Gulf ISSN 1751-8407

SEPTEMBER | OCTOBER | 2026

AGRICULTURE™

TRADE MAGAZINE

YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

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19–22 October 2026
Riyadh, Saudi Arabia

GROWTECH. MIDDLE EAST
26–28 October 2026
Dubai, UAE

EuroTier® First in animal farming.
10–13 November 2026
Hanover, Germany

eima INTERNATIONAL
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Bologna, Italy

GROWTECH. ANTALYA
24–27 November 2026
Antalya, Türkiye

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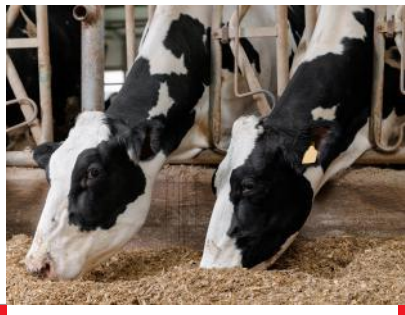
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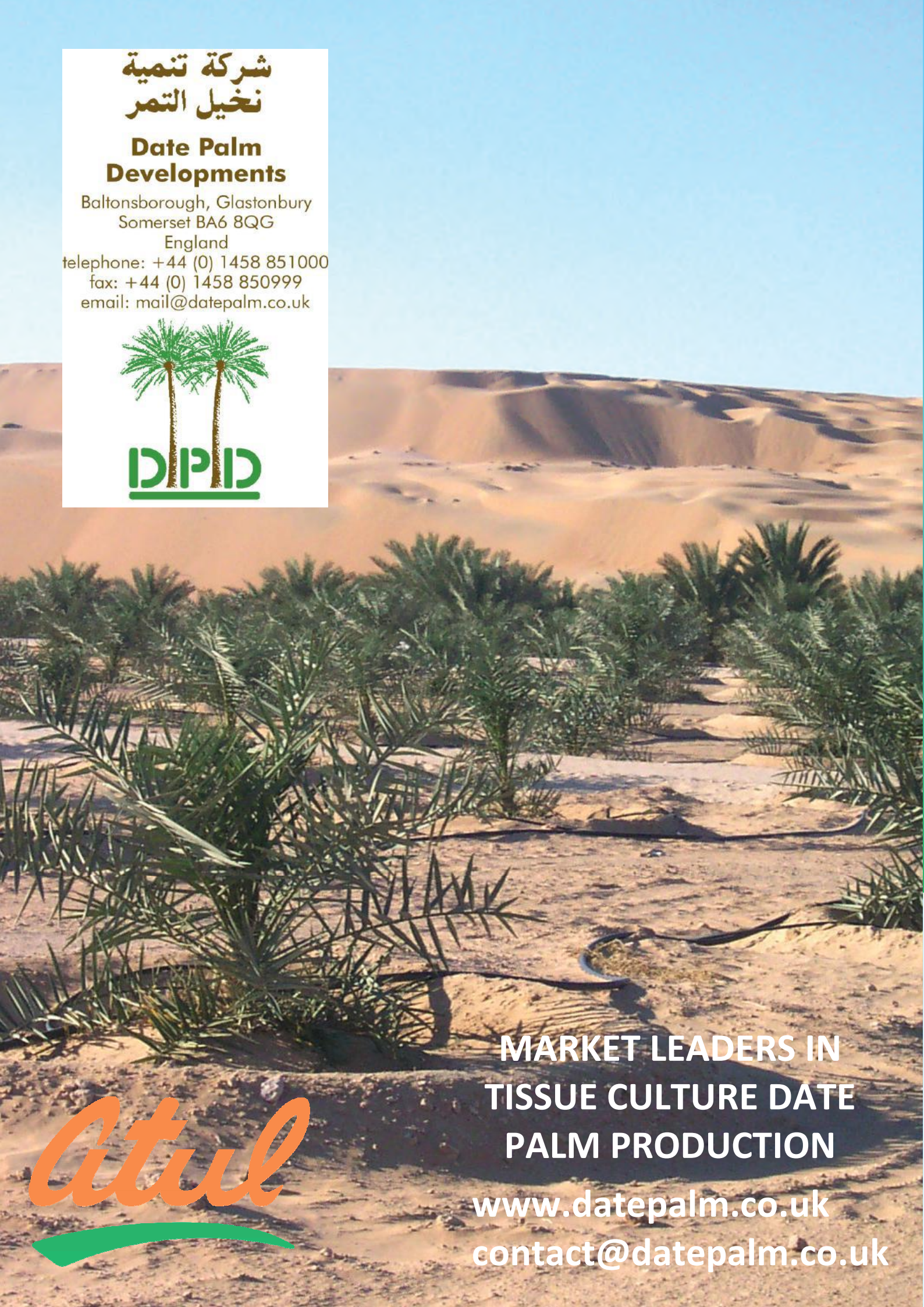
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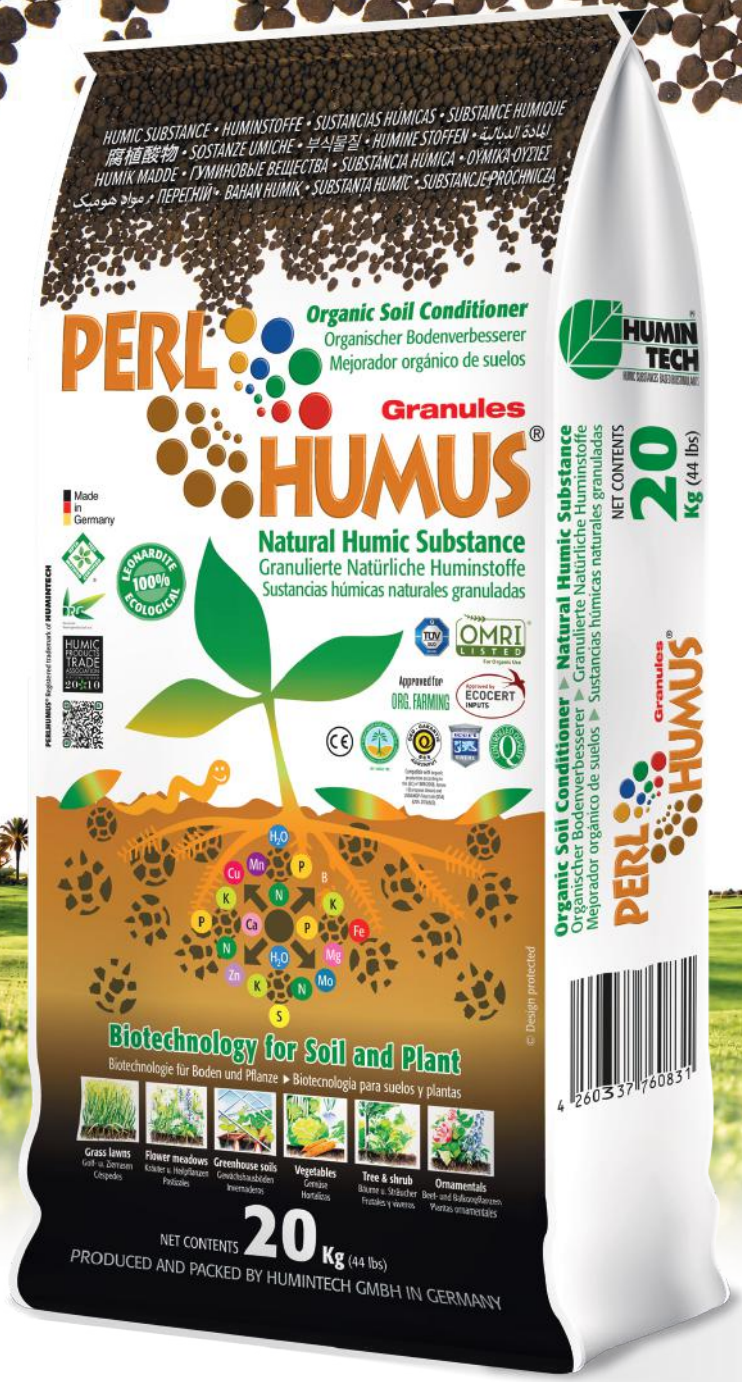
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UAE NATIONAL AGRICULTURE CENTRE JOINS GROWTECH MIDDLE EAST AS STRATEGIC GOVERNMENT PARTNER FOR 2026 EDITION

Growtech Middle East, formerly known as Agra Middle East, will take place at Dubai World Trade Centre from 26–28 October 2026, with the UAE National Agriculture Centre (NAC) joining as its Strategic Government Partner.

The partnership will put greater focus on the future of Emirati farming, agricultural innovation and food security, with a shared commitment to supporting UAE farmers, raising farming standards and encouraging the adoption of sustainable agricultural practices and technologies. Together, NAC and Growtech Middle East will connect farmers and the wider agricultural community with government, industry expertise and global solutions that can help drive the sector forward. At the event, NAC will also highlight its work to improve market access for Emirati produce and promote raising national standards through initiatives like UAE Good Agricultural Practices (UAE G.A.P.), which raises production quality and efficiency, and enhances the sustainability of farming operations, and the Integrated Farmer Centres project. Implemented by NAC in collaboration with government and private sector partners, the project provides farmers with an integrated system of services, including crop receiving and logistics, streamlining post-harvest operations, improving marketing efficiency, strengthening market access for agricultural produce and reducing production losses.

Under the UAE National Food Security Strategy 2051, the country continues to invest in advanced farming technologies, sustainable production systems, and resilient food supply chains. Against this backdrop, access to practical knowledge, relevant technologies and stronger partnerships will play an important role in supporting local production and the continued development of the UAE's agricultural sector.

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There were millions of cases of malaria, dengue fever and CHIK, and causes hundreds of thousands of death every year, these life-threatening disease spread to humans by some types of mosquitoes. Vector control is a vital component of malaria, dengue fever and CHIK control and elimination strategies as it is highly effective in preventing infection and reducing disease transmission.



Malaria: Anopheles



CHIK: Aedes



Dengue fever: Aedes

Hunan Haili Vector Control Product Recommended by WHO

PIRIMIPHOS-METHYL

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- Deltamethrin 1%+Propoxur 7% SC
- Propoxur 8% WP

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Website: http://www.hnhlc.com

AL DAHRA SHOWCASES PREMIUM FEED SOLUTIONS AND DIGITAL INNOVATION AT ADIHEX 2026

Al Dahra, headquartered in Abu Dhabi, United Arab Emirates, and a global agribusiness focused on sustainable food and feed production, marks its fourth consecutive participation at the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), held from 28 August until 6 September at ADNEC Centre Abu Dhabi, with a bespoke exhibition. One of Abu Dhabi's most prestigious annual exhibitions, ADIHEX celebrates traditional Emirati heritage and culture while bringing together equestrian sports, conservation, and outdoor lifestyle communities from around the world.

As part of this year's participation, Al Tannaf by Al Dahra, the division dedicated to serving farmers, breeders and livestock owners, are showcasing its extensive portfolio of feed products and spotlighting its digital e-commerce platform, available on both website and mobile app. The platform allows customers to browse products, place orders seamlessly, and have feed delivered directly to their farms, reflecting Al Dahra's commitment to combining agricultural expertise with digital convenience.



