies for successful AI implementation. This transformation wasn't driven by cutting-edge AI tools alone—it was rooted in the systematic and standardised collection of high-quality data.

Construction professionals across the GCC are now looking to bring similar innovation into their own sector. Across GCC countries, efforts are underway to digitise construction workflows and embrace advanced AI-assisted tools.

According to a PlanRadar global

study, 97% of professionals expect their company's digital investments to increase in the coming years. This signals a clear appetite for transformation and underlines the need for foundational readiness.

Agriculture's Data Journey

The turning point in agriculture's transformation was not the deployment of AI itself but the groundwork that preceded it. The sector's real breakthrough came when data began to be collected systematically—from soil conditions and weather patterns to seed distribution and irrigation timing. This shift

enabled AI algorithms to detect patterns, provide accurate predictions, and automate high-precision tasks.

A standout case is Agrifac, a European company renowned for its precision farming systems. Their NEED Farming platform integrates real-time inputs from GPS tracking, crop sensors, and environmental monitors. With that level of synchronised and standardised data, the system can apply fertilisers, pesticides, and water down to the level of individual plants. What makes this level of precision possible is the fact that all data sources are aligned and processed uniformly.

Farmers using Agrifac's

systems have achieved up to 20% reductions in fertiliser use, up to 70% reductions in other chemical inputs, while boosting yields by up to 50%. Their spot-spraying technology has even recorded over 90% savings on herbicides. Such dramatic efficiency gains were made possible through structured data that AI could trust and learn from.

Translating Lessons to the Construction Sector

The construction industry is already exploring tools like drones, digital forms, sensors, and AI-enhanced planning systems—but many companies are still missing the foundational layer needed to unlock their true value.

In construction, fragmented and inconsistent data often means decisions are delayed, tasks are duplicated, and costly rework becomes the norm. This is especially true in large-scale, multi-phase projects where multiple teams interact and update records across different platforms.

Yet in the GCC region, where mega-projects like NEOM in Saudi Arabia or the UAE's smart city initiatives are pushing the boundaries of technology integration, the need for a digital-first, data-driven approach is becoming more urgent than ever. For instance, GCC big data in construction was valued at approximately **USD 253.5 million in 2024** and is expected to grow to approximately USD 587.9 million by 2033, according to IMARC Group. This indicates strong demand for technology and data tools in regional construction.

Another relevant figure: in the UAE, the construction market size is projected to grow from **USD 42.75 billion in 2025** to

around USD 52.66 billion by 2030, at a CAGR of about 4.2%, signalling increasing scale and scope for digital and AI tools to make an impact.

Building AI Readiness Beyond Tools

To move towards AI-ready construction sites, companies must begin by ensuring data is captured with consistency, completeness, and accuracy. This means moving away from paper-based reports, informal logs, or isolated digital records, and adopting solutions that provide centralised, cloud-based data environments. When updates are synchronised instantly, and insights are visible in near real-time, teams can act faster, avoid duplication, and reduce risk.

Just as the farming sector invested in upskilling its workforce to use digital mapping and drone surveillance tools, construction companies should train their teams on proper data collection practices and digital system usage. Supervisors, project managers, engineers, and subcontractors must all be familiar with how to input the right information, validate it, and use digital systems effectively. In the GCC, where labour diversity and large-scale projects are the norm, investing in multi-language, intuitive, and mobile-ready digital tools can dramatically improve adoption rates and accuracy across teams.

Realising the Potential of AI in Construction

Once the foundations of structured and standardised data are in place, AI-powered tools can automatically detect design conflicts and optimise layouts during the planning phase. They can analyse



Ibrahim Imam
CEO and Co-founder of PlanRadar

historical project data to provide dynamic cost and schedule predictions and adapt in real time based on weather conditions or on-site progress. AI can also be used to flag safety hazards, improve sustainability through smarter resource management of materials and waste, and improve energy usage by tailoring building systems to actual usage patterns.

These advantages allow AI to become an enabler of better decision-making at every level of a project—from day-to-day operations to long-term asset planning and assessment of sustainability performance.

From Data Collection to Strategic Advantage

As national visions such as Saudi Vision 2030, the UAE's Centennial 2071, and Qatar National Vision 2030 continue to promote smart infrastructure and technology-led development, the construction sector in the GCC must position itself not just to follow but to lead.

The transformation seen in farming is a powerful reminder: real AI value is not in the technology itself, but in the clarity and consistency of the data that feeds it. If GCC construction leaders embrace this lesson and build a strong data infrastructure today, they will set the stage for smarter, faster, safer, and more profitable projects tomorrow.

CARBON FARMING TRENDS SHAPING THE FUTURE OF REGENERATIVE AND CLIMATE-SMART AGRICULTURE

As climate change reshapes global agriculture, farmers and businesses are exploring innovative ways to reduce carbon footprints while improving soil health and productivity. **Carbon farming**, which focuses on capturing and storing carbon in soil and vegetation, is emerging as a critical solution. According to a DataM Intelligence report, the Global Carbon Farming Market Size reached US\$113.36 million in 2024 and is expected to grow to US\$330.01 billion by 2032, with a CAGR of 14.29% during the forecast period.

What is Carbon Farming?

Carbon farming refers to adopting agricultural practices that **sequester atmospheric CO₂ in soils and vegetation**, turning farms into carbon sinks. Key techniques include:

- **Cover cropping:** Planting crops like clover or rye to prevent soil erosion and capture carbon.
- **Agroforestry:** Integrating trees with crops and livestock to enhance biodiversity.
- **Reduced tillage:** Minimizing

soil disruption to preserve organic carbon.

- **Silvopasture:** Combining trees and pastureland for livestock.

- **Compost and biochar application:** Enriching soil while locking carbon in place.

Why Carbon Farming is Trending:

1. Climate mitigation:

Farms act as natural carbon sinks, reducing greenhouse gas emissions.

2. Enhanced soil health:

Improved water retention, nutrient cycling, and biodiversity.

3. Economic incentives:

Farmers can monetize carbon sequestration through carbon credits.

4. Resilience:

Protects farmland from extreme weather events like droughts and floods.

Industry Adoption & Technological Innovation:

Global companies are increasingly scaling regenerative practices:

- **PepsiCo** partners with Soil Capital to expand regenerative

agriculture across Europe.

