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Crane lifting large tree in GrowinBag™

THE MOHAMED BIN ZAYED WATER INITIATIVE LAUNCHES USD 2 MILLION AI MIYAH CHALLENGE FOR AGRICULTURE

The Mohamed bin Zayed Water Initiative has launched the AI Miyah Challenge to accelerate development and deployment of innovative water solutions. AI Miyah Challenge for Agriculture is the first in a series of competitions to be launched as part of the Initiative's AI Miyah Challenge program. In its first edition, the

Challenge aims to accelerate innovation in the development of technological solutions that can reduce the consumption of water in agriculture while maintaining and improving crop yield. The approximately USD 2 million (AED 8 million) competition is open to local and international participants and will require aspiring teams

to test and demonstrate their technology's applicability in the UAE in December 2026, with potential for deployment in other locations with similar weather and climate conditions.

AI Miyah Challenge program will include a series of prize competitions intended to identify innovative water solutions with practical applications in a range of sectors. The program aims to source and support practical solutions that can be implemented in the UAE and have the potential to be scaled-up and deployed in other water-scarce countries.

Registrations for the AI Miyah Challenge for Agriculture are open and teams are invited to submit their applications online before 30 June 2025.



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EIMA AGRIMACH RETURNS TO NEW DELHI

The ninth annual EIMA Agrimach agro-mechanical exhibition organized by FederUnacoma (Italian Federation of Agricultural Machinery Manufacturers) and FICCI (Federation of Indian Chambers of Commerce and Industry), in partnership with the Indian Ministry of Agriculture, is scheduled to be held on the Indian subcontinent from 27-29 November 2025. The event first took place in 2009 and, though the past two occasions have been in Bangalore, this year sees it return to New Delhi. The Mela Ground exhibition area of the Indian Agricultural Research Institute (IARI), commonly known as the Pusa Institute, will host the new event.

SAUDI ARABIA AND SOUTH KOREA LAUNCH HIGH-TECH AGRICULTURE HUB IN RIYADH

In a bold leap toward sustainable food production and technological innovation, Saudi Arabia and South Korea have joined forces to launch a pioneering smart agriculture complex in the heart of Riyadh. This collaborative initiative marks a defining milestone in the evolution of farming across the Middle East, particularly in the face of climate challenges and increasing food security demands.

The foundation stone was laid on April 21, 2025, by Saudi Arabia's Deputy Minister of Environment, Water and Agriculture, Mansour Al Mushaiti, and South Korea's Vice Minister of Agriculture, Food and Rural Affairs, Park Beom-Su. The event signifies the beginning of a high-tech venture designed to

reshape how agriculture is practiced in arid environments.

Located within the National Agricultural and Animal Resources Research Center, the 4,000-square-meter facility is set to house some of the most advanced smart farming systems currently available. A vertical farm will cultivate leafy greens, strawberries, and mushrooms using container-based technologies—ideal for controlled environment agriculture in water-scarce regions. The complex will also feature a next-generation greenhouse equipped with Korean technologies that optimize fertilizer use, water efficiency, and crop yields.

"This project represents a new chapter in the evolution of modern agriculture," said Deputy

Minister Al Mushaiti. "It is designed to foster innovation in farming and contribute meaningfully to sustainable development and food security in the Middle East."

At the heart of the initiative is the integration of artificial intelligence (AI) and the Internet of Things (IoT). These technologies will regulate irrigation levels, analyze crop data, and even recommend optimal planting strategies. Additionally, AI-enabled mobile farming systems are projected to more than double crop output compared to conventional greenhouse models. The facility also introduces agricultural robots that handle critical tasks ranging from data collection to automated harvesting.

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Peat Moss and Peat Substrates for the professional horticulture

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

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

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.



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

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

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

Our products

Peat mixture for propagation: Of German origin:

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

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

Of Baltic origin:

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

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

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



Note: we have more than 4,000 compositions in our database, which illustrate the long experience of Floragard experts and the need to offer customers the most suitable solution for their particular case. Our goal is to develop a perfect product adapted to the particular requirements of our customer.

Peat moss potting substrate for horticultural production

Of German origin

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

Of Baltic origin

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

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

Potting mixtures for perennials and plants in nursery containers.

Of German origin

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

Of Baltic origin:

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

Note: it is possible to add to these products perlite, clay or other preferred minerals. They are also available mixtures for potting specific crops. Our goal is to develop a perfect product adapted to the particular requirements of our customer.

Mixtures suitable for organic farming of German origin:

Seedling / transplanting

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

Potting / Container

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

Peat mixture for the cultivation of small fruits:

Strawberries and raspberries

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

perlite for medium coarse potting, pots 8-13 cm

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

Blueberries

- **Floradur® Pot Blueberries:** Potting peat moss substrate for containers > 1L
- **Floradur® Pot Container Blueberries:** Extra coarse-fibrous peat moss substrate for large containers > 3L

Peat specialties

- **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

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BASF EGYPT EXPANDS AGRICULTURAL PORTFOLIO WITH NUNHEMS SEEDS LAUNCH

BASF Agriculture Solutions Egypt, a business unit of the chemical company BASF, has officially rolled out its specialized vegetable seeds brand, BASF | Nunhems, in Egypt, during a landmark event at the Pyramids of Giza. This key milestone is part of BASF's business expansion in the region and its commitment to supporting Egyptian farmers with tailored, innovation-led full agricultural solutions.

This operational launch of the fully localized model for vegetable seed solutions in Egypt focuses on introducing a new generation of high-performance varieties aimed at boosting yield, enhancing quality, and supporting

sustainability. Backed by more than 100 years of breeding expertise and 46 global R&D stations, the new business model is set to drive local job creation and support Egypt's plan to increase agricultural exports by 20% in 2025.

On the same front, Egypt's agricultural sector continues to show resilience and potential, with exports growing 11% year-on-year in 2024 to reach 8.6 million tons. As the government sharpens its focus on sustainable development, BASF and Nunhems are uniquely positioned to contribute through local insight, global innovation, and a deep understanding of farmer needs.

In this context, Ms. Silvia Cifre,

Vice President Marketing & Sales at BASF | Nunhems, added: "We are excited to initiate commercial operations through BASF Egypt's unique business model, a market with enormous potential for high-value vegetable production. With a portfolio of over 1,200 commercial seed varieties across 20 vegetable crops and nearly 80 new varieties introduced each year, BASF | Nunhems is uniquely positioned to support Egyptian growers with innovative seed varieties and solutions tailored to local needs. Our business expansion here is part of a broader regional vision to bring innovation closer to the field—and help farmers grow 'vegetables people love.'"

AL AIN FARMS GROUP LAUNCHES AS UAE'S NATIONAL FOOD CHAMPION

In a landmark moment for the UAE's food production and industrial sectors, Al Ain Farms Group (AAFG) was officially launched at the "Make it in the Emirates" Forum 2025. The announcement brings together five of the country's most iconic dairy, poultry, juice and egg brands — Al Ain Farms, Marmum Dairy, Al Ajban Chicken, Al Jazira Poultry Farm's Golden Eggs, and Saha Arabian Farms — under a single, united banner. Backed by Ghitha Holding, a publicly listed conglomerate spanning agriculture, food production and distribution sectors, and Yas Holding, a renowned Abu Dhabi-based, multi-industry investment company, AAFG brings decades of operational strength to serve as a national platform focused on protein and beverages, with the

scale and vision to serve broader regional needs.