TATHMEER LAUNCHES MENA'S FIRST INTEGRATED AGRI-TECH INNOVATION CENTRE

Tathmeer AgriTech, the UAE's first Securities and Commodities Authority (SCA)-approved and Sharia-compliant AgriTech crowdfunding platform and ecosystem, launched MENA's first Integrated Agri-Tech Innovation Centre in partnership with Sharjah Research, Technology and Innovation Park (SPARK) in Sharjah.

Set to be established on a dedicated land plot within SPARK, the Tathmeer Integrated Agri-Tech Innovation Centre will create a real-world environment for agricultural technologies to be demonstrated, tested and validated before commercial deployment and scale-up.

The centre will bring together controlled-environment agriculture, hydroponics, vertical farming, automation, IoT and AI-enabled monitoring, alongside Tathmeer's FarmBridge digital platform. It will also support applied R&D pilots, farmer training, technology selection, startup development and connections between agricultural producers, technology providers, investors and markets.

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Our GrowinBags are made from top quality prime virgin materials and have been tested in the harshest climates, from the sub-zero temperatures of the North American winter to the extreme heat of the South West desert region.

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Our GrowinBags have a round bottom design which makes for easy filling and stability.

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Planting in our GrowinBags will save water and can be used with drip systems, overheads, and hydroponic flood trays.

Heavy Duty Bag & Handles

Our GrowinBags are heavy duty with extra strength handles for easy handling and transport, reducing the risk of a back injury.

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Our GrowinBags can be customized and made to any size or shape. Plus, you can also add your company brandmark or logo.

*Note: Minimum order quantities required.







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EMIRATES BIOTECH AND UAE UNIVERSITY LAUNCH UAE'S FIRST INTEGRATED ORGANIC-WASTE VALORIZATION PILOT PLANT

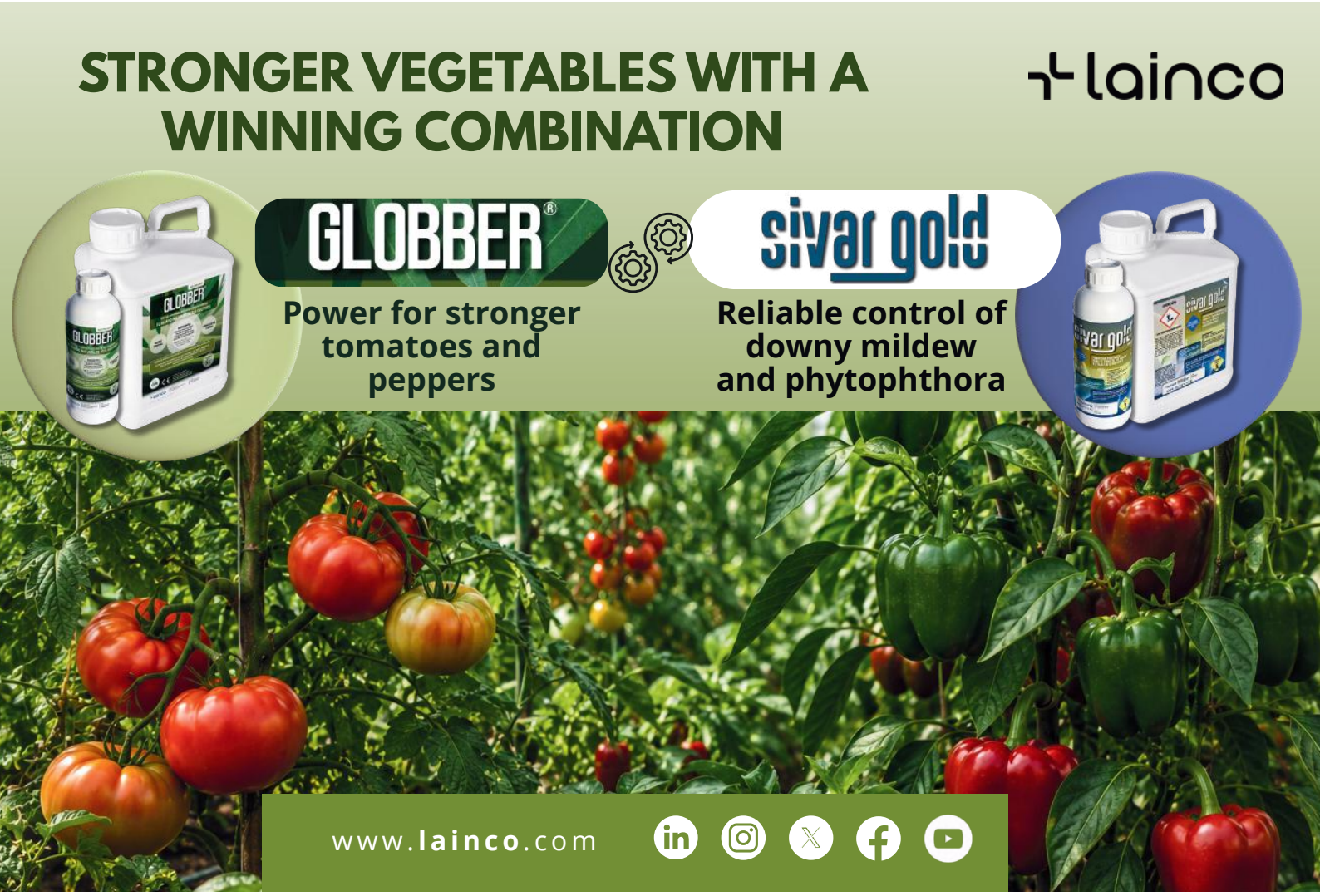
Emirates Biotech and United Arab Emirates University (UAEU) have launched a joint research project to design, build, and operate the UAE's first integrated organic-waste valorization pilot plant. Mixed food waste streams containing compostable packaging will be converted to renewable biogas and nutrient-rich compost.

The partnership was officially launched at UAE University in Al Ain in the presence of key value chain stakeholders, including the Emirates Environmental Group, Hotpack, AW Rostamani Group (VerraPak), Tadweer Group, University of Sharjah, and Pacogreen.

Located near the UAEU campus in Al Ain, the pilot plant will process up to 40 kg of organic waste per day. The project will develop technical and operating guidance to support the potential scale-up of the model in the UAE and beyond.

In the UAE, food waste accounts for nearly 40% of daily municipal solid waste, with much of it disposed of in landfills. At the same time, traditional plastic packaging heavily contaminated with food residues can be more difficult to recycle. The project will explore how food waste and compostable packaging can be processed together to recover valuable resources, while helping divert waste from landfill.

Dr. Rami, Associate Provost for Research, UAEU stated: "At UAEU, we believe that solving societal and environmental challenges requires strong collaboration between academia and industry. Our partnership with Emirates Biotech demonstrates how research and innovation can be translated into practical, scalable solutions that support the UAE's sustainability goals."



CONNECTING FOR GROWTH: RIDDER INTEGRATES GREMON SYSTEMS' TRUTINA PLATFORM

Ridder announces a new integration with Gremon Systems' Trutina platform, further expanding the range of technologies that can be connected through the Ridder platform. This integration gives growers direct access to real-time plant feedback in a single environment, Ridder's Hortimax Plus or Hortimax Pro climate computer.

Trutina monitors plant level data such as weight, water uptake, biomass development, and drainage in real time. Combined with Gremon's cloud-based analytics and agronomic advisory service, the Risk Reduction Report, growers gain a deeper understanding of crop responses, enabling them to make data-driven cultivation decisions.

All data is stored from day one, allowing growers to build graphs and tables using historical data, combine it with other integrated sensors, and export it for further analysis, making it easier to identify trends and gain deeper insights into crop performance and growing strategies.

PORTA NOVA WINS FPC NET ZERO AWARD

Rose grower Porta Nova has won the Net Zero Award at the FPC Fresh Awards. The award ceremony was held in London on 25 September.

The judges commented: "Porta Nova is setting a new benchmark for sustainable flower production. This innovative nursery has identified the sources of its emissions, invested in practical solutions, measured its impact, and created a commercially viable blueprint for reducing emissions, resource use and chemical inputs."

"We are incredibly proud of this result, to which everyone at Porta Nova has contributed," says Porta Nova CEO Stefan van Vuuren. "This recognition reflects our efforts over the past years and shows that we are on the right track."

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ALMARAI BOARD APPROVES A NEW GROWTH STRATEGY FOR 2026-2031

Almarai Company has announced that its Board of Directors has approved the Company's new growth strategy for the period 2026–2031, establishing a clear framework for the next phase of growth and value creation for its stakeholders. The strategy builds on Almarai's leadership position, trusted brands, operational excellence, and differentiated capabilities.

The new growth strategy will translate recent significant investments and capacity expansions into sustainable value through disciplined execution, productivity improvement, and capital allocation. It will broaden consumer choice, enhance supply chain resilience, strengthen local manufacturing, and continue contributing to the national economic priorities.

The strategy is centered on four growth pillars: accelerating growth in Almarai's core categories, expanding selectively into attractive categories, accelerating the development of high-potential channels including food service and e-commerce, and strengthening the Company's position in priority markets while pursuing new opportunities.

Commenting on the approval, HH Prince Naif bin Sultan bin Mohammed bin Saud Al Kabeer, Chairman of the Board of Almarai Company, said: "The approval of this strategy marks an important milestone in Almarai's continued evolution and reflects our confidence in the significant opportunities ahead. We are building from a position of strength, with market leadership supported by trusted brands, world-class capabilities, and a proven track record of achievements. Our strategy is designed to drive the next phase of investment and sustainable growth by strengthening our core categories while expanding selectively into areas where our capabilities and competitive strengths position us to succeed. This ambition is underpinned by a significant investment program, with Almarai planning to deploy more than SAR 15 billion over the strategy period to support capacity expansion, strengthen our capabilities, and enable the next phase of sustainable growth."



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Floragard employees are horticultural professionals and put all their knowledge at the service of their clients. Our know-how is fully at the service of your growth company thanks to the Premium substrates from Floragard.

RAL GÜTEZEICHEN
SUBSTRATE FÜR PFLANZEN
www.substrate-ev.org

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 structure 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
- **Floradur® Pot Container Blueberries:** Extra coarse-fibrous peat moss substrate for large containers > 3L

Peat specialities

- **Hansatorf® 0-40 mm:** Baltic Blond Peat for soil improvement and growing on teens.
- **Florabalt® 0-5 mm:** finely sieved blonde peat of Baltic origin for the manufacture of fine growing substrate and pot
- **Florabalt® 0-7 mm:** finely sieved blonde peat of Baltic origin for the manufacture of fine growing substrate and pot
- **Florabalt® 7-20 mm:** medium-sieved Baltic blond peat for medium-sized and pot substrate
- **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

For more information:
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NATIONAL AGRICULTURE CENTRE AND STRATEGIC PARTNERS MEET WITH OVER 150 FARMERS FROM LIWA TO STRENGTHEN PARTNERSHIP AND COLLABORATION IN THE AGRICULTURAL SECTOR

The National Agriculture Centre (NAC) brought together over 150 farmers at the Liwa Majlis in Al Dhafra Region, Abu Dhabi, alongside relevant entities and partners from the agricultural sector to discuss key topics facing farmers. The gathering forms part of a series of regular meetings being organised by NAC across the UAE, aimed at introducing farmers to the Centre's key projects and initiatives, understanding their perspective, as well as strengthening direct engagement with the community.