- **Tech-enabled monitoring** using AI and satellites from Spacenus and Perennial improves measurement accuracy and reduces costs.

Market Outlook:

The carbon farming market is projected to experience rapid growth, reflecting rising adoption and investment worldwide. Emerging technologies, combined with increased awareness of climate-smart agriculture, are making carbon farming a mainstream approach for both sustainability and profitability.

Conclusion:

Carbon farming is more than just an environmental strategy, it's the future of agriculture. By adopting regenerative practices, leveraging technology, and participating in carbon markets, farmers and agribusinesses can thrive in a world that values sustainability, productivity, and climate resilience. The transition to carbon-smart agriculture is here, and its potential to transform the sector is immense.

TEN YEARS LATER, RIDDER'S VERY FIRST CLIMATE SCREEN CUSTOMER CHOOSES RIDDER AGAIN

Greenhouse 



In 2015, a new manufacturer of climate screens entered the market: Ridder. It wasn't an illogical move. Until then, hundreds of screen installations had already been operating with Ridder-brand motors. But it was a bold move too, entering a market dominated by just two major players. Ten years later, Ridder has become one of those "big" names, offering a complete range of screens. All produced in Maasdijk, working closely with suppliers and partners abroad. But who was the very first customer?

"That was us," says Geert van Rens, who in 2015 installed 6 hectares of RES10 FR screen fabric. At their tomato nursery in Meterik, Van Rens cultivates medium truss tomatoes of the Bronski variety. Under the brand name "Enjoy," these tomatoes are distributed to buyers through Staay Food Group, a fruit and vegetable wholesaler. The family business

already had experience with screens, but not with Ridder. "No, but of course we already knew Ridder from the motors for screening and ventilation. The contact came through Maurice Kassenbouw, a trusted partner for us. Maurice had confidence in Ridder, and at that time there was also some price pressure in the screen market."

Coincidentally, this autumn Van Rens plans to replace the screen. Ten years is now a respectable age for a screen fabric. Many growers choose to replace their fabric every five years. "Indeed, after ten years you notice the light transmission decreases a bit. But in terms of quality and moisture permeability, it's still an excellent screen for us," says Jordi van Rens, who took over management from his father after two and a half years. Geert agrees that the Ridder screen could use an upgrade. "Slowly but surely, small holes

start to appear in the fabric. It's getting dirtier, and here and there a bit stiffer. It has to end at some point."

The fabric may be the same, but the cultivation strategy at Dwarsweg in Meterik has changed. "Quite drastically," says Geert. "Mainly due to energy use. In spring, we always use an OPAC film in addition. That's because we start late, we only plant in the second or third week of January. When you start late, you need a higher average day temperature in the greenhouse. You can't achieve that with just a screen. In autumn, we use the screen the most."

Jordi is now responsible for screening, and for choosing a new fabric, possibly even a new supplier. "But our trust in Ridder has never been disappointed," he says about the decision to go with the Westland-based manufacturer again. Ridder is no longer the newcomer it once was. In ten years, the company has significantly expanded its product range and customer base. Today, Ridder screens cover roughly 10,000 hectares of greenhouses worldwide, all manufactured in Maasdijk since 2015.

"Ridder is no longer the newcomer it once was. In ten years, the company has significantly expanded its product range and customer base. Today, Ridder screens cover roughly 10,000 hectares of greenhouses worldwide, all manufactured in Maasdijk since 2015."



November-December 2025

For more information about Ridder climate screens, visit <https://ridder.com/en/climatescreens>.



Organic Farming

www.neemnico.com

NICO ORGO MANURES: PIONEERING SUSTAINABLE AGRICULTURE THROUGH INNOVATION AND ORGANIC EXCELLENCE

Since its inception in 1992, Nico Orgo Manures has remained at the forefront of the organic agriculture revolution, setting new benchmarks in sustainability, innovation, and crop productivity. Headquartered in India and catering to markets across the globe, the company has been instrumental in introducing environmentally responsible agricultural solutions that respond to the growing concerns of soil health, environmental degradation, and food safety.

Research-Driven Organic Solutions

"Nico Orgo's success is deeply rooted in its commitment to research and scientific development. Under the guidance of the late Dr. Chakravarthy, a distinguished principal scientist from Anand Agricultural University, the company established its own R&D facility and scientific

laboratory, ensuring rigorous product development, testing, and innovation," says Dushyant Laijawala, Director of Nico Orgo Manures, in an exclusive interview with Gulf Agriculture magazine's Managing Editor, M. Matt.

"The research farm plays a critical role in validating the efficacy and safety of all formulations under real-world agricultural conditions," he adds. "We don't just develop products—we back them with science and field performance data."

Sustainable Solutions for the Modern Farmer

Nico Orgo manufactures a comprehensive range of certified organic agricultural inputs tailored for:

- Sustainable agriculture and horticulture
- Landscapes and turf management
- Gardens, forestry, and sports amenities



"All our products are biodegradable, eco-friendly, and compatible with Integrated Crop Management (ICM) systems," notes Laijawala. "Our mission is to help farmers transition to regenerative practices without compromising yields or profitability."

Core Product Categories Include

1. Nitrification Inhibitors

- N-Guard, a certified organic inhibitor, enhances nitrogen efficiency, curtails volatilization and leaching, and improves yields. It is SGS-tested and ideal for urea-based systems.

2. Lyophilised Biofertilisers

- Freeze-dried biofertilisers for Nitrogen fixation, Phosphate solubilisation, Potash mobilisation, and micronutrients such as S, Zn, and Fe. Offered individually or in blends (BioAll, BioMicro).

3. Soil Fertility and Conditioning Products

- Custom-blended organic fertilisers, neem-based formulations, and microbially enriched options for nematode and fungal control.

4. Organic NPKs

- With over 70% organic matter content, these formulations can be customised to meet specific crop nutrient needs.

5. Plant Growth Promoters & Bio-Stimulants

- Available in both liquid and granular forms, designed to improve physiological activity, plant metabolism, and crop resilience.

6. Organic Pest Management Solutions

- Certified organic botanical

pesticides, fungicides, and nematicides—including neem-based biocontrols and advanced freeze-dried biologicals like *Trichoderma* spp., *Paecilomyces*, and *Pseudomonas*.