This historic consolidation is a significant milestone in a journey that began in 1981, when the late Sheikh Zayed bin Sultan Al Nahyan established the farm with 200 cows — bringing, for first time in the nation's history, access to fresh milk for its people. What started as a single dedicated entity serving the nation has evolved into a unified group of trusted UAE brands, expanding to meet growing regional demand for high-quality protein and beverages. Today, that commitment to self-reliance has transformed into a national pillar of food sovereignty—



one that is rooted in legacy, driven by purpose, and built for global impact.

HE Tareq Abdulraheem Al Hosani, Chairman of AAFG, said the launch of AAFG marks an important step in the UAE's long-term food strategy, as outlined by the nation's Food Security Strategy 2051 and National Strategy for Industry and Advanced Technology, to become a regional hub for operational excellence and innovation.

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INAUGURAL AL AIN HUNTING & EQUESTRIAN EXHIBITION 2025 SET FOR NOVEMBER AT ADNEC

Under the patronage of His Highness Sheikh Hazza bin Zayed Al Nahyan, Ruler's Representative in Al Ain Region, ADNEC Group is proud to announce the launch of the first edition of the Al Ain International Hunting and Equestrian Exhibition 2025, set to take place from 26 to 30 November 2025 at ADNEC Centre Al Ain.

Organised in collaboration with the Emirates Falconers Club, the exhibition will welcome leading national and international companies and institutions specialising in hunting equipment, falconry, camel and equestrian sports, Saluki, and adventure and safari experiences from across the globe.

Humaid Matar Al Dhaheri, Managing Director and Group

CEO of ADNEC Group, stated: "The launch of this new edition in Al Ain builds upon the legacy of the Abu Dhabi International Hunting and Equestrian Exhibition, which ADNEC Group has successfully organised at ADNEC Centre Abu Dhabi for over 22 years. Al Ain was chosen as the host city for its rich cultural heritage and the significance of its market to our partners and exhibitors, particularly in outdoor sports, camping, and adventure sectors."

He added: "The exhibition will span more than 12,000 square metres, showcasing the latest innovations, equipment, and modern technologies across these key sectors. I am confident that the first edition of this event will mark a new success story in the vibrant calendar of exhibitions held in

the Emirate of Abu Dhabi and the city of Al Ain."

The exhibition is divided into 11 main sectors, which include: arts and handicrafts, 4x4 vehicles and outdoor sports equipment, camping gear, falconry, camels, equestrian, Saluki dogs, as well as sectors dedicated to veterinary products and equipment, environmental and heritage conservation, mobile homes (RVs), and hunting and safari trips.

The event will also offer a variety of accompanying activities, such as traditional coffee brewing competitions and local cuisine contests, along with a wide range of interactive and cultural attractions for visitors of all ages. These include horse shows, cultural showcases, and environmental programmes.

AL DAHRA FORGES STRATEGIC PARTNERSHIP WITH GETREIDE AG UKRAINE TO BOLSTER GLOBAL GRAIN SUPPLY CHAIN

Al Dahra, a global leader in agribusiness, has signed an exclusive agreement with Getreide AG Ukraine to establish strategic grain sourcing operations in Ukraine, significantly expanding Al Dahra's global footprint and supply chain capabilities.

This landmark partnership grants Al Dahra direct access to Ukraine's

abundant and highly productive agricultural sector, which stands as one of the world's leading exporters of wheat, corn, and barley on the global stage. The collaboration strengthens Al Dahra's competitive position in international grain markets while ensuring reliable supply to its customers across the Middle East and Africa.

Under the agreement, Al Dahra will initially source between 100,000 and 150,000 metric tonnes of agricultural commodities, with plans to scale operations beyond 500,000 metric tonnes. This Ukrainian venture complements Al Dahra's established operations in Serbia, Romania, Egypt, and the United States, creating a robust and diversified global sourcing network.

"This partnership marks a pivotal advancement in our global strategy to secure resilient supply chains for our customers," said Arnoud van den Berg, Group CEO, Al Dahra. "Our exclusive relationship with Getreide AG Ukraine positions us strategically in one of the world's most vital agricultural regions, enhancing our ability to meet growing global food demand."



TANMIAH FOOD COMPANY PARTNERS WITH SALESFLO TO IMPLEMENT CUTTING-EDGE SALESFORCE AUTOMATION PLATFORM

Salesflo is excited to announce its partnership with Tanmiah Food Company, marking a significant milestone in the digital transformation of the food sector. The partnership was officially solidified at the Saudi Food Show 2025, with Hassan Shafi, General Manager of Salesflo, signing alongside Tanmiah's Chief Strategy Officer Abbas Khan and Ali Saif, Head of IT. Also present were Zain Shamsi, Chief Commercial Officer,

Yasir Suleman Memon, Co-Founder & CEO, and Murtaza Haroon, Growth Lead of Salesflo.

This collaboration will enable Tanmiah to leverage Salesflo's cutting-edge Salesforce Automation Platform to digitize its sales and distribution operations, improving real-time decision-making and operational efficiency. By embracing advanced AI-driven technology, Tanmiah is set to accelerate growth and optimize

performance in alignment with Saudi Arabia's Vision 2030, which emphasizes innovation, economic diversification, and digital transformation.

Hassan Shafi, General Manager at Salesflo, commented, "We are thrilled to partner with Tanmiah to help accelerate their digital transformation journey. This partnership is a powerful step forward in reimagining the future of the food industry in the region."

SOURCE.AG AND AXIA VEGETABLE SEEDS ANNOUNCE THEIR PARTNERSHIP

Source.ag, the provider of AI solutions for vegetable growers, announced its partnership with Axia Vegetable Seeds, an innovative seed breeding company specializing in high-yield vegetable hybrids. As part of this collaboration, Axia will integrate Source.ag's solutions into its Demo Greenhouse to increase its operational efficiency.

"With a shared vision of continuous innovation, this partnership supports Axia Vegetable Seeds' internal Demo by enabling high-quality data analysis. By digitizing and visualizing crucial data, Source.ag helps Axia Vegetable Seeds support and advise growers to maximize the yield of our varieties," said Cees Maan, Cultivation Coordinator of Demo Greenhouse.

"Axia is pushing the boundaries of vegetable breeding and we are thrilled to welcome such an innovator on board. By combining our advanced technologies with Axia's world-class breeding expertise, we will empower growers to achieve unprecedented yields through high precision and data-driven insights," said Rien Kamman, CEO and Co-Founder at Source.ag.

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ORFFA'S EXCENTIAL ENERGY PLUS: WORLD'S FIRST NUTRITIONAL EMULSIFIER TO SECURE GFLI CERTIFICATION

Orffa proudly announces that Excential Energy Plus, one of Orffa's leading innovations, has been officially certified under the Global Feed LCA Institute (GFLI) Branded Data Methodology. This recognition positions Excential Energy Plus as the first Nutritional Emulsifier globally to be independently validated for its environmental footprints.