NAC follows an integrated approach focused on identifying farmers' needs and ensuring their involvement in designing programmes, projects, and initiatives for the farming sector. This approach aims to transform challenges into practical opportunities that boost productivity, improve crop quality, and maximise value, in partnership with government entities and the private sector.



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DALSEM STRENGTHENS THE GREENV GROUP

GreenV and Dalsem announce the completion of an agreement to join forces to offer improved horticulture solutions to growers and investors worldwide.

GreenV delivers integrated high-tech greenhouse projects and consists of a group of specialized companies that work intensively together. Dalsem brings more than 90 years of experience in building high-tech greenhouses to the GreenV group of companies.

"At GreenV we are united by a passion for horticultural technology and a relentless pursuit of top quality. With Dalsem joining GreenV, we can further elevate and tailor our offer to customers worldwide with even better integrated solutions," says Martijn Punt, CEO GreenV.

"The combination of Dalsem's experience over many decades with GreenV's scale and expertise globally is positive news for Dalsem, our suppliers and customers worldwide. We look forward to continued success within the GreenV family of businesses," commented Frank van der Gelt, CEO Dalsem.

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MIDDLE EAST

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26 - 28 October 2026

Hall 8, Dubai World Trade Centre

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COBB-VANTRESS ANNOUNCES GLOBAL LEADERSHIP TRANSITION

Cobb-Vantress, LLC, a global leader in poultry genetics, announced a strategic leadership transition that reinforces the company's commitment to serving customers around the world while continuing to strengthen its global operations.

Will Sawyer, currently Vice President of Global Business Operations, will assume responsibility for Europe, Middle East, Africa (EMEA) and Asia-Pacific (APAC). In this expanded role, Sawyer will provide strategic leadership across these international business operations while continuing to oversee the company's IT, planning and strategy functions.

Supporting this leadership structure, Dominic Smith will become General Manager, EMEA, and Youngho Hong will become General Manager, APAC, both reporting to Sawyer. Smith and Hong bring extensive regional expertise, strong customer relationships and proven leadership experience that will help advance Cobb's mission and support customers across their respective markets.

These appointments support a planned leadership transition as Roy Mutimer, Vice President of EMEA and APAC, prepares for retirement in 2027 following a distinguished career in the poultry industry. Mutimer will continue supporting the regions during the transition period while partnering closely with Sawyer, Smith and Hong to help ensure continuity and position the business for future success.



FUTURE FOOD FORUM 2026: UAE CALLS FOR GREATER FOOD SUPPLY RESILIENCE

Recent regional supply disruptions have put the UAE's food security strategy to the test, underscoring the importance of resilience across the food ecosystem, industry leaders said during the Future Food Forum 2026, held on 29-30 September.

Under the patronage of the UAE Ministry of Economy and Tourism and hosted by the UAE Food & Beverage Business Group (FBMG) and the UAE Food Cluster, the Forum brought together more than 750 CEOs from across the global food value chain, as it returned at Le Méridien Dubai Hotel & Conference Centre.

"GROW EASTERN AFRICA" PROJECT LAUNCHED TO INCREASE AGRICULTURAL PRODUCTIVITY AND CLIMATE RESILIENCE

K+S and DEG Impulse gGmbH are launching the joint public-private partnership project "Grow Eastern Africa." The initiative aims to strengthen agricultural productivity and improve the resilience of smallholder farmers to the impacts of climate change in Kenya and Uganda. The project is co-financed under the German Federal Ministry for Economic Cooperation and Development (BMZ) develoPPP program through DEG Impulse gGmbH.

The project focuses on improving efficient and balanced plant nutrition while providing farmers with knowledge and training on climate-smart agriculture. Farmers will receive hands-on training, their soils will be analyzed, and tailored, crop-specific fertilization recommendations will be developed based on the results. The use of organo-mineral fertilizers will also be promoted. At the same time, sustainable distribution structures and partnerships with local stakeholders, including agricultural dealers, cooperatives, and other agricultural organizations, will be established.

"With Grow Eastern Africa, we aim to combine our expertise in plant nutrition with the knowledge and needs of farmers on the ground. Balanced fertilization tailored to both soil conditions and specific crops can help sustainably increase yields while strengthening resilience to climatic changes," said Dr. Carin-Martina Tröltzsch, Deputy Chair of the Board of Executive Directors of K+S.

"Grow Eastern Africa" will run through December 2028. The total project volume is approximately €1.3 million, funded equally through public and private contributions. The corporate partner is K+S Minerals and Agriculture GmbH, a wholly owned subsidiary of K+S, while DEG Impulse gGmbH serves as the implementation partner.



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SAUR AND NESMA & PARTNERS SIGN MOU TO JOINTLY PURSUE A STRATEGIC RECYCLED WATER INFRASTRUCTURE OPPORTUNITY IN RIYADH

Saur Saudi Arabia, a part of global water solutions leader Saur, signed a Memorandum of Understanding (MoU) with Nesma & Partners, a leading Saudi engineering and construction company, to collaborate on a strategic water infrastructure opportunity supporting Saudi Vision 2030.

The agreement was formalised during the French-Saudi Investment Roundtable Meeting, held in the presence of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of the Kingdom of Saudi Arabia and President Emmanuel Macron of the French Republic. The MoU expands upon the strategic partnership established between the two entities in September 2025.

As part of the collaboration, the companies will jointly pursue a strategic recycled water infrastructure opportunity that will support sustainability objectives and prepare the next phase of the tender process.

The MoU further highlights the broader ambition shared by Saur and Nesma & Partners to strengthen Saudi Arabia's water and infrastructure landscape. As a result, their areas of potential collaboration extend beyond this opportunity to include municipal and industrial infrastructure, engineering, procurement and construction (EPC) projects, operations and maintenance (O&M) services, water reuse, digital water solutions, as well as industrial water applications.

NADEC EXPANDS INVESTMENT IN ADVANCED AGRICULTURE WITH SAR 85 MILLION DEAL

The National Agricultural Development Company (NADEC) has signed an agreement with Pure Harvest Smart Farms to acquire the assets of a high-tech greenhouse project in Haradh for a total value of SAR 85 million. The agreement supports NADEC's strategy to expand its advanced agriculture and value-added crop operations while improving the efficiency and sustainability of local production.

The facility spans approximately six hectares and is located within NADEC's operations in Haradh. It uses hydroponic systems and climate-control technologies to grow a range of fresh tomato varieties, including large tomatoes and cherry tomatoes, year-round in a controlled agricultural environment.

The agreement covers the high-tech greenhouse facility and its supporting infrastructure, including greenhouse structures, equipment, subsystems and certain operational assets. The facility has been operational since 2022 and was developed and operated by Pure Harvest using controlled-environment agriculture technologies.

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SPACE 2026 CLOSES ITS DOORS ON A 40TH EDITION THAT LIVED UP TO ITS AMBITIONS

SPACE, the global Show for all animal farming, closed its doors on 17th September at Rennes Parc-expo, after three days marked by the loyalty of exhibitors and visitors.

The return of the animals (700) featured a comprehensive program. Meetings, debates, proposals for concrete, tailored solutions, and a friendly atmosphere summed up the three-day program.

This year, SPACE chose to address the issue of water in the "Espace for the Future". This theme proved particularly appealing to visitors and industry professionals.

This 40th edition was inaugurated by Annie Genevard, Minister of Agriculture, Agri-Food, and Food Sovereignty, who came to express the government's support for agricultural professionals and to reiterate how indispensable SPACE remains for this sector, both in France and internationally.

"As this latest edition comes to a close, I want to highlight one thing: our trade show has fully fulfilled its role as a venue for discussion, networking, and knowledge-sharing in the agricultural sector", emphasized Didier Lucas, President of SPACE.

SPACE 2026 by the numbers:

- Attendance identical to 2025: 100,107
- 1,019 exhibitors, one-third of whom were international
- 5.7 million views on social media since June 1, 2026. A 104% increase in interactions. These figures confirm the strong digital visibility of this edition.

SPACE is already looking forward to welcoming the entire industry from September 14 to 16, 2027, for its 41st edition, which is already looking ahead to the next forty years.

EMIRATI ENTREPRENEUR QADREYA AL AWADHI NAMED UAE YOUTH AGRICULTURE AMBASSADOR



In recognition of her ongoing leadership in advancing the nation's agricultural sector, Qadreya Al Awadhi, Founder and CEO of the multi-award-winning baby and kids' food brand Bumblebee Food, has been officially selected as a Youth Ambassador of Agriculture. An initiative that empowers young leaders to help shape the future of the UAE's food systems. The appointment is spearheaded by the UAE Federal Youth Authority in collaboration with the Ministry of Climate Change and Environment (MOCCAE).

In her new role, Al Awadhi will work alongside government and private-sector leaders to drive youth-led research and community awareness campaigns in support of the country's national food security goals, alongside specialised educational sessions and hands-on field tours championing modern, sustainable farming practices across the country.

For Qadreya, the honour is also deeply personal: long before "farm to freezer" became the philosophy printed across Bumblebee's packaging, it was simply how she grew up, learning on her family's local farm what it really takes to bring good food from soil to table.

Therefore, the ambassadorship is a natural extension of Bumblebee's founding mission. Under Al Awadhi's guidance, the brand has long championed a "Farm to Freezer" philosophy, prioritising local produce and clean-label manufacturing to deliver snap-frozen, nutrient-dense meals for children, entirely free of added sugars, salts and artificial preservatives. As ambassador, she will advocate for innovations such as vertical farming and localised supply chains, bringing these advancements directly into Bumblebee's own manufacturing practices and strengthening the ties between UAE farmers and homegrown food businesses.

"Being selected as a Youth Ambassador of Agriculture is an incredible honour and a responsibility I do not take lightly," said Qadreya Al Awadhi, Founder and CEO of Bumblebee Food. "Through this council, we have a unique opportunity to bridge agricultural heritage with modern innovation. At Bumblebee, we have always believed that healthy children and a healthy planet go hand-in-hand. This platform allows us to further integrate sustainable, local agricultural practices into our business model, proving that we can nourish our children while actively supporting the UAE's vision for food security and environmental stewardship."

MEYN REVEALED THE NEW MAESTRO M4.0 PRO SERIES AT VIV EUROPE, FEATURING THE NEW EVISCERATOR PRIME

Meyn introduced the Maestro M4.0 Pro Series at VIV Europe, built around the new Eviscerator Prime and designed to deliver consistent, high-quality evisceration performance across a wide weight range with minimal adjustment and reduced maintenance.

At the heart of the new series is the Eviscerator Prime, developed for high-volume, automated giblet harvesting. Its spring-loaded mechanical design enables the system to adapt across varying bird weights without frequent recalibration, maintaining stable performance under changing conditions. The machine delivers an evisceration rate of over 99% across birds with up to 20% weight variation.

The Eviscerator Prime has been extensively tested and validated under real operating conditions, demonstrating consistently stable performance with limited need for operator intervention or maintenance.

With the Maestro M4.0 Pro Series, Meyn takes a broader approach to performance. Consistent evisceration is not only determined by the machine itself, but by the process surrounding it. The new series extends control across the evisceration line, enabling more stable, predictable results.

"We reached a point where further improvements were no longer about the eviscerator alone," said Mark de Jong, Product Manager at Meyn. "With the Maestro M4.0 Pro Series, we optimize the full process around it—so the system performs consistently under all conditions."