Global Outreach and Recognition

Nico Orgo's impact transcends borders, with products exported to over 15 countries, including China, Japan, Kenya, Zimbabwe, Malawi, South Africa, UK, Germany, Italy, France, USA, Costa Rica, Tahiti

"Our presence in these countries demonstrates the global demand for sustainable inputs," explains Laijawala. "We've proven that organic solutions can compete with chemical inputs not just environmentally, but commercially too."

The company also maintains a strong presence at international agricultural fairs, conferences, and seminars, continually expanding its global footprint and engaging with stakeholders worldwide.

Certified for Excellence

Commitment to quality and sustainability is reflected in Nico Orgo's internationally recognized certifications:

- EcoCert – Europe
- OMRI – USA
- OF&G – UK
- ISO 9001:2008 – Quality Management System

"These certifications affirm our products meet the strictest global standards," says Laijawala. "They also reflect our dedication to continuous improvement and transparency



in everything we do."

The Future is Organic

As global agriculture shifts toward sustainability and climate resilience, Nico Orgo Manures continues to lead the charge with its innovation-driven, eco-conscious product portfolio. The company's unwavering dedication to organic integrity, farmer productivity, and environmental stewardship makes it a valued partner in the mission for a greener tomorrow.

"We believe the future of farming is rooted in biology, not chemistry," concludes Laijawala. "Our aim is to empower farmers worldwide to grow more responsibly—and more profitably."

For more information or a detailed product catalogue, contact: Kartik Laijawala, Nico Orgo Manures
nicoorgo@neemnico.com, kartik@orgoneem.com, www.neemnico.com

CASE IH PREVIEWS NEW OPTUM SERIES TRACTORS WITH MORE POWER AND FLEXIBLE APPLICATION SOLUTIONS

Case IH is equipping farmers for their most productive and efficient runtime to date with the new Optum[®] series tractors available in three models: 360, 390, and 440. With an extended range of models, greater year-round productivity and increased comfort, the new Optum delivers exceptional value for a variety of applications.

With the Optum, operators can enjoy faster transport speeds, increased service intervals and fuel autonomy. Integrated precision technology – with Technology Package options to suit individual needs – includes Connectivity Included, a Case IH feature that eliminates subscriptions for machine connectivity, along with telematics and ISOBUS compatibility with Tractor

Implement Management (TIM). In addition, FieldOps[™] unlocks the power of Connected Services and allows for simple management of the tractor's machine and agronomic data.

"The Optum's size and power are ideal for a wide range of applications, from tillage and seeding, to baling or transport," said Franz Josef Silber, global product marketing medium horsepower tractors at Case IH. "Paired with machinery, the tractor's automation-driven features and configurable technology deliver great in-seat efficiency and ease of use."

The Optum offers high horsepower performance – 360, 390 and 435 HP – as well as reliable precision and agility. With a 6.1 m (20 ft) turning radius and new Cursor 9 engine, operators can easily

maneuver the Optum while covering more ground with the fastest road speeds yet, up to 60 kph (37 mph). It also features an extended 750-hour service interval and a fully integrated CentralTire Inflation System, which allows operators to quickly and easily change tire pressures when going from the road to the field.

An all-new independent front axle suspension paired with upgraded braking, transmission and hydraulics delivers heightened control and power. Operators will also appreciate the upgraded cab experience, featuring advanced vehicle suspension options and comfort enhancements such as walk-in entry steps, integrated toolbox storage, and a built-in water tank for convenient hand washing.



FROM ITALY TO THE MIDDLE EAST: C4 MECCANICA'S NEXT CHAPTER IN MACHINERY INNOVATION

Founded in 1973, C4 Meccanica is an Italian company that specializes in the manufacture of attachments for earth moving and agricultural machinery.

We operate across four key sectors: agriculture, building, urban areas, forests and surroundings.

Our products are born from a mix of tradition and technological innovation. The many years of experience that guides us, combined with constant commitment to the research of more advanced technologies and in the choice of the most suitable materials, only adopting high quality standards.

More specifically, our latest creations are the Remote-Controlled machines, TMU40 and RMU40 – these machines are capable of working on slopes up to 55°, making it

suitable for operating in areas that are difficult to access with conventional machines and, therefore, guaranteeing safety to the operator, while combining a low environmental impact, as they are predisposed for the utilization of biodegradable oils.

The innovative strength of the TMU40 is in the fact that it combines practicality and comfort: it is the only remote-controlled machine with double driving options, since the operator can either work on board or by using the radio controller.

On a national level, C4 Meccanica is now a recognized player, and is establishing itself abroad also due to important collaborations with specialized dealers who, over time, have been able to verify our reliability and the quality of our productions. In fact, we focus on

supplying machinery to dealers and distributors, ensuring widespread availability of our products.

C4 Meccanica is always trying to grow and improve. With our high-quality products and innovative technologies, one of our goals is to expand into the Middle Eastern market. In fact, we are actively seeking distributors in the region to help fuel our expansion and bring our craftsmanship to the UAE and beyond.

By combining Italian quality with forward-thinking technological developments, C4 Meccanica is poised to make a lasting impact on the Middle Eastern construction industry and carry on new technological aids to essential but demanding daily operations.

For more information, visit
www.c4meccanica.it



LEADERS IN AGRICULTURE RETAIL AND LANDSCAPING



Shaheen M. AlRubai
General Manager



Established in 1985, AlShaheen Nurseries, Kuwait has been ever since developing itself as one of the leaders in the field of agriculture retail and landscaping. AlShaheen Nurseries provides a complete set of agriculture and gardening services. The team is run by well qualified engineers and experienced supervisors, with a long and successful track record in agriculture projects execution. The company is located in Shuwaikh, 4th Ring Road, Nurseries Area, Kuwait. It's our pleasure to introduce our wide range of services we offer the following:

- Landscaping and planting

division for indoor and outdoor gardens. Wholesale division (For Agricultural Companies only).

- Maintenance team for agricultural projects and house gardens.
- Designing and implementing irrigation systems.
- Wide range of indoor and outdoor plants.
- Wide range of flower and vegetable seeds.
- Different sizes and colors of plastic net shades.
- All kinds of natural and chemical fertilizers.
- Peat Moss, potting soil, hydroton.
- Agent and distributor of indoor and outdoor pots of different shapes and sizes.