The certification confirms the product's contribution to sustainable livestock production and supports feed manufacturers

and integrators in reaching their climate goals. It also offers peace of mind for technical teams and purchasing managers seeking proven, low-footprint solutions without sacrificing animal performance.

"The GFLI certification of Excential Energy Plus is not just a validation; it showcases Orffa's guiding principle. We see science, transparency, and sustainability as essential competences in developing high-performing nutritional

solutions that give nutritionists confidence in achieving both production targets and sustainability objectives," says Prince Nanda, Global Solutions Director at Orffa.

The GFLI database is a globally recognized reference for environmental impact data in animal nutrition. By achieving this certification, Orffa takes a leading role in aligning product innovation with transparency and measurable sustainability performance.

ALMARAI ENHANCES SUSTAINABILITY AND INNOVATION AS DIAMOND SPONSOR OF MIDDLE EAST POULTRY EXPO

In a strategic move underscoring its commitment to innovation and bolstering food security, Almarai participated in the fourth edition of the Middle East Poultry Expo, held from April 14–16, 2025, through its leading brand "ALYUUM." The company's involvement included signing five major agreements valued at over SAR 1 billion to execute a series of infrastructure development projects. This participation aligns with Almarai's vision to support the national economy and integrate cutting-edge technologies into the poultry sector, in line with Saudi Vision 2030.

As the Diamond Sponsor of the Middle East Poultry Expo, Almarai joined over 300 companies from 40 countries, showcasing interactive displays to highlight its strategies for infrastructure advancement and modern production technologies. The event served as a strategic platform to engage with global investors and experts, paving the way for new collaborations and reinforcing the Kingdom's leadership in the food industry.

Mr. Abdullah bin Nasser Al-Bader, CEO of Almarai, stated: "Our participation in the Middle East Poultry Expo reaffirms our steadfast commitment to innovation and sustainability. We are dedicated to introducing global technologies to the Kingdom to enhance food security and reduce import reliance, strengthening national resilience. This international event offers a valuable opportunity to reaffirm our leadership in advancing the poultry sector and achieving sustainable growth."

Almarai's involvement in the Middle East Poultry Expo reflects its ambitious vision to achieve food self-sufficiency through innovative and sustainable solutions. The company continues to expand investments in infrastructure and modernize production lines, enhancing product quality and operational efficiency while adhering to environmental responsibility and supporting national development.

Almarai continues

solidifying its leadership in the poultry sector through sustained investments in research and development, adopting the latest technologies to ensure the highest quality and sustainability standards. As part of its expansion plans, the company announced a SAR 4.5 billion investment in Al-Shamli, Hail Region, aimed at increasing poultry production by over 150 million birds annually, equivalent to 130,000 tons of poultry products annually. Its participation in the Middle East Poultry Expo underscores its dedication to supporting the national economy and enhancing food security in alignment with Saudi Vision 2030.





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AGRICULTURAL INTELLIGENCE AT THE HEART OF THE ANIMAL FARMING COMMUNITY

Rennes Exhibition Centre. Following the tremendous success of SPACE 2024, this 39th edition also promises to be exceptional. More than 1,200 exhibitors and 100,000 visitors from 120 countries will once again gather in the heart of Western France — the meeting point of the Animal Farming Community — at the start of the agricultural season.

The current geopolitical context is having a major impact on global agricultural and food balance. In this rapidly evolving environment, farmers continue to bear the

responsibility of addressing not only food-related challenges, but also environmental, social, and energy issues. Solving this complex equation requires ever-greater professionalism, appropriate tools, and an openness to the world.

SPACE stands as a forward-looking professional Exhibition for all sectors of animal farming, offering participants tailored solutions to meet the evolving needs of farmers around the world.

For its 39th edition, SPACE will shine a spotlight on artificial intelligence in support of farmers, aiming to

improve precision, performance, working comfort, and animal health management.

SPACE is also the must-attend event where exhibitors showcase their innovations and apply for the Innov'Space label. This innovation and progress label — essential for agritech companies — will celebrate its 30th anniversary in 2025. The 2025 edition will therefore be a key opportunity to highlight innovation, research, and SPACE's role as a catalyst and accelerator of progress in animal agriculture.

AVIAGEN WELCOMES ZOHIR HADJ-ZOUBIR AS INTERNATIONAL COMMERCIAL MANAGER FOR THE MIDDLE EAST AND NORTH AFRICA



Zohir Hadj-Zoubir

Manager for the Middle East and North Africa

Aviagen® is pleased to announce the appointment of Zohir Hadj-Zoubir as International Commercial

Manager for the Middle East and North Africa (MENA) region. Based in Algeria, Zohir will work closely with customers to support and strengthen Aviagen's three core brands in the region — Arbor Acres®, Indian River®, and Ross® — ensuring their continued growth and success. He will report directly to Bulent Tanyildizi, Business Manager, MENA.

With over 12 years of experience in business development and distribution, Zohir is deeply committed to developing strong customer relationships, and delivering impactful growth in this dynamic and evolving market, making him a valuable addition to the Aviagen team.

Zohir expressed his excitement for his new role, embracing both the opportunities and challenges it presents, "I'm excited to take on this new role and contribute to

Aviagen's continued success in the MENA region. I look forward to working closely with our customers across the region, supporting their goals, and helping drive growth across our three brands. This is a dynamic market with great potential, and I'm proud to be a part of shaping its future."

"We are pleased to welcome Zohir as the newest member of our commercial team. He brings extensive experience in sales and distribution across multiple industries, and I am confident that his strategic perspective will add new dimensions to our fast-growing business. With his collaboration and dedication, alongside our local and global customer support teams, we look forward to accelerating our growth and improving our services to our customers," added Bulent.

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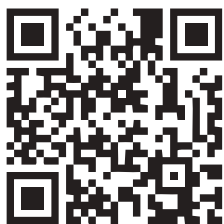
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Labeling



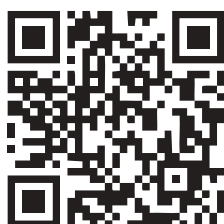
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ZUBAIR ENTERPRISE DEVELOPMENT CENTRE COMPLETES FEASIBILITY STUDY FOR INNOVATIVE FISH FEED PROJECT USING AZOLLA

The Zubair Enterprise Development Centre (Zubair EDC) has successfully completed the economic feasibility study for the Sustainable Tuhlub Project, a groundbreaking initiative aimed at revolutionising fish feed production and marketing in Oman. The project will utilise Azolla, a nutrient-rich aquatic plant, to develop sustainable and cost-effective fish feed solutions, contributing to food security and the growth of Oman's aquaculture sector in alignment with Oman Vision 2040.

This initiative is the result of a strategic partnership between Sustainable Tuhlub (a member of Zubair EDC) and Al Rowad

Centre for Consulting and Development, a leading national firm specialising in agricultural and animal consultancy. The study underscores the urgent need for localised fish feed production, given the sharp increase in imported fish feed, which surged 375% from 3,266 tonnes in 2020 to 15,553 tonnes in 2023.

The Sustainable Tuhlub Project marks a significant leap forward in innovation for the fish feed sector, providing environmentally friendly, high-quality nutrition for farmed fish. By leveraging Azolla, the project aims to enhance fish health and quality in aquaculture, reduce

reliance on imported feed, and support sustainability goals by utilising natural, renewable resources.