This integrated approach translates into practical benefits for operations. Settings can be stored and recalled based on breed and average live weight, allowing operators to adjust the evisceration line at the push of a button. The system is designed to



deliver consistent hygiene performance with less effort and reduced variability.

Maintenance requirements have also been reduced through simplified mechanics, a divisible shaft and fewer wear parts, enabling faster and more efficient servicing.

Safety is a key feature of the Maestro M4.0 Pro Series. The system is designed around the principle "Door open = line off," while allowing settings to be adjusted externally or automatically during operation.

TANMIAH INAUGURATES ITS STATE-OF-THE-ART INNOVATION CENTER, BRINGING THE FULL INNOVATION JOURNEY UNDER ONE ROOF

Tanmiah Food Company (TADAWUL: 2281, "Tanmiah"), one of the Kingdom's leading vertically integrated poultry and food producers, inaugurated the Tanmiah Innovation Center at its headquarters in Riyadh. An R&D center focused on healthy sustainable protein products. The center was inaugurated in the presence of Tanmiah's Chairman H.E. Amr Al Dabbagh, and Dr. Abdulaziz bin Malik Al-Malik, Deputy Minister for Research and Innovation at the Ministry of Environment, Water, and Agriculture, as well as other representatives from the Culinary Arts Commission, the Agricultural Development Fund, the Environment Fund, alongside Tanmiah's executive management team.

The innovation center is built to international standards and is designed to manage the entire innovation and R&D product lifecycle in one place. Consumer insights, concept creation, project evaluation, prototype development, pilot trials, consumer validation and market launch are handled within a single integrated ecosystem, rather than split across separate functions or external suppliers.

In addition to consumer product innovation, the center is designed to foster close collaboration with Hotel, Restaurant, Café/Catering (HORECA) and other food service partners on tailored solutions, from product development to menu creation. Its capabilities also extend beyond poultry products themselves, supporting the development, testing and validation of new protein categories. This positions the center as a platform for expanding Tanmiah's value-added portfolio across the broader protein landscape, advancing the Company's vision of becoming the leading global provider of halal, sustainable and healthy protein.

KOPPERT LAUNCHES NEW BIOLOGICAL FOLIAR FUNGICIDE MACAN™ IN BRAZIL

Koppert announces the launch of Macan, a new biological foliar fungicide in Brazil, providing soybean, corn and sugarcane growers with an innovative solution for the suppression of rusts, leaf spot, target spot and several other foliar diseases. Developed to combine reliable disease control with operational flexibility, Macan represents an important addition to modern crop protection programs and reinforces Koppert's commitment to sustainable agriculture.



Foliar diseases can have a significant impact on crop productivity and profitability. In crops such as soybean, corn and sugarcane, diseases including rusts, leaf spot and target spot can substantially reduce both yield and crop quality. As disease pressure increases and resistance management becomes more important, growers are seeking biological solutions that complement conventional fungicide programs while delivering consistent field performance.

Macan is the result of more than 15 years of research and international collaboration across teams and regions. The product is based on an exclusive strain of Bacillus velezensis (CECT 8237), originally discovered by the University of Málaga in Spain and further developed through a strategic partnership with Koppert into an advanced biological formulation. Since 2018, the product has been extensively evaluated under a wide range of field conditions, demonstrating reliable efficacy across multiple crops and environments. Following its registration in Brazil at the end of 2025, Macan will be commercially launched for the upcoming growing season.

"Macan represents an important milestone in expanding Koppert's biological crop protection portfolio," said Martin Koppert, Chief Product Officer at Koppert. "Growers are looking for biological solutions that deliver reliable disease control while fitting seamlessly into existing crop protection programs. With Macan, we are bringing together scientific innovation, field performance and operational flexibility in one product."

AVIAGEN AND NIPPON CHUNKY STRENGTHEN LONG-TERM RELATIONSHIP IN JAPAN

Aviagen® is pleased to announce the next step in a long-standing collaboration with valued Ross® distributor Nippon Chunky, a subsidiary of Marubeni Corporation's Food and Agribusiness division in Japan. For nearly 60 years, Nippon Chunky has been the exclusive provider of Aviagen's Ross brand of broiler breeding stock in Japan and is an established and respected presence in the country's poultry industry.

Effective July 1, 2026, Aviagen has acquired a 66% controlling interest in Nippon Chunky, reinforcing the close ties between the two companies and supporting the ongoing development of Japan's poultry sector. Marubeni will remain a 34% shareholder and continue to participate actively in the management of the business. As part of Aviagen Asia, Nippon Chunky will continue operating under its existing leadership and identity.

The investment reflects decades of close collaboration and mutual respect between the companies and their focus on supporting poultry producers, advancing innovation and promoting sustainability and animal welfare.

"Nippon Chunky has earned an excellent reputation through its dedication to customers, deep local relationships, and industry knowledge. Over many years, they have played an important role in the development of the Ross brand in Japan. We look forward to building on that success together. This agreement reinforces our continued focus on the Japanese market and the customers we serve," commented Aviagen CEO Jan Henriksen.

"I am confident the partnership with Aviagen will further strengthen the foundation that Nippon Chunky has built over the years," added Mr. Masaya Shiraishi, Meat Department General Manager, Marubeni Corporation. "We will continue to strive to develop the Japanese broiler industry even further with Aviagen through a stable supply of high-quality breeding chicks."

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BIONIUM: LEADING THE FUTURE OF PURE ORGANIC AGRICULTURE

In commercial agribusiness, real success is measured by consistent performance under large-scale industrial operations and extreme climatic challenges. True industry leadership requires complete independent control over the entire production cycle. Our fully autonomous, closed-cycle production guarantees the uncompromised premium quality of every single batch.

Bionium is a 100% organic, patented pure liquid bio-organic fertilizer, manufactured by the leading agricultural corporation Interkros Center in Russia. Produced through advanced biotechnology utilizing premium vermicompost, Bionium stands out for its absolute purity, being completely odorless and tasteless.

The exclusive global distributor of the brand is ALARID ALZARQA FOR ORGANIC FERTILIZER & PLANT FEED TRADING CO L.L.C., headquartered with dedicated logistics in Dubai, UAE. Fully approved by the Ministry of Climate Change and Environment (MOCCAE), the product directly solves the critical constraints of extreme environments. In the alkaline, calcareous soils of the GCC, standard ground-applied minerals often lose up to 80% of their effectiveness. Bionium's advanced foliar technology bypasses soil fixation, delivering active humic and fulvic complexes straight to the plant. To prove non-random stability, international standards require continuous field testing; Bionium has successfully validated its efficacy over three consecutive seasons in heat up to +50°C. Registered under the Emirates Conformity Assessment Scheme (ECAS) and certified by MoIAT, the brand proudly holds the UAE Organic mark.

Bionium acts as a highly effective biological booster that maximizes modern agricultural budgets:

- **NPK Efficiency & High ROI:** Acts as a powerful natural chelator, elevating nutrient uptake up to 85–90%, significantly driving up Return on Investment (ROI).

Using wheat as a clear example, Bionium demonstrates how targeted bio-organic stimulation unlocks maximum plant potential — enhancing NPK efficiency, building strong stress tolerance against extreme heat, and driving superior yield, quality, and immunity across all agricultural crops.



Field comparison shown: NPK-only crop (left) versus NPK + Bionium treatment (right).

- **Eco-Farming & AgTech Integration:** Activates natural antioxidant enzymes under heat stress, boosts plant immunity, and preserves crop quality. Its clean sensory profile makes it ideal for hydroponics, closed greenhouses, and open fields.
- **Mega Landscaping Projects:** Being completely odorless and zero-residue, it is uniquely suited for premium urban greening and public parks where environmental safety is vital.

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FROM SOIL REGENERATION TO PRECISION BIOSTIMULATION:

THE NEXT EVOLUTION OF GULF AGRICULTURE

Ogul D. Yücel | Humintech GmbH

The agricultural landscape of the Gulf and wider Middle East is undergoing a significant transformation. While improving soil fertility and water-use efficiency remains a priority, growers today face increasingly complex challenges. Climate change, extreme temperatures, water scarcity, salinity, declining soil quality, and rising demands for productivity are reshaping agricultural practices throughout the region.

For decades, humic substances have helped agriculture in arid and semi-arid environments improve soil structure, nutrient retention, water efficiency, and plant resilience. The next stage is to combine this proven foundation with integrated, region-specific products and technologies that respond to increasingly complex growing conditions.

At Humintech, this evolution is guided by the SMART principle, turning five decades of expertise into solutions that are Sustainable, Multifunctional, Areal, Regenerative, and Technology-Advanced:



SMART Agriculture Through Region-Specific Solutions

Across the Gulf, sandy soils, low organic matter, saline irrigation, extreme heat, and pressure on water resources require more than standalone inputs. Sustainable progress depends on coordinated soil, water, nutrition, and crop-management strategies adapted to local conditions.

Humintech is bringing five decades of experience in humic substances and sustainable agriculture into this regional transformation translating established know-how into practical systems for Gulf agriculture, desert greening, and resource-efficient production.

This experience is now being extended through a new product and technology pipeline that gives the SMART principle practical form. Sustainable soil improvement and regenerative humus formation provide the foundation; multifunctional humic and fulvic technologies connect soil, water, and nutrient efficiency; areal adaptation aligns solutions with specific soils, crops, climates, and irrigation systems; and technology-advanced biostimulants and precision-application concepts target critical stages of plant development.

Building Fertility Through Humus Formation

Long-term productivity begins with the ability to build and maintain fertile, biologically active soils.

Many agricultural soils in the region contain low levels of organic matter, resulting in poor nutrient retention, weak soil structure, limited microbial activity, and reduced water-holding capacity. Under such conditions, fertiliser inputs alone are often insufficient to achieve sustainable results.

Stable humus helps address these limitations by improving soil aggregation, nutrient availability, microbial activity, and water-holding capacity.

Leonardite-based humic substances remain central to this approach. Humintech's PERLHUMUS® provides a concentrated source of humic substances designed to support humus formation and the gradual development of healthier, more resilient soils.

The aim is not only to feed the crop, but to improve the soil's own productive capacity and create a durable basis for growth.

Desert Greening

Across the Gulf and wider Middle East, desert greening is becoming an important instrument for climate resilience, sustainable land use, and more liveable environments. Well-designed projects can reduce dust, moderate local temperatures, limit erosion, and create productive, ecological, or recreational green spaces.

Establishing vegetation under desert conditions, however, requires more than planting and irrigation. Weak sandy substrates, salinity, extreme heat, and rapid evaporation make root-zone development and long-term maintenance difficult.

Successful desert greening therefore starts with creating a functional soil environment. Stable humus improves water and nutrient retention, soil structure, microbial activity, and root establishment, helping vegetation withstand environmental stress.

In desert greening, the SMART framework connects long-term soil building with phase-specific intervention: humic soil conditioners establish a regenerative root-zone foundation, while selected fulvic and biostimulant solutions support establishment, stress recovery, and continued plant performance. Adapted to each site and supported by precision application, this systems approach is intended to improve project durability, reduce resource demand, and help urban greening, landscape restoration, ecological corridors, and climate-adaptation investments remain viable beyond the initial planting stage.

Water Scarcity and Resource Efficiency

Water is the region's most valuable agricultural resource, making efficiency in every irrigation cycle a strategic necessity.

Soils with higher humus content retain more water and nutrients and create better root-zone conditions. Complementary fulvic acid and biostimulant technologies can further support nutrient uptake and plant metabolism under heat, salinity, and water stress.