AlShaheen Nurseries showroom is considered as a garden center for selling indoor and outdoor plants – Grass – Peat Moss – Potting Soil – Plastic Net Shades – Pots – Rocks – Seeds – Natural and Chemical Fertilizers – Agrilite – Irrigation Sys. – Water pumps – Insect





killer – Hydroton – Palm bags. The Company aims to provide many items to serve different customer's tastes, in addition to provide the best quality and less prices under one roof.

AlShaheen Nurseries owns a farm in Wafra area specialized in growing plants, flowers, and paspalum grass, runs by well qualified engineers to provide the market and the agricultural companies with the best varieties and quality. The farm is considered one of leading farms in Wafra in growing plants, flowers, and paspalum grass.

The Project Division is run by well qualified team of engineers

and supervisors to design landscape and maintain gardens. There is a team for designing & implementing irrigation systems.

The wholesale division was established in 2000 to provide

the Ministries and the agricultural companies with plants, garden tools and irrigation systems. Since then, the division has been supplying some of the leading government and private projects.





Jerzy Marek Strenkowski, Founder

combination ensures superior durability, climate adaptability, and consistent performance across a wide range of nursery applications.

Commitment to Quality, Performance, and Sustainability

Martex's dedication to quality begins with its sourcing: all ARBO bag components are produced within Europe, ensuring reliability, durability, and adherence to stringent manufacturing standards. Today, the company supplies ARBO bags to more than 32 countries—including South Africa, Kazakhstan, the UAE, and New Zealand—reflecting its strong global reputation

EUROPEAN PLANTING BAGS BY MARTEX: DURABLE, HIGH-PERFORMANCE SOLUTIONS FOR MODERN NURSERIES

**Seeking
Distributors
Across the
Middle East
Region**

Since 1994, Martex has been leading innovation in the nursery sector with its ARBO planting bags—an advanced product line developed using patented technology to support the evolving needs of horticulture and

agriculture. As a family-owned Polish company committed to quality and customer satisfaction, Martex has perfected ARBO bags through a precisely engineered blend of polypropylene, polyethylene, and PLA. This proprietary



November-December 2025



Janusz Strenkowski, Chairman

and trusted partnerships.

Designed for long-term use, ARBO bags offer exceptional UV resistance (500–750 kLy), providing a lifespan of up to seven years, even in demanding outdoor environments. Lightweight yet extremely robust, the bags come in a range of colors and feature practical elements such as ergonomic handles and zippered hoods that help reduce weed intrusion. Their elastic structure and variety of shapes promote optimal root development—giving them a clear advantage over traditional plastic containers.

Versatile, Convenient, and Built for Real-World Conditions

ARBO planting bags are

engineered for flexibility, suitable for both above-ground and below-ground applications. Their lightweight design makes transport easy—whether by hand or with machinery—without causing damage to vehicles or equipment. Each ARBO model is carefully designed to meet specific nursery requirements, from fruit tree cultivation and palm species to forestry seedlings and orchard operations.

The bags are also well-suited for landscaping and land restoration projects, helping contain soil, roots, and plant waste to maintain tidy, efficient work environments. Available in a wide range of sizes with round or square bases, ARBO bags can be customized to meet unique client specifications.

ARBO Planting Bag Range:

Engineered for Every Nursery

- **STRONG** – High-density construction for heavy-duty, demanding applications.
- **STANDARD** – The original ARBO model, widely recognized for reliability and longevity.
- **BLUEBERRY** – Designed specifically for berry and fruit plantations with superior drainage capability.
- **BIO** – A biodegradable,

compostable option delivering sustainability with dependable ARBO durability.

- **BIO-STRONG** – A reinforced compostable model created for intensive, long-term use.
- **HEDGE** – Features stiffened sidewalls ideal for vegetables, fruit crops, and hedge cultivation.
- **FOREST** – Tailored for the transport and cultivation of forestry tree seedlings.

A Trusted Global Partner for Professional Nurseries

The ARBO range supports nurseries cultivating palm trees, fruit trees, forest species, alley trees, ornamental shrubs, and more. All Martex products undergo rigorous testing and certification through leading European agricultural institutes, with full documentation available upon request.

For nursery professionals seeking durable, adaptable, and sustainable planting solutions, Martex's ARBO planting bags offer exceptional value—built on more than 30 years of innovation, expertise, and commitment to the horticultural industry.

For more information, visit

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November-December 2025,



EMIRATES RAWABI AND REFARM GLOBAL UNITE TO TRANSFORM AGRICULTURE AND LANDSCAPING IN THE UNITED ARAB EMIRATES (UAE)

In a landmark step toward transforming the UAE's agricultural and food production landscape, Emirates Rawabi PSC, one of the nation's leading integrated agribusiness groups, has entered into a strategic partnership with ReFarm Global Investments LLC, a pioneer in regenerative and circular sustainability technologies. This collaboration is set to revolutionize not only the UAE's food production systems but also change the landscaping industry, establishing a new benchmark for sustainable urban and agricultural growth across the region.

Together, they will drive a new model of circular agribusiness, creating cost-efficient, carbon-conscious, and regenerative solutions to strengthen food security, enhance soil health, and drastically reduce water use across the UAE's farming and food production systems. Beyond agriculture, this initiative will also extend its impact to urban environments and landscaped areas,

supporting sustainable living and greener communities. In line with the leadership's vision to make Dubai the most beautiful, advanced, and liveable city in the world, this collaboration will help develop a sustainable master plan for urban greening, improve irrigation efficiency, reduce the urban heat island effect, and enhance the sustainability of Dubai's parks and green ecosystems. It will redefine the landscaping industry for future developments, promoting eco-efficient design, reduced water consumption, and the creation of resilient green spaces that align with the UAE's long-term vision for a sustainable and regenerative future.

A partnership for the future of food

This collaboration combines Emirates Rawabi's extensive expertise in dairy, poultry, feed, and food production with ReFarm's breakthrough technologies in agricultural waste-to-value systems, regenerative soil enhancement, and air, soil, and water

optimization.

The partnership aims to create a sustainable food ecosystem that regenerates rather than depletes, by improving soil vitality, optimizing resources, and ensuring food production that is both economically and environmentally efficient.

"Our mission is to restore the balance between nature, technology, and progress," said Oliver Christof, CEO of ReFarm Global Investments LLC. "Through this collaboration, we will empower farmers, urban developers, and food producers with innovative and cost-efficient systems that strengthen food security, while preserving our most valuable resources like air, soil and water."