Ali Shaker, Head of ESG and Sustainability at The Zubair Corporation, emphasised the project's importance, stating that this initiative represents a major step toward achieving self-sufficiency in fish feed production. He noted that the project aligns with Oman's sustainability goals by reducing reliance on imports and strengthening the local aquaculture sector, highlighting The Zubair Corporation's commitment to supporting innovative projects that contribute to economic growth and environmental responsibility.

CASE IH OPTUM TRACTORS NOW AVAILABLE WITH ENHANCED CONTROL AND TAILORED TECH PACKAGES

Case IH Optum tractors, available in three models with rated power outputs from 271hp to 340hp, can now be ordered with new technology packages designed to help customers easily match specification to their key requirements. In addition, the joystick option for precision control of the front linkage has been upgraded to also control the rear linkage, allowing precise tailoring of tractor set-up to the

task being performed.

The configurable joystick incorporated into the Multicontroller armrest on Optum tractors has been updated to proportionately control both the front and rear linkages. Joystick functions are configured using the tractor's Case IH Pro 1200 touchscreen display, making it simple to set up the tractor to suit the operator and the task, whether using a front and

rear combination such as a pair of mowers, or a rear implement only – a plough, for example.

Following the approach used on Case IH Quadtrac, Steiger, Magnum and Puma 185-260 series tractors, Optum models are now available with tiered technology packages. These allow buyers to tailor their tractor's features to exactly meet their needs. The tech packages can be combined with the existing Advanced or Professional specification packages, simplifying the ordering process, while also enhancing resale value.

All three packages include the armrest-mounted Pro 1200 touchscreen display, with a readiness package (harness and mount ball) for a second display. Customers can choose to order the second and third level tech pack options if they wish to specify greater levels of automation and higher-accuracy AccuGuide auto-steering.





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SOUTH ASIA'S BIGGEST POULTRY EXPO AT HITEX, HYDERABAD, TELANGANA, INDIA



The Indian Poultry Equipment Manufacturers Association (IPEMA)/Poultry India, driving innovation and collaboration in India's poultry industry, proudly highlights its continued commitment to fostering sectoral growth through its support of key national and international events. As we move into an exciting new chapter, IPEMA reflects on a year marked by successful engagements and sets the stage for the much-anticipated 17th Poultry India

Expo 2025, to be held from November 26–28, 2025, at HITEX, Hyderabad, with the Knowledge Day Seminar on November 25.

11th Kolkata International Poultry Fair 2025 Held from February 11–14, 2025, at the Biswa Bangla Exhibition Center, Kolkata, the 11th Kolkata International Poultry Fair was a landmark event organized by the West Bengal Poultry Federation in collaboration with the Government of West Bengal. IPEMA/Poultry India made a

significant impact at the event with an exclusive stall, prominently showcasing its members' latest innovations in poultry equipment and technology, while actively promoting the upcoming 17th edition of the Poultry India Expo 2025.

IPEMA / Poultry India Shines at India's Largest Poultry Conclave Organized by IB Group in Raipur, April 8–9, 2025 –The Indian poultry industry received a powerful boost as IPEMA made a landmark presence at India's Largest Poultry Conclave, organized by IB Group at Hotel Omayya Garden, Raipur. The two-day conclave, themed "Protein, Purpose, and Progress," drew over 6,000 stakeholders, including 3,000 traders and 3,000 farmers, offering a robust platform for knowledge exchange and empowerment ahead of the 17th Poultry India Expo 2025.

ANDRITZ TO DELIVER COMPLETE FEED PLANT TO ALWADI POULTRY FARMS, SAUDI ARABIA

International technology group ANDRITZ has received an order from Alwadi Poultry Farms Company, based in Riyadh, Saudi Arabia, to deliver a complete, high-capacity feed mill for the production of poultry and ruminant feed.

The new feed plant will be located in Riyadh Province and is scheduled to begin operations in the first half of 2026. Designed for a total capacity of 90 tons per hour (TPH), the facility will include two production lines for poultry feed (60 TPH) and one for ruminant feed (30 TPH).

ANDRITZ will supply the complete process lines – from raw material intake to finished product – including key

machinery such as hammer mills, mixers, pellet mills, and crumblers, with major components coming from manufacturing facilities in Europe. The order also includes installation supervision, commissioning, and local after-sales support by ANDRITZ. With ANDRITZ's advanced technology, the plant will offer high efficiency and flexibility as well as robust process control – all tailored to provide high-performance animal feed solutions for the Saudi market.

Established in 1975, Alwadi Poultry Farms Company is one of the leading poultry



producers in Saudi Arabia, with integrated operations spanning chicken breeding, hatcheries, feed production, and poultry processing. The investment in this new plant underlines the company's strategy to enhance its production capacity, feed quality, and market position.

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GREENTECH AMSTERDAM 2025: DRIVEN BY PASSION

GreenTech Amsterdam is the gateway to the latest horticultural technology and a unique opportunity to connect with pioneers around the world. This year's theme, 'Passion', reflects the GreenTech community's dedication to plants, people and technology. Through storytelling and side events, the trade show aims to expand networks, deepen commitment and inspire innovation. From plant-based food to knowledge-sharing, passion drives innovation and therefore the industry to the next level.

The show will take place from Tuesday, June 10 to Thursday, June 12 at the RAI Amsterdam Convention Centre and expects to host 12,800 horticultural professionals and 530 exhibitors from all over the world.

During the three days, the show offers multiple knowledge sessions on different stages on topics such

as 'How to mitigate extreme weather', 'New pathways for pest and disease detection' and 'Greenhouse of the future'.

Visitors will find various country pavilions, including the NL Pavilion. In this Pavilion the Dutch horticultural sector will showcase the latest Dutch start-ups, their best practices and build connections between incoming country delegations and the Dutch business community.

The Innovation Zone on the show floor, featuring the Renewables Hub and Robotics & AI Lab, will give visitors the opportunity to connect with the latest start-ups and explore the nominees of the 'GreenTech Innovation & Concept Awards 2025'. Visitors can also follow the routes of exhibitors with the following themes: Organic, Vertical Farming, Robotics, Renewable Energy, Medicinal Plants and AI.

Tuesday, June 10

On Tuesday, once again, the winners of the GreenTech Innovations & Concepts Awards will be presented during the opening ceremony of GreenTech Amsterdam.

Wednesday, June 11

Furthermore, there are various side events, such as 'Power Day' on Wednesday with the theme 'Passion for growth - harnessing AI in Cultivation'. Industry leaders are invited to take the next step in horticulture, where strong leadership and a clear vision is needed.

Thursday, June 12

And on Thursday GreenTech, in cooperation with Partner AVAG, gives students the opportunity to meet the horticulture industry and discuss possible career options during 'HortiTalent Day.'

More information on the programme, other side events and registration can be found at www.greentech.nl

Discover the inspiring global horticulture community

AMSTERDAM
10 – 12 JUNE 2025



WHY GREENTECH?