Together, these technologies support a clear regional objective: producing more reliably with fewer resources.

Agriculture as Part of Climate Solutions

Agriculture is increasingly expected to contribute not only to food production, but also to climate resilience and environmental restoration.

Because soils are major carbon stores, building stable humus can support fertility, long-term carbon sequestration, and more resilient production systems at the same time.

This creates a practical link between the Gulf's growing interest in regenerative agriculture, carbon farming, climate-smart production, and the need for measurable improvements in soil performance.

Looking Ahead

The next evolution of Gulf agriculture will be defined by solutions that connect soil regeneration, efficient water use, and targeted plant performance.

Humintech's role is to transfer 50 years of scientific, technical, and field experience into the region through a SMART innovation pathway. Its evolving pipeline of products, formulations, biological solutions, and application technologies is designed to be sustainable in impact, multifunctional in performance, adaptable by area, regenerative for soils and ecosystems, and advanced through science and precision.

By combining proven humic substance expertise with new fulvic acid, biostimulant, and precision-application concepts, the company aims to help regional partners move from individual inputs towards integrated, resource-efficient systems with durable outcomes.

"The future is not about applying more. It is about applying the right solution, in the right place, at the right time."



GLOBBER® AND SIVAR GOLD® BOOSTING TOMATOES, PEPPERS AND VEGETABLES

GLOBBER® Power for Stronger Tomatoes and Peppers

Tomatoes and peppers are among the most demanding vegetable crops, requiring strong physiological support to achieve consistent yields. GLOBBER®, a Biostimulant derived from eucalyptus extract rich in cineole, has become an essential tool in modern horticulture.

Applied as a foliar spray at 0.4–0.6%, GLOBBER® enhances photosynthetic efficiency, stimulates root development, and optimizes nutrient uptake. The result is vigorous plants with better fruit set, uniform growth, and improved tolerance to stress. Its oil-in-water emulsion (EW) formulation ensures uniform leaf coverage and excellent adhesion, maximizing effectiveness even in dense canopies typical of tomato and pepper crops.

GLOBBER® also activates the plant's natural defense mechanisms. By boosting antioxidant production and strengthening resistance pathways, tomato and pepper plants gain resilience against diseases and environmental stress. This translates into healthier crops and higher quality harvests.

Sivar Gold Reliable Control of Downy Mildew and Phytophthora

Diseases such as downy mildew and Phytophthora remain persistent threats to tomato, pepper, and other vegetables. SIVAR GOLD® offers a unique solution by combining potassium phosphonate with azoxystrobin, creating a powerful synergy with preventive, curative, and eradicate activity.

Potassium phosphonate suppresses pathogen proliferation while stimulating natural plant defenses, including phytoalexin production. Azoxystrobin disrupts fungal respiration, effectively halting growth and spread. Together, they provide robust control of Oomycetes, with additional control against Alternaria and powdery mildew.

In vegetable crops, SIVAR GOLD® ensures rapid absorption, complete systemic movement, and extended residual activity, protecting new shoots, leaves, and fruits. Its stability and long lasting effect make it a cornerstone fungicide for managing high disease pressure in tomato and pepper cultivation.

Stronger Vegetables with a Winning Combination

The combined use of

GLOBBER® and SIVAR GOLD® deliver a powerful strategy for vegetable farming. GLOBBER® enhances plant physiology by stimulating root development, improving growth, and increasing stress tolerance. SIVAR GOLD® provides reliable disease protection, reducing the risks of downy mildew and Phytophthora that can significantly reduce yield and fruit quality in solanaceous crops.

By integrating both solutions, tomato and pepper growers achieve a balance of vigor and protection, leading to higher yields, uniform quality, and resilient production systems. This dual approach is particularly valuable in intensive vegetable farming, where consistent performance is essential.

Sustainable Solutions for Modern Growers

Tomatoes, peppers, and other vegetables are increasingly cultivated under strict sustainability standards. GLOBBER® is certified for organic farming, making it an excellent choice for ecofriendly production systems. SIVAR GOLD® contributes to sustainable crop management through innovative resistance strategies, reducing the risk of pathogen adaptation and maintaining long-term efficacy.

Together, these products meet the demand for effective and sustainable solutions in vegetable farming. They provide growers with a reliable way to increase productivity, improve crop health, and deliver harvests that meet both market expectations and environmental requirements.

Conclusion

GLOBBER® and SIVAR GOLD® represent a complementary solution for vegetable growers. By strengthening plant physiology and ensuring reliable disease control, they support healthier crops, stronger yields, and more profitable harvests in tomatoes, peppers, and a wide range of horticultural crops.

For more information, visit https://lainco.com







BEATING ToBRFV:

HOW ONE COMMERCIAL GREENHOUSE REPLACED CHEMICAL SPRAYS WITH PREVENTION

For commercial greenhouse operators, a single hygiene mistake can ruin an entire harvest. In the Czech Republic, grower Andrea Záturecká and her team at Farma Kožichovice face a constant threat familiar to tomato and pepper growers worldwide: Tomato Brown Rugose Fruit Virus (ToBRFV).

"Since updating our hygiene protocol, we have seen a clear reduction in Botrytis and less reliance on chemical sprays," Záturecká notes. "Starting with clean facilities gives us healthier plants from day one."

An increasing number of ToBRFV infections have been reported during the last season. Moreover, the virus can survive on surfaces for over six months, leaving zero room for error.

"Once a plant is infected, there is no treatment," explains Záturecká. "Prevention isn't just helpful; it is essential to our business."

The Science: Independent Laboratory Results

To clear facilities between growing cycles, Farma Kožichovice updated their end-of-season cleaning routine using Multi-Des GA, a specialised disinfectant combining glutaraldehyde with quaternary ammonium compounds.

The active formula penetrates small cracks and pores in greenhouse surfaces, such as gutters and concrete, fully eliminating any micro-organisms present. Also tools, clothing, and machinery are important to disinfect, as they can easily transfer diseases within greenhouses.

Practical Results on the Farm

Farma Kožichovice also switched from standard liquid spraying to a foam application. The foam sticks to vertical surfaces longer, ensuring the disinfectant stays active without delaying seasonal cleanup.

According to Záturecká, the updated strategy delivered clear operational benefits:

- **Prevented Virus Outbreaks:** No ToBRFV infections occurred after adopting the new protocol.
- **Controlled Fungal Diseases:** Broad-spectrum protection significantly reduced Botrytis (gray mold) pressure.
- **Lowered Pesticide Use:** Fewer disease problems reduced the need for pesticide sprays during the growing season.
- **Reduced Costs:** Preventing crop loss and cutting chemical use directly lowered overall operational expenses.



Andrea Záturecká

For more information, visit https://intrahorti.com



Hunan Haili – Empowering Agricultural & Public Health Solutions in the Middle East

Founded in 1951, Hunan Haili was listed on the Shanghai Stock Exchange in 1996 (Stock Code: 600731). We offer crop protection products, with operations across Asia, Latin America, Europe, Africa and beyond. Serving more than 800 global customers, our products reach over 70 countries and territories.

Hunan Haili is the world's largest manufacturer of carbamate pesticides. Our propoxur, alongside our globally exclusive product pirimiphos-methyl, is recommended by the World Health Organization (WHO) for vector control against malaria, dengue, chikungunya and other diseases. We deliver high-performance crop protection solutions for farmers and empower our partners to build a competitive edge.

Pirimiphos-methyl

Exhibiting both contact and fumigant action, it delivers a long residual efficacy of 40 to 70 weeks. It shows no cross-resistance with pyrethroid insecticides and is widely applicable in stored product, agricultural and public health applications.

Propoxur

This carbamate insecticide delivers fast knock-down activity and exhibits no cross-resistance, making it an excellent choice against resistant mosquitoes.

Rooted in China, Serving the Globe. Hunan Haili strives to provide efficient, safe customised solutions to Middle Eastern and worldwide clients, joining hands to strengthen defences in agriculture and public health.

Application Fields

Public health



Warehousing



Agriculture



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FROM ROOT TO TRUNK: A WHOLE-TREE APPROACH TO NURSERY PRODUCTION BY GROWINNOVATE



Understanding how root development, trunk protection and tree support work together in nursery production

Producing a high-quality nursery tree involves much more than developing a healthy canopy. Root development, trunk condition, stability, irrigation, handling and long-term protection all influence the quality of the finished plant. For commercial growers, these factors become even more important when the same practices must be repeated efficiently across hundreds or thousands of trees.

A useful way to look at nursery production is from the ground up: first the root system, then the trunk, and finally the support system that helps keep the tree upright during production. The GrowinBag™ container, Trunk Guard, and Tree Cuff address these three different areas of tree management.

1. Root development starts with the grow bag

The root system is the foundation of every nursery-grown tree. The type of growing system used can influence drainage, aeration, root direction and how the tree responds when it is eventually transplanted. In rigid pots, roots may follow the shape of the pot wall and continue growing in a circular pattern.

GrowinBag™ containers are designed for professional nursery production using UV-stabilized HDPE with aeration and drainage openings throughout the bag. The objective is to encourage a more fibrous, non-circling root system while giving growers a durable grow bag that can withstand repeated irrigation, sunlight and handling.

For larger specimen trees, durability and handling become especially important. A tree may remain in production for several years before reaching saleable size, so the grow bag must function as both a productive root environment and a practical part of nursery handling and transportation.

2. Protecting the trunk protects years of production

As trees mature, the trunk becomes an increasingly valuable part of the crop. Bark damage can occur from wildlife, equipment, weather exposure or routine nursery activity. Even when the root system and canopy are healthy, visible trunk damage can reduce the quality and marketability of a finished tree.

GrowinBag™ Trunk Guard provides a physical barrier around the trunk and is



intended to help protect bark from common nursery and landscape stresses. Different lengths can be used according to tree size, allowing protection to be adapted as nursery stock develops.

The broader lesson for growers is that trunk protection should be considered before damage occurs. Preventive protection can help preserve the quality that has already been created through years of irrigation, pruning, fertilization and labor.

3. Tree support should stabilize without creating a new problem

Young and developing trees often require support to remain upright as their canopies increase in size. However, the point where a support cable, rope or tie contacts the trunk deserves careful attention. Narrow contact points can concentrate pressure on bark, while repeated movement can contribute to rubbing, scarring or callus formation.

The GrowinBag™ Tree Cuff is designed to create a wider, cushioned contact area around the trunk while connecting the tree to a support cable. By spreading the load over a larger surface, the system is intended to stabilize the tree while reducing direct pressure at the contact point.

Adjustability is also important in a commercial nursery. Trees continue to grow and weather conditions change. A system that can be re-tensioned quickly allows nursery teams to maintain rows more efficiently without completely rebuilding the support setup.