"We share a common vision to make the UAE a global leader in regenerative and circular agriculture. Our technologies help farmers grow healthier crops with less water, improve soil quality, and create a new balance between productivity and preservation," he added.

Restoring **the balance.**

Emirates Rawabi & ReFarm Official Signing Ceremony



HOW COW BRUSHES INCREASE MILK PRODUCTION: BENEFITS FOR MODERN DAIRY FARMS



Maintaining cow comfort is one of the most effective ways dairy farmers can boost productivity. Among modern dairy farm innovations, cow brushes—also known as automatic cow brushes or rotating cow brushes—have become essential tools for improving animal welfare and increasing milk yields.

Cow brushes are automated, rotating grooming devices installed in barns to help cows scratch, clean, and massage themselves. They mimic the natural grooming behavior cows would perform in open pastures, helping maintain hygiene and reduce physical stress.

How Cow Brushes Increase Milk Production

1). Reduces Stress Levels

Stress is one of the biggest barriers to milk production, and grooming helps reduce it by stimulating blood circulation and releasing feel-good hormones such as endorphins. When cows use a rotating cow brush, they become more relaxed, leading to

better appetite, improved digestion, and higher overall milk yields—supporting research that shows comfortable cows produce more milk.

2. Improves Cow Hygiene

A clean cow is a healthier cow, and cow brushes help remove dust, parasites, loose hair, and dead skin, reducing the risk of skin infections and mastitis—a major cause of reduced milk output. Better hygiene directly contributes to both higher milk quality and increased milk production.

3. Encourages Natural Grooming Behaviour

A cow grooming brush satisfies cows' natural grooming instinct, keeping them active and mentally stimulated, which leads to more barn activity, lower aggression, and improved herd well-being.

Happy cows = productive cows.

4. Enhances Blood Circulation

The massaging action of automatic cow brushes stimulates blood flow in muscles and skin, which helps boost immunity, maintain healthy skin, and

improve body condition. Healthy cows convert feed more efficiently, resulting in higher milk production.

5. Prevents Lameness and Promotes Mobility

Lameness is a costly issue in dairy farming, but regular brushing improves skin health and reduces irritation that can lead to scratch injuries, which cause discomfort and reduced mobility. With better comfort, cows spend more time eating, walk more, and visit milking stations more frequently, naturally resulting in more consistent and increased milk yields.

Benefits of Cow Brushes for Dairy Farmers

Investing in cow brushes offers both short-term and long-term benefits, including higher milk production, improved cow welfare, reduced veterinary costs, better farm hygiene, and a longer lifespan for dairy cows. Many farmers report a 3–5% increase in milk yield after installing cow brushes.

For more information, visit
www.delmergroup.com



The science in your feed

ORFFA INTRODUCES A NEW BRAND PROMISE, UNDERSCORING ITS INCREASING FOCUS ON SCIENCE-DRIVEN SPECIALIZATION IN GLOBAL ANIMAL PRODUCTION

Orffa, a global producer of specialty feed additives, announced its renewed purpose, vision and mission, distilled into a new brand promise: 'Orffa. The science in your feed.'

With this announcement, Orffa reaffirms its commitment to placing validated science at the core of its solutions, supporting customers and partners with expertise and data that deliver measurable value across animal farming.

The global feed industry is undergoing rapid transformation, with rising demand for transparent, evidence-based and reliable insights. Orffa's renewed direction responds to these needs by strengthening its scientific foundation and providing customers with clearer guidelines for formulation efficiency, performance predictability and sustainability. The new brand promise reflects Orffa's broader ambition to enable better-informed

decision-making across the industry, grounded in peer-reviewed science and independently verified results.

Over the past year, Orffa has taken significant steps to further embed scientific excellence into its operations, including:

- Advancing gut health analytics through its partnership with Florates, enabling more precise microbiome-driven decision-making.
- Initiating scientific collaboration on methane abatement with SeaForest to explore new pathways for sustainability.
- Completing external verification of Life Cycle Assessment (LCA) data for its digestibility enhancer Excential Energy Plus by the Global Feed LCA Institute (GFLI), reinforcing the company's commitment to transparent, peer-reviewed environmental performance.

These developments mark the first phase of a broader roadmap to integrate scientific rigor more deeply into Orffa's global organization.

Additional initiatives are already underway as the company continues to expand its research capabilities and collaborations.

Aligned with its new brand promise, Orffa is also introducing its updated mission statement:

"We empower viable animal farming through science-driven specialization."

This mission underscores the company's focus on innovative, validated and highly specialized solutions that support future-proof animal production.

Arno van der Aa, Director Marketing & Innovation, comments: "Our renewed direction strengthens our commitment to scientific excellence. It will drive innovation in feed additive solutions and services, expand our global research collaborations and deliver measurable benefits for viable animal farming."

For more information, visit www.orffa.com

KEEPING BREEDER HENS STRONG: CONTROLLING ENDOTOXINS FOR BETTER EGG QUALITY

By: Muhammad Umar and Dr Bernhard Eckel,
Dr. Eckel Animal Nutrition



For poultry breeders, each egg is valuable. Success depends on quality, hatchability and the resilience of hens. Every egg is an investment in the next generation, so losses affect both current and future productivity. Problems like cracked shells, small eggs and mortality often trace back to an overlooked culprit: endotoxins.

Endotoxins – the hidden threat

Endotoxins are fragments of gram-negative bacteria such as *E. coli*. Normally present in the gut, their levels rise under stress from heat, feed changes, infections or antibiotics. Once they cross the intestinal barrier, they trigger inflammation, reduce nutrient absorption and impair calcium use. In hens, this leads to weak shells, small eggs and higher mortality.

Endotoxin stress reduces hatchability, increases mortality and adds workload through sick birds and higher veterinary costs. For breeder farms with tight margins, these preventable losses

are particularly harmful.