- Join thousands of **horticulture professionals** including industry leaders and innovators
- Gain insights from inspiring speakers during more than **80 knowledge sessions**
- Learn more about emerging trends in **AI & Robotics**, **Renewable Energy** and **Medicinal Plants**
- Take a look at the **website** to see which exhibitors will be at the **trade show**!
- Make **spontaneous meetings** happen in a **great atmosphere**

Get inspired and surprised. Register now (free until June 9th, 12 PM) and join us at **GreenTech Amsterdam from June 10th to 12th!**

GreenTech Amsterdam is your gateway to the latest horticultural technology and an unique opportunity to connect with the pioneers around the world who are shaping the future of the sector.

Dive into the forefront of the horticultural chain and explore the solutions for the challenges growers face.

ULTRA-ADVANCED RANGE OF FOAM CLEANERS FOR OPTIMAL GREENHOUSE HYGIENE

A clean greenhouse is the foundation for effective disinfection and successful cultivation. As specialist in hygiene solutions for horticulture and greenhouse cultivation, Intrahorti is proud to announce the launch of Intra Clean, an innovative product line of powerful foam cleaners. This line has been specifically developed for the thorough cleaning of various surfaces in and around the greenhouse, laying an essential foundation for healthy and sustainable growth. The Intra Clean range comprises two products: Intra Clean Minerals and Intra Clean Organics.

With Intra Clean - Deep Clean Technology, Intrahorti offers a targeted approach to removing various types of contamination.

Superior foam quality for intensive cleaning

Both products are characterised by their superior foaming capacity and deep-cleaning action. The stable foam structure guarantees a long-lasting contact time with the surface, resulting in optimal removal of soiling. Daisy Roijackers, hygiene specialist, explains: "The properties of the foam ensure

better adhesion to vertical surfaces and a longer contact time, which significantly increases the effectiveness of the cleaning."

A sustainable and responsible alternative

In addition to its effectiveness, the safety of people and materials is central to Intra Clean. With Intra Clean, we offer a sustainable alternative to conventional foam



A specialised acidic foam cleaner that effectively removes mineral deposits from, among other things, gutters, growing floors, and cultivation tables.

cleaners, which are often more aggressive on materials.

Cleaning as a fundamental first step for disinfection

An effective hygiene strategy begins with thorough cleaning. Intra Clean ensures a clean surface, the indispensable first step for successful disinfection. After all, disinfectants perform optimally on cleaned surfaces.

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



A powerful alkaline foam cleaner for the removal of organic soiling, such as plant sap and plant debris, from items like cultivation tools, crates, and other surfaces.





GRow

RIDDER TO SHOWCASE CUTTING-EDGE GREENHOUSE TECHNOLOGY AT GREENTECH 2025

Ridder, a global leader in greenhouse technology, is set to unveil its latest innovations at GreenTech 2025, one of the horticultural sector's most anticipated events. The company will present a range of intelligent solutions designed to optimize greenhouse operations—from climate control and energy management to labor automation and water efficiency.

Attendees are invited to visit booth 01.223, where Ridder's team will offer live demonstrations, hands-on experiences, and expert insights into how their technologies are shaping the future of controlled environment agriculture.

Spotlight on Innovation

At this year's GreenTech, Ridder will place a strong focus on automation, data-driven control systems, and sustainable operations.



SmartDrive

Among the highlights:

- **Hortimax Pro:** Ridder's flagship climate computer enables growers to take full control of their greenhouse environments. Known for its seamless integration with both Ridder and third-party systems, Hortimax Pro delivers precision management of climate, irrigation, and energy.
- **SmartDrive:** This next-generation motor significantly reduces installation time—by as much as 75%—while delivering accurate and reliable movement for greenhouse systems. It's a key component in achieving efficient and responsive climate control.
- **GRow:** A standout feature of Ridder's GreenTech 2025 presentation will be GRow, an autonomous tomato

harvesting robot. Demonstrated live at booth 01.124, GRow is capable of both picking and boxing tomatoes, addressing critical labor challenges in horticulture while

maintaining high standards of productivity.

A Holistic Approach to Greenhouse Efficiency

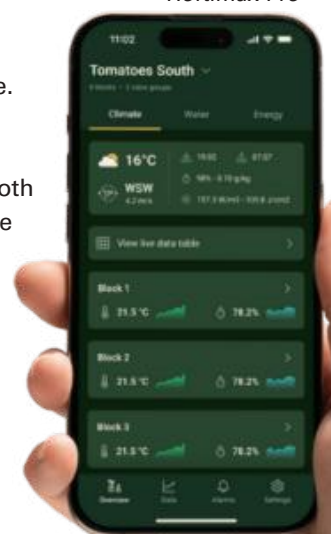
Ridder's comprehensive portfolio supports greenhouse growers at every stage, from energy conservation and water reuse to staff management and process automation. The company's solutions are designed to work together, creating a fully integrated and optimized environment for high-yield, sustainable production.

An Invitation to Connect

With sustainability and innovation at the forefront of global horticultural trends, Ridder's presence at GreenTech 2025 will offer valuable insights for growers, researchers, and industry professionals alike. The company encourages attendees to connect with their team of experts at booth 01.223 to explore how these advanced systems can support a wide range of operational goals. For those interested in seeing robotics in action, the live demonstration of GRow at booth 01.124 is a must-see.

For more information, visit <https://ridder.com>

Hortimax Pro



GREENTECH 2025: REDEFINING HORTICULTURE WITH LIGHT, INTELLIGENCE, AND INNOVATION

For ams OSRAM, horticulture centers on customized light, intelligent technology, and sustainable systems. At GreenTech 2025, the company will showcase its role as a global innovation leader in professional horticulture lighting, sensing and plant treatment—presenting a portfolio that sets new benchmarks for efficiency, sustainability, and crop optimization.

From June 10 to 12 in Amsterdam, GreenTech visitors can explore how the latest-generation LED and sensor solutions from ams OSRAM enhance plant growth, save energy, and promote sustainable farming. At Hall 05, Booth 05.357, attendees will experience hands-on demonstrations of UV-C disinfection systems, chemical-free weed control, and high-performance greenhouse LEDs, including a UV-C robotic arm, a drone, and an algae reactor—all

bringing sustainability to life.

The major highlight of ams OSRAM's trade fair presentation will be the new high-power LED OSCONIQ® P 3737 GEN 2 - with the highest efficiency in its class and a strong focus on sustainability. It is the perfect choice as a toplight mounted on greenhouse ceilings, for interlighting between rows of plants and flowers, and as a standalone light source for vertical farming. Thanks to its 82.4 % total efficiency in Hyper Red and a photon flux of 6.09 $\mu\text{mol/s}$ with minimal energy consumption, it significantly boosts photosynthetic performance and noticeably shortens crop cycles. Compared to its predecessor, the GEN 2 version provides 3.2 % more performance, 2.2 % higher efficiency, and supports a maximum drive current of 2,800 mA in both Hyper Red and Far Red. This reduces the number of LEDs required, lowers

energy consumption, and enables compact, multi-channel luminaire designs. The OSCONIQ® P 3737 GEN 2 is part of a comprehensive horticulture portfolio covering all key wavelengths—from Hyper Red and Far Red to Deep Blue. Another version of the high-power LED, the OSCONIQ® P 3737 Batwing, will be launched later this year.