Thinking about the whole tree

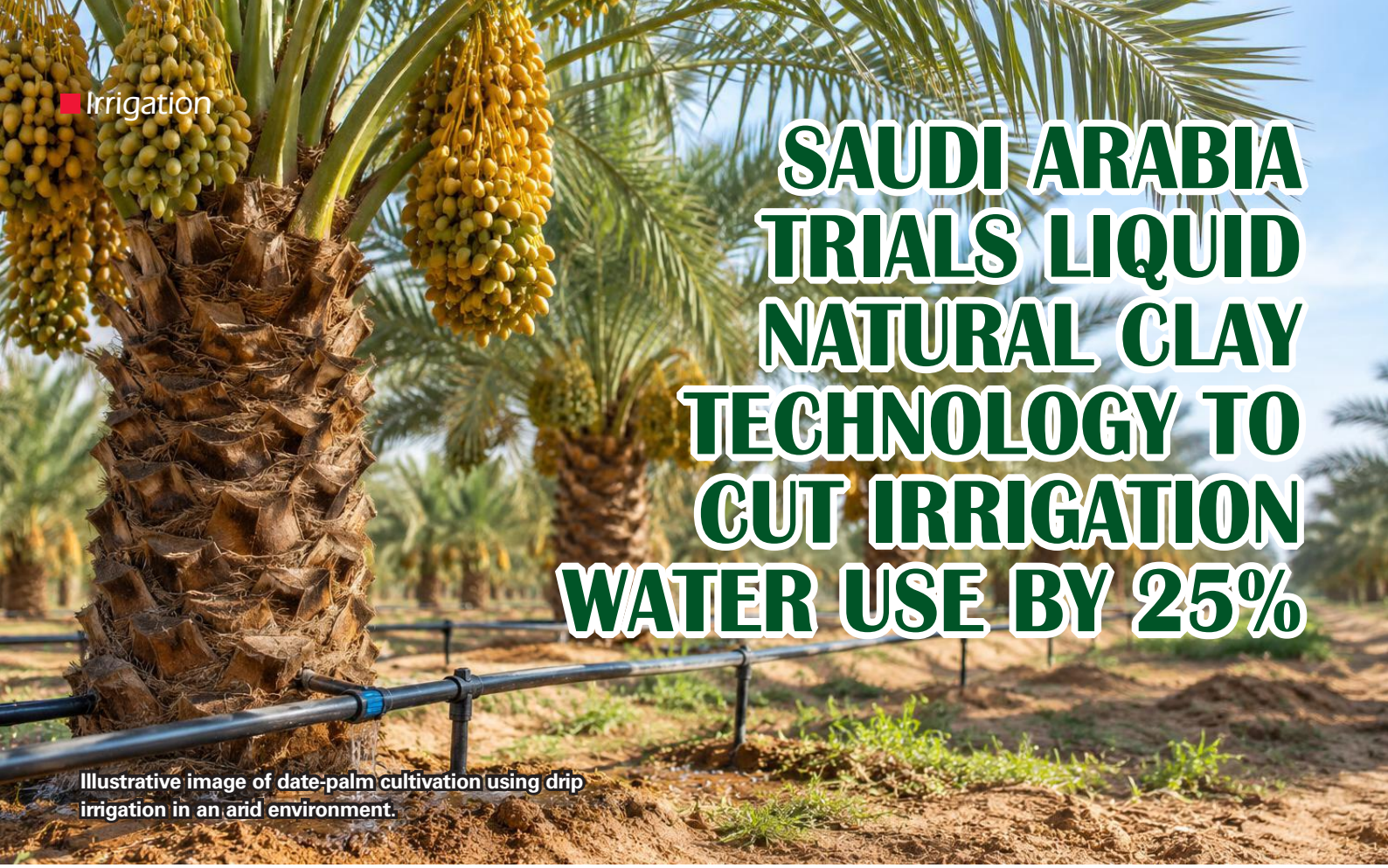
Grow bags, trunk protection, and tree support are often evaluated as separate decisions, but they all influence the same final product. Healthy roots support establishment. An undamaged trunk preserves structural and visual quality. Proper stabilization helps maintain form while trees develop.

For modern nurseries, particularly those producing larger landscape trees, the most effective approach is to think in systems rather than individual components. The goal is not simply to grow a tree to a certain size, but to maintain quality at every stage of production.

From root development below the soil to protection and stabilization above it, attention to the entire tree can help growers produce nursery stock that is healthier and easier to manage. Like this, trees are better prepared for their next environment.



SAUDI ARABIA TRIALS LIQUID NATURAL CLAY TECHNOLOGY TO CUT IRRIGATION WATER USE BY 25%



Illustrative image of date-palm cultivation using drip irrigation in an arid environment.

The National Research and Development Center for Sustainable Agriculture (Estidamah) conducted trials to evaluate Liquid Natural Clay (LNC) technology, with promising results in improving soil properties and enhancing its capacity to retain water and nutrients, while maintaining date palm productivity.

The evaluation results recorded a 25% reduction in the amount of irrigation water used, while the soil's water-holding capacity increased to 75%, compared with approximately 60% before treatment. The percentage of water available to plants also increased to 16.8%, up from 11.7%.

The technology uses natural clay in liquid form to improve soil properties and increase its capacity to retain water and nutrients. This contributes to reducing water losses and enhancing water-use efficiency while maintaining agricultural productivity.

The evaluation results indicate that the technology could potentially reduce the agricultural sector's water footprint by up to 25%. Its application in date palm irrigation is also expected to save approximately 600 million cubic meters of water, enhancing opportunities to improve the efficiency of water resource utilization.

These findings represent a research milestone toward expanding the use of modern technologies in soil and water management and developing more efficient agricultural practices suited to arid environments and water scarcity challenges, thereby contributing to the sustainability of agricultural production.

The technology evaluation was conducted in collaboration with Desert Control Saudi Arabia, the technology's owner, as part of Estidamah's efforts to conduct research and applied trials, evaluate modern agricultural solutions and technologies, and assess their potential to improve the efficiency of natural resource use while enhancing the sustainability of the agricultural sector and food security.

For more information, visit www.estidamah.gov.sa



KUBO IS WORKING ON A NEW GREENHOUSE HORTICULTURE PROJECT IN SAUDI ARABIA



KUBO is contributing to a new large-scale greenhouse horticulture project in the Saudi Arabian desert. Wouter Kuiper and Said El Ouakili visited the country for the official signing of the contracts. Several dignitaries attended the ceremony, including the Dutch ambassador and the Prince of Jazan.

Construction of the project in Jazan Province is scheduled to begin at the end of this year, with a planned total area of 45 hectares. The first new greenhouse will be designed for tomato cultivation and will use KUBO's Ultra-Clima® concept.

KUBO will provide the technology and expertise required to grow efficiently under the local climatic conditions. The KUBO team will also support the cultivation strategy and the optimisation of production. KUBO is working on the project together with Amtar Al Khair Agricultural Crops Company.

Positive results build confidence

A successful project has already been completed in the Hail region, where the initial production results exceeded expectations.

"The results confirm that controlled cultivation can be successful, even under challenging conditions," says Said El Ouakili, Regional Sales Director at KUBO. "Discussions are already under way about the next phases. There is strong confidence in Dutch expertise and technology."

Experience gained from previous successful projects in Saudi Arabia also contributes to this confidence. These projects demonstrate that advanced greenhouse horticulture technology can support reliable food production in a dry and hot climate.

Increasing local food production

Saudi Arabia aims to increase its domestic production of fruit and vegetables. This ambition forms part of the national Vision 2030 strategy. One of its key principles is to produce food efficiently while using as little water and energy as possible.

"In a region where water is scarce and temperatures are high, control over the growing climate is essential," says Said. "With the right technology, growers can produce more while using fewer natural resources."

Local involvement plays an important role in the project. The greenhouse will be constructed by local employees under the supervision of KUBO specialists. This approach not only facilitates knowledge transfer, but also contributes to employment and economic development in the region.

In this way, the project supports food production in Saudi Arabia while strengthening the position of Dutch horticultural expertise and technology in the region, with a clear focus on sustainable growth and long-term collaboration.

CHORE-TIME INTRODUCES CATALYST® OVO™ WHOLE HOUSE CONTROLS TAILORED TO LAYER OPERATIONS



Chore-Time has introduced the CATALYST® OVO™ Control, designed specifically for layer operations. It offers specialized functionality for managing ventilation, feeding, lighting and other systems in all types of layer houses, from traditional to free range.

Built on the easy-to-use CATALYST Control platform, the CATALYST OVO includes a dedicated nest clock. It can track egg collector and manure belt runtimes, as well as control temperature and humidity in the egg room. Up to eight independent light clocks can be connected with up to two dimmers per light clock. As many as 20 egg counters can also be connected.

For organic and free-range egg producers, the CATALYST OVO offers neutral-pressure ExactAir™ Ventilation functionality to better manage climate in houses with outdoor-access doors. With the doors open, it automatically adjusts the positive-pressure and tunnel fans, as well as air inlets, to control house temperature and optimize airflow distribution for maximizing bird comfort and air quality. When the doors are closed, it reverts to standard negative-pressure power and tunnel ventilation. To simplify house management, the CATALYST OVO can also automate the opening and closing of the outdoor-access doors.

The CATALYST OVO features a 10.1-inch high-resolution touchscreen display with dark-mode functionality, multiple graph screens, built-in language options and many other advanced capabilities in an easy-to-use interface. Users can monitor their operations remotely through the CHORE-TRONICS® Mobile App.

For growers looking to modernize existing equipment, CATALYST OVO update kits allow existing CHORE-TRONICS 2 and CHORE-TRONICS 3 controls to be upgraded to the CATALYST platform without removing the main enclosure or relay boxes.





PETERSIME LAUNCHES UNISTREAMER™: INTELLIGENT INCUBATORS ENGINEERED FOR CHICK UNIFORMITY AND FULL TRACEABILITY

Petersime proudly announces the launch of UniStreamer™, its next-generation range of single-stage incubators. Designed to meet the poultry industry's rising demand for product consistency, transparency and performance, UniStreamer™ combines chick uniformity with end-to-end traceability in one intelligent, future-ready solution.

Retailers are demanding consistent volumes, perfectly sized fillets and table eggs that meet increasingly strict quality criteria. At the same time, pressure is growing for greater transparency on product origin and processing. As a world leader in incubation, Petersime has developed UniStreamer™ to address these market demands.

What sets UniStreamer™ apart is its focus on chick uniformity. Designed to deliver maximum uniformity in day-old chicks, the new incubator lays the foundation for optimal and uniform flock growth. Powered by technologies such as HatchSound™ and HatchScan™, UniStreamer™ delivers tighter hatch windows and improved hatch and post-hatch performance. These innovations represent the latest evolution of Petersime's Embryo-Response Incubation™, which automatically adapts the incubation environment to the needs of each specific batch of eggs.

UniStreamer™ also introduces advanced traceability. Through unique trolley identification and Eagle Trax™ cloud software, hatcheries can record every trolley's journey throughout the process, providing greater transparency while identifying opportunities to improve performance. Farm storage and transport trucks can also be included. This creates a digital overview of egg and chick movement, supporting biosecurity, data-driven performance optimisation and audit readiness.

"At Petersime, innovation isn't about adding features for the sake of it – it's about delivering measurable results for our customers," says Rudy Verhelst, Business Development Manager at Petersime. "With UniStreamer™, hatcheries can count on consistently high chick uniformity and full traceability across their operations."

UniStreamer™ is available in multiple configurations, including UniStreamer™ HD, which offers 12% higher egg capacity per incubator without compromising performance. Complementary Re-Store and Chick-Store systems ensure optimal conditions before and after hatching.

With UniStreamer™, Petersime aims to set a new standard for single-stage incubation, helping hatcheries achieve greater productivity, performance, traceability and predictable output.



NOVUS INTRODUCES NEW BIS-CHELATED TRACE MINERAL

The leader in intelligent nutrition announced a new source of organic trace mineral nutrition available for the animal agriculture industry.