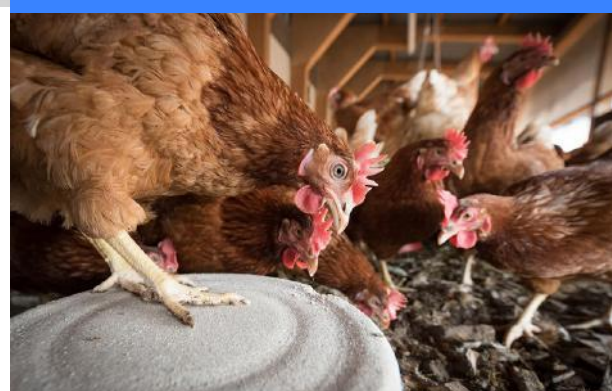
Comprehensive protection: Anta®Catch

Anta®Catch counters endotoxins with triple protection: activated surfaces lower endotoxin load in the gut, prebiotics strengthen the intestinal barrier, and phytogenics support detoxification and reduce inflammation. This helps maintain egg quality and flock health.

A field trial in Taiwan with 4,000 broiler breeders showed strong results. Mortality fell by up to 37%. Small eggs dropped by 81% and 57% in two barns. Soft-shelled eggs decreased by up to 34%, broken eggs by 11%. This means fewer downgrades, better hatchery output and more stable productivity.

Efficiency and profitability for farmers

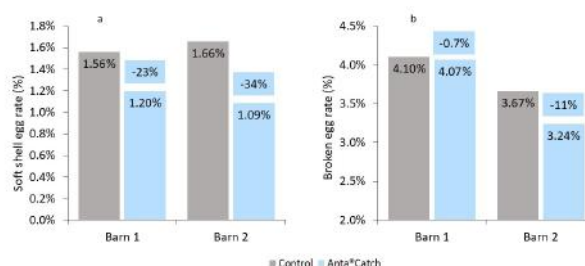
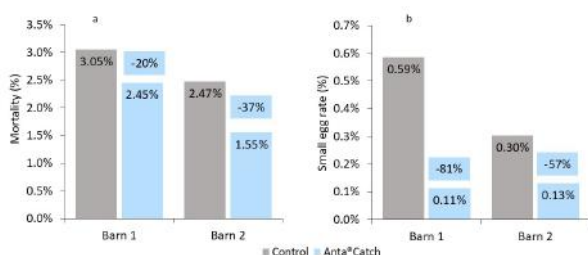
Endotoxins waste feed, raise mortality and demand extra care. Controlling them results in healthier, more resilient flocks and better use of resources.



Anta®Catch helps breeders stay competitive under cost pressure.

Endotoxins may be invisible, but their impact is clear: fragile eggs, fewer chicks and higher losses. With its holistic approach, Anta®Catch reduces damage, strengthens resilience and safeguards productivity. Trials prove its value: more viable eggs, healthier hens and improved survival. For breeder farmers, where every egg counts, Anta®Catch ensures long-term success.

Find out how Anta®Catch can support your breeder operations. Visit www.dr-eckel.de or reach out to our experts today.



VIV MEA 2025 RETURNS TO ABU DHABI AS THE REGION'S PREMIER PLATFORM FOR AGRICULTURAL INNOVATION AND FOOD SECURITY

The 5th edition is set to unite over 500 exhibitors and 10,000 industry professionals to build connections, discover solutions, and accelerate business development

VIV MEA 2025, the Middle East and Africa's leading trade show and knowledge platform for animal protein production and agribusiness, returns to the Abu Dhabi National Exhibition Centre (ADNEC) from November 25-27, 2025. In partnership with the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), this year's edition promises to be the most comprehensive yet, uniting global expertise with regional leadership across 18,000 square meters to advance sustainable growth and business development throughout the MENA region.

A Crucial Hub for Regional Food Security

As nations across the Middle East and North Africa embrace new opportunities to enhance food security, VIV MEA 2025 positions itself as more than just a trade show—it serves as the essential meeting ground where global expertise meets qualified buyers and decision-makers to explore practical,

solutions-driven innovations. The event delivers a comprehensive showcase of cutting-edge technologies, proven strategies, and actionable insights across the complete spectrum of animal husbandry, including poultry, dairy, fish, shrimp, eggs, cattle, calves, goats, and camels, empowering industry leaders to build resilient food systems capable of meeting tomorrow's challenges.

Major Exhibition Highlights

Over 500 global and regional exhibitors will present cutting-edge solutions in feed production, veterinary services, processing equipment, and agri-tech innovation, with 10,000 expected visitors from across the industry in the UAE and surrounding countries.

Coming from a successful 2023 edition, the Aquatic MEA conference will also return one day before the official show opening, and now together with

a dedicated Aquatic Pavilion (a first for the 2025 edition). These, in recognition of aquaculture's critical role in regional food security and the sector's significant growth potential across the Middle East and Africa. These are also further supported by another key Aquatic initiative: the Aquafeed Extrusion Conference.

VIV MEA 2025 also brings the VIV Industry Leaders (VIL) Program, an exclusive opportunity for senior executives, innovators, and decision-makers shaping the future of the feed-to-food industry. Reserved for C-suite leaders, thought leaders, and organizations seeking to expand their partnerships, the program provides premium benefits, dedicated networking spaces, and curated opportunities to connect with peers driving tomorrow's agrifood systems. This select community empowers industry pioneers to forge strategic connections, exchange





insights, and actuate collaborations that will define the sector's future.

A Comprehensive Conference Program

VIV MEA 2025 features an extensive lineup of over 30 conference sessions which are mostly free-to-attend, bringing together world-class speakers and experts from around the globe. Running throughout the main show days (November 25-27), the program addresses the most pressing challenges facing the industry today.

The AgriBITs Seminar explores AI-powered solutions for sustainable food security, showcasing advanced technologies driving agricultural innovation. International delegates from Europe, Africa, the Middle East, and Asia will converge at the Cities Leading Food Production roundtables to discuss critical topics spanning governance, technology innovations, regenerative agriculture, water management, youth engagement, and finance. Meanwhile, the Poultry Marketing

Round Table (PMRT) tackles intelligent water management in poultry farming, examining how to improve efficiency across the production cycle as global demand continues to grow against a backdrop of declining freshwater availability.

Smart Navigation with VIVian

To help attendees maximize their time onsite, VIV MEA 2025 introduces VIVian, an intelligent digital assistant accessible directly from www.vivmea.nl. This innovative tool serves as your personal guide throughout the event, featuring a Journey Planner that creates customized itineraries based on your selected themes and industry segments.

Whether you're focused on poultry production, aquaculture, or sustainable feed solutions, VIVian recommends relevant exhibitors, suggests must-attend conference sessions, and helps you navigate the exhibition space efficiently. By tailoring the experience to your specific interests and business objectives, VIVian ensures you

VIV MEA Preview

connect with the right people, discover the most relevant innovations, and make every moment at VIV MEA 2025 count.