Sustainable horticulture approaches that ams OSRAM is pushing forward also include cutting-edge UV-C LEDs and spectral sensors. UV-C LED technology offers numerous advantages to farmers and agricultural holdings. UV-C light positively influences a variety of key parameters: it facilitates pest and disease control, accelerates growth rates, boosts crop yields, and improves both nutrient uptake and plant resistance to pathogens.

For more information, visit
<https://ams-osram.com/>



*ams OSRAM presents a spectral drone with direct time-of-flight (dToF) sensors for real-time environmental monitoring at the trade fair.
Image rights: ams OSRAM*

SELECTA ONE UNVEILS “IT-GIRL” – A BOLD NEW STAR IN PERENNIAL DIANTHUS

Selecta one, German-based breeding and young plant company, known for innovative variety introductions such as PINK KISSES® and NightSky® is introducing another exciting variety: Dianthus It-Girl.

Here she is - the It-Girl: nowhere else but in the centre of the action! With her special attitude, self-confident demeanour and beautiful bright pink flowers, she gets all eyes on her: "Look at me - I am the one!"

It-Girl is the new promising Perennial Dianthus in the Selecta Dianthus range. The eye-catching, attractive novelty from the Whetman Alpine Range. displays a true splendour of wavy, bright pink flowers with a slight picotee pattern, compact habit and elegant grey-green foliage. It has a strong scent, is drought tolerant and insect friendly. Like all Whetman varieties, it is ideal for peat-free production, can be cultivated cold and is

frost-hardy as a true hardy perennial.

Thanks to her ability to bloom multiple times, she retains everyone's undivided attention. True to the motto 'See and be seen' and equipped with that certain something, It-Girl is a beautiful inspiration and successful trendsetter on the market.



With a marketing campaign that hits the mark and transports the attitude only an It-Girl can, the variety captures the essence of confidence, appealing to a generation who seeks authenticity. The combination of a great plant genetic and eye-catching marketing material creates a compelling story that not

only showcases the unique qualities of the plants but also makes customers want to have this variety.

For more information, visit
<https://selecta-one.com/>

THE WORLD'S LARGEST AEROPONIC GREENHOUSE BY GREENLIFE & CLEANGREENS SOLUTIONS

The GreenLife Company, a leading agricultural innovator in the Middle East, and CleanGreens Solutions, a Swiss aeroponics system provider, have signed an agreement to expand their collaboration and build the world's largest Aeroponics Greenhouse farm in Abdali, Kuwait.

Setting a New Standard in Sustainable Farming

Following the success of its 7,500m² Aeroponics facility, GreenLife is scaling up its operations adding 16,500m² more of CleanGreens' cutting-edge technology to reach an unprecedented scale. This project will boost food security in the region and drastically reduce water and land consumption compared to traditional farming. Additionally, this demonstrates the CleanGreens system's successful adaptation to harsh climates in the Middle East, allowing year-round production without interruption and delivering high-quality greens.

"We have been using CleanGreens technology for nearly 3 years, 2 years

in operations, we have got very positive, even impressive experience, we learned and developed a lot, confirmed the business model and we have decided to expand our project to supply exceptional quality greens to our customers across the region. And this technology is the future! Looking forward do more together with CleanGreens!" said Adel Al Shamali, Chairman of GreenLife.

Swiss Technology for the Future of Food

CleanGreens' patented technology allows for higher efficiency with fewer resources, reducing water use by up to 96% and eliminating pesticides, allowing ideal growing conditions for plants and predictable, high-value local product all year round at competitive price. This expansion further solidifies CleanGreens' position as a global leader in precision agriculture.

"We are proud to collaborate with GreenLife on this historic expansion. GreenLife is an amazing partner. They have done a tremendous job

analyzing the market's needs, operating the farm, validating the business model in the region. The upcoming 24,000m² aeroponics greenhouse will be our largest installation globally. It will reaffirm the expertise and commitment of CleanGreens' team in transforming agriculture on a large scale. We look forward to continuing our collaboration with GreenLife with the goal of addressing the needs of the entire Gulf region." highlighted Bruno Cheval, CEO of CleanGreens Solutions.

Praising the Investment Opportunities

The project has validated the potential profitability of Controlled Environment Agriculture (CEA) and related emerging technologies. Both companies have invested significant research efforts in selecting appropriate crop varieties and achieving the desired yield, quality and return on investment.

For more information, contact:
sales@cleangreens.ch



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D.P.D REVOLUTIONIZES DATE PALM PRODUCTION WITH ADVANCED BIOTECHNOLOGY AND GLOBAL REACH

D.P.D. Ltd (Date Palm Developments) is the market leader for production of Date Palm plants by tissue culture. Pioneers in the field, DPD has nearly 40 years' experience in the production of high quality, disease-free, true-to-type micro-propagated Date Palm plants. We produce the highest quality Date Palms available on the market today, and have so far supplied over 3 million plants to 40 countries all across the Date growing world. Production takes place

in our high technology, state of the art laboratories and greenhouses near Glastonbury, in Somerset, U.K.

We carry out rigorous screening using the latest biotechnology methods to check for all possible disease-causing agents at the UK Government's Central Science Laboratories (FERA) in York. All of our production clones are DNA fingerprinted to certify the variety using the latest PCR-based AFLP technique at Eurofins Scientific Analytics,





Date Palm Production ■

world leading independent laboratory and testing service in France. Variety is confirmed by comparison against externally verified records of each individual fingerprint with that obtained from a known reference tree of proven variety and known location, as well as our own large AFLP-based DNA-fingerprint database of varieties and clones.

Each part of our production process from raw chemical to final plant is accurately recorded and governed by our standard operating procedures with regard to quality, reproducibility and traceability. All plants are fully traceable throughout the laboratory and greenhouse production stages. This gives us the essential mechanism for control, monitoring and management of the production process.

We can arrange worldwide delivery by air-freight, with all shipments being accompanied by full shipping documentation. Prior to despatch all plants are carefully prepared and inspected by the UK's plant health authorities for a UK Phytosanitary Certificate, confirming their disease-free status and ensuring compliance with individual countries importing regulations.

We are able to offer year-round availability of a range of elite varieties, and have an established history of supplying to a wide range of customers, including Nurseries, Distributors, FAO programmes, various Ministry of Agriculture and individual projects. DPD is part of the Atul group of companies.

**For more information, visit
www.date-palm.co.uk**



GROWINNOVATE: AN INDUSTRY LEADER

Growinbag™ - helping nurseries and tree farms evolve

A Horticultural Evolution:

Nurseries and tree farms have been growing trees using traditional methods: in ground or in containers for centuries. With the invention of plastic, the traditional clay pots were replaced with black plastic containers. While the plastic containers were easier to transport and lighter in weight, they also brought about problems of root spiralling and poor root growth. Eventually replanting these trees caused a significant number to die, creating a loss for everyone.

Growinnovate was looking at this problem almost 20 years ago and

started testing HDPE woven planter bags as a possible replacement for the traditional plastic pots. Remarkable results were obtained within just a few months, with the main benefit being a far superior root system that eliminated root circling. This was the innovation that fueled the beginning of Growinnovate. Two years later, after perfecting the design of the bags to maximize its many benefits, the GrowinBag™ was produced.