RELYZANT™ Bis-Chelated Trace Mineral is the next-generation bis-chelate from NOVUS. Available in zinc, copper, and manganese, the mineral is bound by two lactic acid ligands, forming a stable, neutral molecule that maintains integrity across changes in pH in the gut and interactions with other parts of the diet, ultimately resulting in more mineral being accessible to the animal.

Known for its MINTREX® Bis-Chelated Trace Minerals, NOVUS officials say this latest innovation makes bis-chelated technology more widely available.

"We developed RELYZANT™ in response to our customers' needs," says Abishek Shingote, NOVUS vice president of corporate strategy and innovation. "With more than 500 research trials demonstrating its efficacy, MINTREX® Bis-Chelated Trace Minerals has defined the standard for trace mineral performance. It was designed over 20 years ago for diets that benefit from methionine source HMTBa, a key ingredient. We recognize that many customers today prioritize mineral concentration and flexibility. RELYZANT™ provides the same authentic bis-chelate protection and superior absorption without methionine."

Nutritionists will appreciate this new concentrated source of organic trace mineral that offers formulation flexibility.

"RELYZANT™ delivers the same trusted performance as MINTREX® but with higher mineral concentration," says NOVUS Research Scientist Tracy Rode, who helped develop the new bis-chelated mineral. "That means nutritionists have more physical room in the ration for other parts of the diet."

RELYZANT™ is now available in Mexico and will be available later this year in other markets.

For more information about the newest innovation in intelligent nutrition, visit novusint.com/mineral





IFF LAUNCHES OMNI-BOS™ PHY TO HELP DAIRY PRODUCERS GET MORE VALUE FROM FEED

IFF (NYSE: IFF) announced the launch of Omni-Bos™ PHY, a novel phytase enzyme designed specifically for dairy cattle. The technology helps producers improve nutrient utilization and feed efficiency by unlocking nutrients already present in feed, enabling cows to derive greater value from existing feed ingredients. Omni-Bos™ PHY will initially launch in the Middle East, Africa, Asia-Pacific and Latin America regions.

"We believe the future of dairy nutrition is helping cows receive more value from the nutrients in their feed," said Regina Cortada, vice president, Animal Nutrition & Health for IFF Health & Biosciences. "Our research challenged the long-held assumption that dairy cows fully utilize the phytate contained in feed. We found that phytate breakdown is often incomplete, leaving valuable nutrients unavailable to the animal. Omni-Bos PHY was developed to unlock those nutrients and help producers improve feed efficiency, support sustainability goals and increase profitability."

Phytate — a naturally occurring compound found in many feed ingredients — can bind nutrients and reduce their availability to the animal. While phytase technology has been widely used in poultry and swine production for decades, its effectiveness in dairy cattle has historically been limited.

"Traditional phytase enzymes were not designed to withstand the unique digestive conditions of dairy cattle," said Ester Vinyeta, innovation director, Animal Nutrition & Health for IFF Health & Biosciences. "Omni-Bos PHY was specifically developed for ruminants and is designed to remain active where it can unlock nutrients that would otherwise remain inaccessible."

By helping cows utilize more of the protein, phosphorus and minerals already present in feed, Omni-Bos™ PHY can reduce reliance on supplemental phosphorus and protected amino acids while supporting the use of alternative protein sources. The result is improved feed efficiency, lower feed costs and reduced nitrogen and phosphorus excretion.

The enzyme is suitable for use in concentrates, premixes and total mixed rations. In one study, Omni-Bos™ PHY decreased undegraded phytate in the abomasum by approximately 70% compared with a control diet.

Additional studies in lactating dairy cows demonstrated that Omni-Bos™ PHY:

- Improved phosphorus and phytate digestibility
- Reduced nitrogen and phosphorus excretion
- Increased digestibility of nutrients including crude protein and calcium

Collectively, these findings demonstrate Omni-Bos™ PHY's ability to improve nutrient utilization and help dairy producers maximize the value of every ton of feed while supporting more sustainable production systems.



MILK'IN BOX: A NEW VISION OF DAIRY PRODUCTION

"The concept includes six dairy cow cubicles and integrates several essential systems: ventilation, manual milking, milk storage and energy supply through solar panels."

A self-contained mini dairy barn concept designed by Bioret Agri and Agriconfor Solutions to rethink dairy production in a compact, modular format adapted to real on-farm conditions.

Designed around practical field constraints

Presented at the Paris International Agricultural Show, Milk'in Box is a new concept developed by Bioret Agri and Agriconfor Solutions. The project is based on a converted container that brings together the key functions required for dairy cow housing.

The concept includes six dairy cow cubicles and integrates several essential systems: ventilation, manual milking, milk storage and energy supply through solar panels. The aim is to offer a more autonomous, compact and easy-to-deploy solution for areas where setting up dairy production can be challenging.

In some regions, agricultural infrastructure requires significant investment. Access to energy, buildings or technical equipment can also slow down the development of local dairy production. Milk'in Box offers a more flexible and accessible approach by bringing the core requirements of a dairy unit together in one functional structure.

The project also includes Bioret Agri bedding solutions, in particular Aquastar waterbeds. The interior layout makes optimal use of the available space, supports cow movement and simplifies the organisation of technical equipment within a reduced footprint.

For more information, visit https://agri.bioret-corp.com

SYMAGA UPGRADES FEED SILOS WITH S450GD STEEL AND NEW Ø3.80 M MODELS

Symaga continues to improve its products to offer storage solutions that are increasingly efficient, durable and tailored to the needs of the livestock sector.

As part of its Annual Product Development Plan, the company is introducing significant new features to its range of feed silos: a new, higher-strength structural steel and an expansion of the range of Ø3.80 m models.

Symaga introduces S450GD steel

From this August, Symaga is replacing the S350GD structural steel with S450GD in its farm silos.

The main advantages of this update are: During the transition period, both types of steel may be used in production to ensure continuity of supply.

Higher structural quality. S450GD steel offers a higher yield strength, increasing from 350 N/mm² to 450 N/mm², which allows the company to manufacture feed silos with improved mechanical performance, thereby increasing structural strength.

A more efficient supply chain. The introduction of S450GD steel improves the availability of raw materials and simplifies procurement management, helping to make the supply chain more robust and efficient.

Expansion of the Ø3.80 m silo range

With the aim of offering customers greater flexibility, Symaga is expanding its feed silo range with new models measuring Ø3.80 m in diameter, with a capacity of up to 86 m³.

These new configurations provide greater storage capacity to suit different farm sizes, feeding systems and storage requirements.

These improvements form part of the company's commitment to the continuous evolution of its products and to developing solutions that deliver greater value to its customers.

More durable materials and a wider range, which improve day-to-day performance, make Symaga feed silos an increasingly comprehensive, efficient solution, ready to meet the needs of modern livestock farming.





GROWTECH MIDDLE EAST TO BRING THE REGION'S AGRICULTURE INDUSTRY TOGETHER IN DUBAI

From 26–28 October 2026, the Middle East's agriculture industry will come together at Dubai World Trade Centre, Hall 8, for Growtech Middle East 2026.

Previously known as Agra Middle East, the event enters its next chapter under the globally recognised Growtech brand while building on more than 17 years of industry presence in the Middle East.

Across three days, Growtech Middle East will bring together growers, producers, agribusinesses, government representatives, distributors, buyers, researchers and technology providers looking for solutions to some of agriculture's most pressing priorities.

With food security, resource efficiency and resilient agricultural production becoming increasingly important across the region, the event provides a dedicated meeting place for the industry to discover technologies, exchange knowledge and build new commercial relationships.

"Now operating as Growtech Middle East, the event brings that established Middle East presence together with the wider international Growtech network."

More Than 17 Years at the Heart of Middle East Agriculture

The Growtech Middle East name may be new for 2026, but the event behind it is well established.

For more than 17 years, Agra Middle East has connected the agriculture community in Dubai, creating a platform where regional requirements meet international agricultural expertise.

Now operating as Growtech Middle East, the event brings that established Middle East presence together with the wider international Growtech network.

The focus remains firmly on what the regional agriculture industry needs: access to suppliers, technologies, expertise and practical solutions capable of supporting production in some of the world's most demanding growing environments.

A Marketplace for Agriculture Solutions

Key exhibitors are expected to showcase technologies and solutions across the event, giving visitors the opportunity to compare suppliers, discover new products and explore developments from the UAE, the wider region and international markets.

The exhibition will cover seven key sectors:

- **Aquaculture**
- **Greenhouse Technology**
- **Irrigation**
- **Livestock**
- **Plant Nutrition & Plant Protection**
- **Poultry**
- **Seeds & Seedlings**

From irrigation and controlled-environment agriculture to crop inputs, animal production, aquaculture and new approaches to agricultural productivity, the show floor is designed around the areas currently shaping investment and purchasing decisions across the Middle East.

For visitors, it means being able to explore multiple areas of agriculture in one place and speak directly with the companies developing the



technologies behind them.

Food Security Takes Centre Stage

Food security will be one of the defining themes of Growtech Middle East 2026.

Across the Middle East, governments, producers and businesses continue to examine how technology, local production, water management, regenerative practices and more resilient supply systems can strengthen long-term food security.

Growtech Middle East will bring many of these conversations onto one platform.

The Future Food Resilience Summit, taking place on 26 and 27 October, will examine the future of food security and the strategies, technologies and partnerships required to support more resilient food systems.

It will bring the wider conversation beyond agricultural production alone, looking at how industry, government, investment and innovation can collectively respond to changing food requirements across the region.

Regenerative Agriculture in Focus

Regenerative agriculture will also have a prominent place within the 2026 programme.

On Day Three, the MENA Regenerative Agriculture Summit, supported by Impact Partner Goumbook, will explore how regenerative approaches can be applied in the region and the role they can play in improving soil health, agricultural resilience and long-term productivity.

The summit provides a dedicated setting for industry specialists, growers and stakeholders to discuss practical approaches and hear from those already working within this rapidly developing area of agriculture.

Its inclusion reflects a wider shift across the industry towards farming practices that consider productivity alongside the long-term health and resilience of agricultural systems.

Specialist Knowledge Across Three Days

Alongside the exhibition, education will form a major part of the Growtech Middle East experience.

The 2026 programme includes 40+ free seminars, three summits and nine workshops, giving attendees multiple opportunities to hear directly from specialists and explore subjects relevant to their areas of work.

A series of CPD-certified specialist seminars will cover areas including:

Aquaculture, Livestock & Poultry, Biostimulants and Regenerative Agriculture.

These sessions are designed to complement what visitors see on the exhibition floor, helping agriculture professionals understand the issues, technologies and practices influencing their sectors before speaking directly with relevant suppliers and experts.



Where the Agriculture Industry Comes to Do Business

At its core, Growtech Middle East remains a business event.

The exhibition creates an environment where growers can meet technology providers, distributors can identify new international suppliers, buyers can compare solutions and companies entering the Middle East can develop regional partnerships.

For international organisations, Dubai provides a gateway into a market investing heavily in food production, agricultural technology and food security.

For regional businesses, the event offers direct access to international expertise while creating opportunities to strengthen relationships across the UAE and the wider Middle East.

This combination of regional demand and international supply has helped establish the event as a long-standing meeting place for the industry.

Looking Ahead to October

Growtech Middle East 2026 represents both continuity and a new chapter for one of the region's established agriculture events.