Strategic Location and Accessibility

Set against the backdrop of Abu Dhabi—recognized as the world's safest city by online database Numbeo—VIV MEA 2025 offers international participants an ideal blend of modern infrastructure, cultural heritage, and business opportunity. Visitors can extend their stay to explore the emirate's world-class attractions through The Official Abu Dhabi Pass, which provides access to over 70 museums, theme parks, and experiences with savings of up to 50%, allowing attendees to build their perfect itinerary while combining business with the best of what Abu Dhabi has to offer.

Looking Ahead

"VIV MEA serves as an important hub where industry leaders gather and cooperate to build resilient, innovative food systems capable of meeting tomorrow's challenges," states Tessa Remers, Project Manager of VIV MEA. "We're excited to help create meaningful encounters that spark new ideas and bring valuable opportunities to our agrifood community." The event connects to VNU Europe's global portfolio of agrifood trade shows, including upcoming events in Europe, Asia, and Africa throughout 2026 and 2027.

Registration is Still Open

Online registration is strongly encouraged to avoid queues and secure access to event updates, exhibitor connections, and speaker information before the show. By registering online, attendees will be well-positioned to capitalize on every opportunity the event offers.

For more information and to register, visit: www.vivmea.nl

From 27 to 30 January 2026, Messe Essen will become the central ordering and communication platform for the international green sector. IPM ESSEN 2026 will cover the entire horticultural value chain – from plants and technology to floristry and garden features. The focus is no longer solely on products, but on strategies for an industry in transition: How can sustainable business practices be implemented? What role does artificial intelligence play now and in the future? How can customers be inspired? And how can horticulture attract skilled professionals and young talent? IPM ESSEN 2026 will provide answers for the upcoming horticultural year.

“IPM ESSEN is the place where the green sector collectively tackles global challenges – in a practical, international and inspiring way,” says Oliver P. Kuhrt, CEO of Messe Essen. “Our visitors experience not only trends but also viable solutions – from climate-resilient plants and new training concepts to sustainable technology.”

Around 1,400 exhibitors from 45 nations are expected at the world-leading trade fair. They will present



innovative products and services from all areas of horticulture, complemented by a strong supporting programme of specialist forums, live demonstrations, and competitions. Returning exhibitors include Florensis, Scheurich, Soendgen Keramik and Koopman International.

IPM ESSEN 2026 will again occupy the entire exhibition grounds. The halls are clearly organised by theme, providing professional visitors with

precise orientation.

Plants – Halls 1, 1A, 2, 5, 6, 7, 8 and the Galeria

From nursery stock to perennials, herbs, bedding and balcony plants, cut flowers and young plants, the plant sector will be presented in all its diversity. The focus will be on plants suitable for a changing climate – heat- and drought-resistant, robust and adaptable.

Hall 2 will host the Gardener Forum, offering expert lectures

SHAPING A GREEN FUTURE AT IPM ESSEN 2026

Comprehensive trade fair programme covering current industry topics





and discussions. Here, current questions relating to production, marketing and technology in young plant breeding will be explored.

A new feature is the Wood Arena in Nursery Hall 7, which will address topics such as future-proof tree assortments for cities, forests and private gardens, along with proper maintenance and biodiversity-promoting hedges.

Fresh ideas for urban greening projects will also be provided by the Green Cities Europe Award. For the second consecutive year, Messe Essen will host this cross-border industry award.

The Landgard-Ordertage | Frühjahrsedition (Landgard Order Days | Spring Edition) will once again take place in Hall 1A in 2026, seamlessly building on their successful debut last year. The format offers trade visitors an additional, compact platform for ordering and inspiration.

Technology – Halls 3, 4, and Galeria

Resource efficiency, automation, digitalisation – the technology section of IPM ESSEN provides solutions for

the demands of modern production. The Horticultural Technology Innovation Center in Hall 4 will showcase pioneering approaches to energy efficiency, water management and logistics.

Of particular interest to both research and practice is the special area Cannabis.NET, where the University of Hohenheim will present current scientific projects on this crop.

Also in Hall 4, the Horticultural Information Center will offer a teaching display showing practical strategies for strengthening plants – from peat-free substrate production and nutrient supply to biostimulants and innovative cultivation methods. It will also serve as the exhibition space for the IPM Novelties Showcase, where the best plant innovations will be awarded on the first day of the trade fair.

Floristry and Retail – Hall 5

Creativity, craftsmanship and inspiration: Hall 5 will be home to the Floristry + Lifestyle area. The IPM Flower Stage will offer daily live demonstrations and workshops from international floral stars, with the highlight being the “Aloha Show” by headliner Björn Kroner. The popular IPM bouquet competitions, where the best young florists showcase their skills, will also take place in this area.

At the same time, the IPM Discovery Center, curated by Romeo Sommers, will inspire visitors with trends for the green retail sector: modern POS concepts, emotive plant presentations and new approaches to engaging consumers.

The Show Your Colours Award will also highlight outstanding marketing

concepts, recognising the best sales story centred on a single plant.

Garden features – in all Halls

From shopfitting to IT, from labelling and packaging to decoration and marketing, no horticultural business is complete without the right equipment. Accordingly, these solutions will be integrated into all exhibition halls, thematically aligned with each area.

Internationality as a hallmark

IPM ESSEN stands out for its international diversity. Numerous country pavilions will showcase their characteristic products and expertise – from Belgium to Costa Rica, from China to the USA, and from the Netherlands to Spain. These joint stands provide hubs for professional exchange and act as gateways to new markets. Additional country pavilions will be organised by Turkey, France, Denmark, Italy, the United Kingdom, Poland, Portugal and Israel.

Focus on young professionals

How can young people be inspired to pursue careers in horticulture? The Training Day and the Careers + Future Forum will address the next generation at IPM ESSEN 2026.

A new offering, Young Entrepreneurs Day, will provide a platform for networking among young leaders and personal exchange. Keynote speaker will be musician, extreme athlete and entrepreneur Joey Kelly.

The Congress Center Essen will host additional side events providing further professional depth. The traditional BdB seminar will once again explore strategies for urban greening under the title “Between asphalt and climate change: which trees and shrubs survive?,” while the “GaLaBau Outlook” congress will focus on future trends in landscape architecture and open space planning.