Helping Change the Way You Grow:

Today, the market is changing. The demand for green cities and urban areas is insatiable, thus



trees and plants are being transported around the world in numbers that have never been seen. Water has become a commodity that is more expensive per litre than fuel. In addition to this, consumers are concerned over soil quality and soil health and it seems that the nurseries and tree growers are up against insurmountable odds. Luckily, the foresight of Growinnovate with its planter bags GrowinBag™ can provide the solution.

Transport of trees is simplified with heavy duty handles, able to be lifted with forklifts or by crane. Handling of the trees is minimized as the trees are grown in the bag and

there is no need to uproot or use tree spades that can damage the root system. Trees in the bags can be loaded onto truck beds or shipping containers to reach their final destination without damage, stress, or water loss to the roots.

Growing with GrowinBag™ ensures that the amount of water delivered to each tree is controlled by the nursery and not lost in the ground. In the same way, nutrients can be delivered individually. Contaminants in the ground are kept away from trees and their food by-products. The soil health is controlled by the nursery and is kept clean

and free from contaminants in the ground.

Manufacturer Guarantee:

Growinnovate remains committed to its customers through expert advice and product development. Of course, the market has capitalized on our findings, and there are other inferior producers of woven planter bags. Nevertheless, GrowinBag™ planter bags — our flagship brand — are recognized around the world for their dependability & manufacturer's guarantee. The company believes in manufacturing a superior product with personal customer service that includes



adapting the design for different environments and individual needs.

Growinnovate has played a role in the evolution of the horticultural

industry and is most definitely an industry leader in its field.

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

CROP PROTECTION CHEMICALS MARKET TO REACH USD 90.2 BILLION BY 2032

According to DataIntel, The global crop protection chemicals market size was valued at USD 65.3 billion in 2023 and is expected to reach USD 90.2 billion by 2032, growing at a compound annual growth rate (CAGR) of 3.75% during the forecast period. This growth is driven by increasing agricultural practices and the rising need for food security across the globe.

Crop protection chemicals play a crucial role in modern agriculture, ensuring the health and productivity of crops by safeguarding them from pests, diseases, and weeds. As global demand for food increases, the importance of these chemicals in maintaining agricultural output cannot be overstated.

What are the Key Drivers of Crop Protection Chemicals Market?

1. Rising Global Food Demand:

The growing global population has led to a surge in food demand, which in turn has driven the adoption of crop protection chemicals to maximize agricultural yields.

2. Technological Advancements:

Development of eco-friendly and biologically based crop protection products has expanded market potential.

3. Integrated Pest Management (IPM) Practices:

Increased awareness of sustainable agricultural practices has encouraged the adoption of IPM, which relies on a balanced use of chemical and non-chemical solutions.

Opportunities and Threats in the Market

The crop protection chemicals market offers growth opportunities, especially with the shift towards sustainable agriculture. Rising demand for eco-friendly, bio-based chemicals and the use of digital technologies, such as precision farming and IoT pest monitoring, can enhance product efficiency. Emerging markets in Latin America, Africa, and Asia-Pacific also present expansion prospects, driven by increased agricultural activity and government support. Companies that adapt to local regulations and establish local partnerships can gain a competitive edge.

However, the market faces threats, including stringent regulations on synthetic chemicals and the rise of pest resistance. These challenges can lead to financial losses and demand continuous innovation. Companies

must invest in R&D to develop new solutions and comply with evolving standards, which can be costly.

Future Outlook and Trends

The market is expected to grow significantly in the coming years due to the increasing adoption of sustainable farming practices, rising investments in biopesticides, and the development of precision agriculture technologies. However, regulatory challenges and environmental concerns may pose hurdles.

Key players in the market include BASF SE, Bayer CropScience AG, Syngenta AG, Dow AgroSciences LLC, FMC Corporation, DuPont de Nemours, Inc., Sumitomo Chemical Co., Ltd., Nufarm Limited, Adama Agricultural Solutions Ltd., UPL Limited, Corteva Agriscience, Marrone Bio Innovations, Inc., and Koppert Biological Systems.



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“An exclusive partnership agreement was signed between Seder Group and RDI Irrigation, which will contribute to achieving the goals of the future of integrated facilities management and the Kingdom of Saudi Arabia’s Vision 2030 in support of the Saudi Green Initiative in creating a sustainable and developing environment.”

TOGETHER WITH SEDER, RDI IS PROVING THAT IT’S POSSIBLE TO MAINTAIN LUSH LANDSCAPES WHILE DRAMATICALLY REDUCING WATER CONSUMPTION.

Greening landscapes in water stressed environments is no longer a distant goal. With plant responsive irrigation, RDI is helping transform some of the world’s harshest climates into sustainable green zones – efficiently and reliably.

RDI’s plant-responsive irrigation system has been addressing the challenge of preserving green spaces in water-stressed regions in southern Portugal.

Unlike traditional systems that rely on timers or sensors, the RDI system is nature driven with plants regulating the release of water from the subsurface microporous tape. RDI’s low-flow, low-pressure system releases water only when plants signal a need, which results in substantial water savings, reduced maintenance, and improved plant health, even in extreme heat.

In the heart of Saudi Arabia, where climate conditions push the limits of conventional landscaping, RDI is pioneering a different approach.

Through an exclusive partnership with Seder Group—one of the Kingdom’s leading facilities management and landscaping companies—RDI’s sub-surface, plant-responsive system is now supporting efforts under the Saudi Green Initiative, a Vision 2030 flagship dedicated to reversing desertification and restoring green spaces.



Together with forward-thinking partners like Harvest Consulting and Seder Group, RDI is laying the foundation for climate-resilient, water-smart urban environments - proving that sustainability doesn’t have to mean compromise. Because smart irrigation is not just about saving water -it’s about securing the future of our planet and preserving its beautiful green spaces and natural resources.

Authors : Hadia Elamin, Sufian Bashir



RESPONSIVE DRIP IRRIGATION

Insight to landscape Projects in Saudia & Portugal

SUPPORTING THE SAUDI GREEN INITIATIVE AND VISION 2030

- In Saudi Arabia, RDI's ongoing work is transforming desert landscapes into thriving green zones -supporting the Saudi Green Initiative and Vision 2030.



RDI & HARSH CLIMATE IN SAUDIA

- With extreme heat and minimal rainfall, Saudi Arabia presents one of the harshest environments for sustainable landscaping - and RDI is proving it's possible to meet the challenge.



WHAT WE'RE SEEING ON THE GROUND

- Healthy plant growth using up to 50% less water than traditional drip systems
- Reduced maintenance and operational costs
- Resilience in harsh climates — from Portugal's droughts to Saudi's desert heat



RDI OFFERING A LOW-MAINTENANCE, HIGH-EFFICIENCY ALTERNATIVE

- RDI's system offers a low-maintenance, high-efficiency alternative that empowers cities and communities to stay green without sacrificing precious water resources.



FROM DROUGHT TO RESILIENCE RDI'S WORK IN PORTUGAL & SAUDI ARABIA

- Southern Portugal, known for its agricultural richness and scenic beauty, is facing the harsh realities of prolonged droughts and limited water availability. Maintaining public green spaces - essential to both local life and tourism



RDI'S COLLABORATION WITH HARVEST CONSULTING

- In response, RDI is collaborating with Harvest Consulting to implement its plant responsive irrigation technology across municipalities, resorts and public gardens



HOW RDI IS DIFFERENT FROM OTHER IRRIGATION SYSTEMS?