The name has changed, but the purpose remains clear: bringing together the people, technologies and expertise helping agriculture move forward across the Middle East.

Growtech Middle East 2026 26 – 28 October 2026 Hall 8, Dubai World Trade Centre

A GLOBAL EVENT

A world-class event, an effective platform for exploring new business opportunities. This the 47th edition of EIMA, the international agricultural machinery exhibition that will take place at the Bologna Exhibition Centre from 10 to 14 November, will be a global event. The market landscape for this sector is highly fragmented and uneven – as explained during the press conference held this afternoon in Rome at the ICE headquarters – and this leads manufacturers to operate selectively in those countries and contexts that prove most receptive. "To facilitate the 'matching' of supply and demand for technologies, the exhibition is expanding its international scope," said Simona Rapastella, Director General of FederUnacoma – the Confindustria federation representing the agricultural machinery sector and organiser of the exhibition – during the conference, "and is rolling out specific initiatives for foreign businesses by strengthening the system of business-oriented services".

There will be 650 foreign exhibiting companies at EIMA 2026 – out of a total of 1,800 already confirmed – representing 45 countries. The number of foreign visitors is expected to rise compared with the previous edition (2024), which recorded over 63,000 attendances from 150 countries, out of a total of 350,000 attendances; whilst a very substantial increase in the number of official delegations of business operators organised by ICE and FederUnacoma has already been confirmed.

ICE offices around the world have, in fact, selected specialist delegates who will be at the Fair during the first three days of the event, with a programme of business-to-business meetings with manufacturers, already planned on the basis of operators' interest in specific product categories. This year, the ICE delegations comprise 830 trade visitors from 120 countries (compared to 450 from 85 countries in 2024), who will take part in no fewer than 14,000 business meetings, with access to a specially designed pavilion within the Bologna exhibition centre, offering interpreting services and assistance with contractual matters. In parallel with the ICE project, FederUnacoma has organised the 'Special Guest' hospitality scheme, reserved for around 1,000 industry professionals not included in the official delegations.

The EIMA exhibition thus serves as a tool for monitoring the market, forecasting trends in demand, and establishing commercial relationships in a selective and targeted manner. The entire exhibition is designed to offer – even in an unfavourable economic climate – endless opportunities for industrial and commercial collaboration.





SAUDI AGRICULTURE - THE REGION'S PREMIER AGRICULTURAL GATHERING RETURNS TO RIYADH

The 43rd edition of Saudi Agriculture, the Middle East's largest and longest-running agricultural trade exhibition, returns to the Riyadh International Convention & Exhibition Center (RICEC) from 19 to 22 October 2026. Held under the patronage of the Ministry of Environment, Water & Agriculture, it remains the Kingdom's flagship B2B platform for the sector.

Organized by Riyadh Exhibitions Company (REC), which has served the Kingdom's agricultural industry for over four decades, the event brings the full agricultural value chain together under one roof. Visitors will explore innovations across Farming, Poultry, Livestock & Dairy, Mills & Feed, Aquaculture, Agro & Organic Food, Food Processing & Packaging, and Animal Health & Veterinary - making it one of the most comprehensive sector events in the region.

Saudi Agriculture 2026 arrives at a pivotal moment for the Kingdom, as national investment and Vision 2030 continue to drive the modernization of food production and food security. The show floor will showcase the latest technologies and solutions - from smart greenhouses and precision irrigation to controlled-environment agriculture, automation, and agri-tech - connecting exhibitors with trade buyers, distributors, investors, and government decision-makers from across the Kingdom and beyond.

Running alongside the exhibition, The Future of Agriculture International Conference will convene local and international experts around the themes of Agricultural Technologies and Food Security, with senior leaders and specialists sharing insights and case studies shaping the sector's future.

With extensive international participation and the backing of the Kingdom's foremost agricultural companies and government bodies, Saudi Agriculture 2026 offers exhibitors direct access to one of the fastest-growing agricultural markets in the region - and gives visitors a single destination to source products, build partnerships, and discover what's next in agriculture.



GROWTECH ANTALYA BRINGS THE GLOBAL AGRICULTURAL INDUSTRY TOGETHER FOR ITS 25TH EDITION

24–27 November 2026 | ANFAŞ Expo Center, Antalya, Turkey

"One of the key innovations of the 25th edition will be the launch of the Medical Cannabis Zone for the first time in 2026."

The world's largest greenhouse and protected cultivation exhibition, Growtech Antalya, will bring the global agricultural industry together for its 25th edition from 24–27 November 2026 at ANFAŞ Expo Center. Covering a wide range of areas from next-generation agricultural technologies and sustainable production to entrepreneurship and medical cannabis cultivation, the exhibition will once again serve as a global meeting point for the future of agriculture.

Continuing its international success, Growtech Antalya is further strengthening its position as a key meeting point for the global agricultural industry. In 2025, the exhibition welcomed 725 exhibitors from 36 countries and 38,634 industry professionals from 135 countries. In 2026, the event is expected to welcome more than 40,000 visitors, over 725 exhibitors and six country pavilions.

The future of Agriculture takes shape in Antalya

Climate change, declining water resources, rising production costs and the continued reduction of agricultural land are increasing the need to produce more with fewer resources. As a result, solutions such as automation, artificial intelligence, smart irrigation, controlled environment agriculture, energy efficiency and digital agriculture are becoming increasingly important.

In its 25th year, Growtech Antalya will bring together producers, technology developers, investors, researchers and international agricultural professionals, providing an opportunity to discover innovations shaping the future of agriculture.

Growtech Antalya Fair Director Engin Er commented on the 25th edition: "Growtech Antalya's 25th edition marks an important milestone for our exhibition, while also reflecting the transformation taking place across the agricultural industry. Today, the key challenge is not simply to produce more, but to produce more efficiently while making better use of



natural resources. Technology, innovation and knowledge sharing will play a decisive role in this transformation. At Growtech Antalya, we will continue to connect producers with technology, entrepreneurs with investors, companies with new markets, and agricultural professionals from around the world with one another."

Growtech Antalya launches the medical cannabis zone

One of the key innovations of the 25th edition will be the launch of the Medical Cannabis Zone for the first time in 2026.

The zone will bring together technologies, products and services supporting controlled medical cannabis cultivation, connecting the agricultural industry with the fields of biotechnology, healthcare and investment. Companies operating in controlled cultivation systems, greenhouse technologies, LED lighting, genetics, tissue culture, laboratory technologies and related services will have the opportunity to meet industry professionals and develop new business connections.

With this new area, Growtech Antalya is further expanding its focus on controlled environment agriculture and emerging production models.

Startup zone and competition highlight innovation in Agricultural Technologies

Startup Zone and Startup Competition will continue to be among the highlights of Growtech Antalya 2026.

Launched for the first time in 2025, Startup Zone brought entrepreneurs operating in agricultural technologies together with industry professionals and investors. In 2026, startups developing solutions in areas such as smart agriculture, digital agriculture, artificial intelligence, greenhouse technologies, smart irrigation and sustainable production will have the opportunity to showcase their innovations, gain international visibility and connect with potential investors and business partners.

Innovation, sustainability and Agricultural Excellence

Innovation Stage and Sustainability Stage will once again bring leading experts and key industry topics to the forefront. Sessions will address smart agricultural technologies, digitalisation, artificial intelligence, sustainable production, water management, climate change and international collaboration.

In 2025, the two stages hosted a total of 24 sessions featuring 86 speakers, providing industry professionals with comprehensive insights into the technologies and trends shaping the future of global agriculture. With the addition of the Medical Cannabis Stage this year, Growtech Antalya will offer an expanded content platform covering not only agricultural technologies, but also the latest developments in medical cannabis cultivation, controlled production, biotechnology and emerging technologies in the field.

The countdown to Growtech Antalya 2026 has begun

Over four days, agricultural professionals from around the world will have the opportunity to discover new technologies, establish business connections, explore new markets and engage with ideas shaping the future of agriculture.

Growtech Antalya 2026 will bring the global agricultural industry together once again at ANFAŞ Expo Center from 24–27 November 2026, driving the future of agriculture through innovation, collaboration and global connections.

Growtech expands into Europe

Growtech Antalya's 25 years of international experience will expand into Europe in 2027. Growtech Europe will take place from 20–22 April 2027 in Rimini, Italy, alongside Macfrut, one of Europe's leading events for the post-harvest sector. Following Growtech's strong international presence in the Middle East and Africa, Growtech Europe represents a new step in the brand's global growth journey, aiming to build a new agricultural network that connects Italy with Europe and Europe with the world. The event will bring together the entire agricultural value chain, from pre-harvest to post-harvest and from production technologies to fresh fruit and vegetables, creating a strong business and networking platform for new connections, markets and opportunities. With Growtech Europe, Growtech will extend its global story from Antalya to Europe, continuing to expand opportunities for international collaboration and connections across the agricultural industry.

"Growtech Antalya 2026 will bring the global agricultural industry together once again at ANFAŞ Expo Center from 24–27 November 2026, driving the future of agriculture through innovation, collaboration and global connections."



EUROTIER 2026:

WORLD'S LEADING TRADE FAIR FOR PROFESSIONAL LIVESTOCK FARMING WITH COMPREHENSIVE TECHNICAL PROGRAM

From 10 to 13 November 2026, Hanover will once again become the international meeting place for the livestock farming sector as EuroTier, the world's leading trade fair for professional livestock farming and livestock management, opens its doors. Organized by the DLG (German Agricultural Society), EuroTier is aimed at farmers and international livestock professionals bringing together more than 2,100 exhibitors from 55 countries showcasing innovations and solutions across 220,000 square meters in 13 halls. Under the guiding theme "Intelligence in Animal Farming", the DLG technical program connects technological innovation with animal welfare, efficiency, and sustainability. It features Spotlights, Expert Stages, and networking events for the international industry.

"EuroTier 2026 brings together the key future-oriented topics and innovations in professional livestock farming on a single platform, spanning animal health, biosecurity, feed and feeding technology, automation, artificial intelligence and practical solutions for modern livestock production. We look forward to welcoming farmers and other livestock professionals from around the world to discover new technologies, share expertise and connect with industry partners across 13 exhibition halls," says Ines Rathke, Show Director of EuroTier.

Together with EnergyDecentral, the international trade fair for decentralized energy supply, and the Inhouse Farming – Feed & Food Show, EuroTier 2026 creates a comprehensive platform for agriculture. Exhibition areas range from breeding and reproduction, feeding and housing systems to milking and cooling technology, climate and environmental solutions, digitalization, robotics, sensors, artificial intelligence, processing and direct farm sales.

Cattle, pigs, poultry and horses are the key livestock sectors represented at the exhibition, complemented by cross-sector themes such as animal health, biosecurity, emission reduction, feed and feeding technology, alternative protein sources and sustainable production systems. Feed and feeding remain core topics, covering feed production, feed management and meeting animals' specific nutritional requirements. Forage production is a new highlight within the technical program, which consists of Spotlights, Expert Stages, conferences and networking events for the global livestock sector.

The integration of housing systems, feeding technology, milking equipment and manure management with robotics, sensors, artificial intelligence and automated systems offers new opportunities for precise and competitive livestock farming. EuroTier 2026 will demonstrate how intelligent technologies can simplify workflows, improve profitability and simultaneously support emission reduction, animal welfare and animal health.

For more information, visit www.eurotier.com/en/

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