For further information, visit www.ipm-essen.de

AGRA ME 2025 REINFORCES MIDDLE EAST'S LEADERSHIP IN SUSTAINABLE, TECH-DRIVEN AGRICULTURE



AgraME 2025, held under the Patronage of the UAE Ministry of Climate Change and Environment, successfully concluded its 17th edition at the Dubai World Trade Centre. Co-located with AgroFarm Middle East, the event once again demonstrated its position as the region's leading platform for agricultural innovation, sustainable farming and food-system development.

The two-day exhibition welcomed more than 7,000 visitors, including government officials, researchers, agribusiness leaders and investors. Their participation reflected the increasing importance of food security, climate resilience and advanced farming technologies across the Middle East.

This year's edition gathered over 150 exhibitors representing crop production, horticulture, livestock, aquaculture, agri-tech, irrigation, and sustainable water and soil management. Attendees explored new-generation fertilisers, smart irrigation

systems, greenhouse solutions, precision livestock tools and data-driven farming technologies. Leading institutions such as ADAFSA, FAO, the Environment Agency – Abu Dhabi, Mubadala Energy and the World Food Programme added strong institutional weight to the event.

Industry support remained a key highlight. Saudi Reef led as Gold Sponsor, while Agro House Trading, Elite Agro Holding, Flora Engineering Services, Foshan GrowSpec BioTech, Grabi Chemical SpA and The Qrill Company supported as Silver Sponsors. Associate sponsors including Dutch Greenhouse Delta, Green Akzente, Montel and Uterra Middle East further enriched the programme and discussions.

AgraME 2025 also introduced three specialised forums: the Future Food Resilience Summit, the Middle East Aquaculture Forum and the Middle East Livestock Forum. Each provided targeted insights into sustainable production, precision animal farming and innovation in aquaculture—strengthening the event's role as a regional knowledge hub.

Running alongside, AgroFarm Middle East drew strong interest as the UAE's dedicated animal farming show, spotlighting cattle, sheep and goat production and featuring the region's largest indoor animal showcase.

With strong global participation, extensive product displays and high-level dialogue, AgraME 2025 once again proved to be an essential meeting place for agri-food and farming professionals. The show reinforced the region's commitment to building a sustainable, technologically advanced future for agriculture.



SAUDI AGRICULTURE 2025 CONCLUDES WITH RECORD PARTICIPATION AND STRONG GLOBAL DEMAND

The 42nd edition of Saudi Agriculture, the Kingdom's leading exhibition for agriculture, food production, aquaculture, and agro-industry, concluded successfully at the Riyadh International Convention & Exhibition Centre, marking its largest edition to date.

Held from October 20–23, 2025, the event hosted over 420 exhibitors from more than 40 countries and welcomed 27,000+ trade visitors, reaffirming its position as the premier B2B platform for the Middle East's

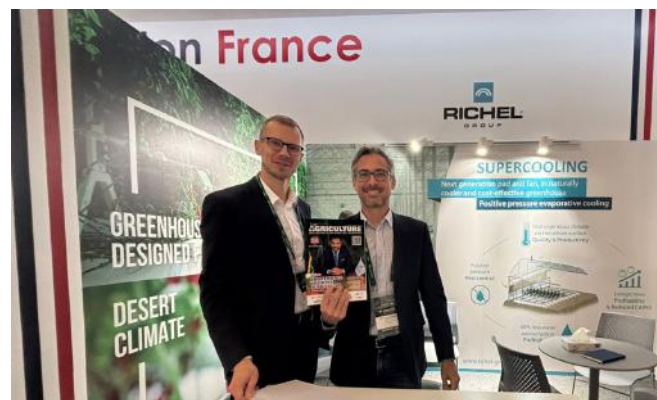
fast-growing agricultural sector.

Organized under the patronage of the Ministry of Environment, Water, and Agriculture, the exhibition showcased advanced solutions in smart farming, precision irrigation, poultry and livestock, aquaculture, food processing equipment, and sustainable packaging.

A key feature of this year's edition was the Future of Agriculture International Summit, bringing together global experts including Dr. James Morgan, Dr. Schmitt,

Dr.-Ing. Martino Celeghini, and Mr. Jorge. The summit highlighted critical insights on food security, agricultural technology, climate-resilient farming, and sustainable production.

Saudi Agriculture 2025 demonstrated the Kingdom's commitment to strengthening food security and promoting innovation in line with Vision 2030. Exhibitors reported strong business engagement, substantial leads, and new partnership opportunities.



MYPLANT & GARDEN MIDDLE EAST 2025 OPENS IN DUBAI UNDER MOCCAЕ PATRONAGE



The inaugural edition of Myplant & Garden Middle East 2025, the region's first exhibition dedicated to horticulture, landscaping, and sustainable green cities, opened at the Dubai Exhibition Centre, Expo City Dubai, under the patronage of the Ministry of Climate Change and Environment (MOCCAЕ). The event was inaugurated by HE Dr. Mohammed Salman Alhammadi, Assistant Undersecretary for the Food Diversity Sector at MOCCAЕ, together with HE Marwan Ahmed Bin Ghalita, Director General of Dubai Municipality.

The launch marks a significant milestone for the UAE's drive toward climate-resilient, nature-positive cities aligned with We the UAE Vision 2031. Senior officials and international delegations, including HE Lorenzo Fanara, Ambassador of Italy to the UAE; Andreas Kipar, Chairman of Green City Italia; Francesco Santa, CEO of IEG Middle East; and



Mirco Carloni, President of the XIII Agriculture Commission of the Italian Parliament, joined the inaugural tour—highlighting strong global cooperation.

HE Dr. Alhammadi emphasized the critical role of horticulture and nature-based solutions in shaping smart, liveable, climate-adaptive cities. He highlighted the link between green urban environments and food security, stressing the need for innovation, collaboration, and knowledge exchange.

With over 100 international exhibitors, the show presents advanced solutions for arid-climate

horticulture, sustainable irrigation, climate-resilient plant production, and smart greenhouse technology. Over three days, a robust programme of conferences and technical workshops explores regional environmental priorities, including biodiversity restoration, intelligent irrigation, climate-adaptive landscaping, and circular design.

The strong participation of government bodies, global experts, and industry leaders underscores the event's importance as a strategic platform supporting sustainable urban transformation across the Middle East.





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