- Unlike conventional systems, RDI delivers water only when plants signal a need - optimizing efficiency, reducing waste, and promoting plant health.

Written By : Hadia Elamin, Sufian Bashir

DIGITAL TRANSFORMATION OF IRRIGATED AGRICULTURE IN THE MIDDLE EAST

AI, IoT sensors, smart irrigation, and leveraging satellite imagery and drones are just some of the technologies set to boost agricultural digitalization in this region.

The Middle East, covering almost 7.3 million km² and with an estimated population of more than 500 million, is one of the world's key regions. Yet it is also fraught with challenges. On top of the armed conflicts in some areas which are impacting the World Bank's growth forecasts, there is also a rise in temperatures triggered by climate change which, in the last decade alone, has almost doubled the global average: 0.45° C compared to

0.27° C, respectively.

Climate change has a number of adverse effects on the environment which vary in severity and scope depending on the region. These impacts are even more acute in the Middle East. Rising global temperatures, changes in precipitation patterns, and extreme weather events threaten food security as they alter crop cycles, heightening the risk of droughts and extreme rainfall, and shifting the distribution of pests and diseases.

Against this background, one of the main levers of change is digital transformation of irrigated agriculture. Begoña Tarrazona, Irrigation Specialist at Idrica, says that agriculture "plays an essential role in global food security yet can also help to renew and improve the air by harnessing practices that promote soil health, carbon sequestration, and pollution reduction. The solution is to balance food production with respect for the environment, which is crucial for the wellbeing of the planet and future generations."

KEY TECHNOLOGIES FOR DIGITALIZING AGRICULTURE

Despite these challenges, some countries in the region have been able to turn these constraints into opportunities by adopting digital technologies, thereby transforming agriculture in arid environments.

Examples include progress made by countries such as Israel, recognized for its highly developed agricultural industry which has enabled it to become a world leader in agricultural technologies; Saudi Arabia, which over recent decades has



invested in sustainable agriculture projects tapping into technology to grow crops in the desert and lessen reliance on imports; and the United Arab Emirates, which has embraced technologies such as hydroponics and vertical farming to increase local production and enhance food security.

Christian Pérez, Senior Business Development Manager—Digital, Middle East and Turkey at Xylem, notes that the digital transformation of the agricultural sector “is not a luxury in the Middle East but rather a pressing need to ensure sustainability, food security, and self-sufficiency.”

From Xylem Vue point out that the digital transformation of irrigated agriculture in the Middle East hinges on four critical and innovative technologies to upgrade the industry:

- **IoT (Internet of Things) sensors.** These sensors monitor variables including soil moisture and plant health in real time, enabling precise, highly efficient management. According to Tarrazona, “digital transformation is a huge stride forward towards guaranteeing sustainability and reducing water stress. It is essential to deploy sensors that provide us with real-time data on irrigation infrastructures and enable us to harness new technologies to help make decisions and optimize resources and processes.”

- **Smart irrigation.** The FAO points to “enhanced irrigation management to support production intensification and diversification whilst reducing resource degradation” as a key strategy. Smart irrigation is anchored in systems that automatically match water supply to the specific needs of each crop in each area, thus reducing over-irrigation and percolation as well as preventing the carry-over of essential nutrients and salts from



the soil. This also avoids salt build-up on the surface and optimizes the water footprint.

- **Satellite imagery and drones.** They furnish detailed information on crop conditions, enabling early detection of problems and efficient resource planning.

- **Artificial intelligence (AI).** Building data from sensors deployed in irrigation infrastructures and in the field into big data platforms enables AI-powered big data analysis. This facilitates the identification of behavioral patterns and trends, optimizing agricultural processes and resources, improving resource use, boosting productivity, and helping decision-making in real time.

DIRECT BENEFITS OF DIGITAL TRANSFORMATION

The implementation of these technologies has generated multiple benefits in the region for the Xylem Vue platform, which was born out of the partnership between Xylem and Idrica:

- **Water use optimization.** Uptake of smart irrigation systems and hydroponics has enabled more efficient management of water, a scarce resource in the region. An example of this is Morocco, which has implemented hydroponics to

deal with drought and ramp up agricultural production.

- **Increased productivity.**

Using cutting-edge technologies has raised agricultural yields, enabling countries such as Israel to be self-sufficient in most of their food needs and turn into agricultural product exporters.

- **Environmental sustainability.** Digital farming practices minimize the use of chemical inputs and optimize the use of resources, helping to look after the environment.

- **Food security.** Uptake of agricultural technologies has increased the capacity of countries in the region to produce food locally, thus lessening reliance on imports and improving food security.

Digital transformation of irrigated agriculture in the Middle East underscores how innovation can meet environmental challenges and ensure a sustainable future for the region. As technology continues to move forward, digital agriculture is likely to play an even more crucial role in adapting to climate change and driving food security in desert environments.

For more information, visit
www.xylem.com

VB 7100 SERIES BALERS: THE WORLD'S FIRST SECTION CONTROLLED BALERS WITH A GPS AUTOMATED PICK-UP

KUHN VB 7100 balers are the first AEF Certified Section Controlled balers in the world with a GPS automated pick-up. They are also the first round balers with an AEF Certified Task Controller geo-based function. These are two of many KUHN Baler Automation solutions that increase the profitability of your baling operations, while enhancing bale quality and operator convenience.

AEF Certified Task Controller Section Control (TC-SC)

The TC-SC function allows VB 7100 series balers to be equipped with a GPS automated pick-up. The baler and tractor control the pick-up, independent of other work passes or tasks. The pick-up is

only down when there is crop left for baling and is automatically raised when turning onto the headland or if an already worked area is passed again. This improves the operators' comfort throughout the long working day and reduces machine wear.

AEF Certified Task Controller basic (TC-BAS) and geo-based (TC-GEO)

Using Task Controller basic and geo-based your tasks are recorded, documented and mapped with all related information, such as number of bales, customer and field information, yield and bale weight. In this way, an accurate report is automatically created for your company's management.

Other functionalities of KUHN Baler Automation:

• AEF Certified Tractor Implement Management (TIM):

The VB 7100 baler controls the tractor and the entire baling cycle is automated.

• AEF Certified Auxiliary Control (AUX-N): The baler can be controlled directly via the CCI A3 joystick with its softkeys.

The main advantages of KUHN Baler Automation:

- Improved ergonomics and operator comfort
- Maximum performance of the tractor / baler combination
- Less wear and tear on the machine
- Simplified and optimised tasks and customer management
- More data and more accurate knowledge of the yield per field
- Easy data transfer
- Easier farm management
- Increased business profitability

For more information, visit
www.kuhn.com

BKT PRESENTS AGRIMAX PROHARVEST VF: THE NEW HIGH-PERFORMANCE TIRE FOR COMBINE HARVESTERS

In modern agriculture, which is increasingly focused on optimizing yields and preserving soil health, the harvesting season is one of the most critical moments. Heavy equipment such as combines does their job under often difficult operating conditions, and tires are subject to intense and continuous stress. This means a twofold challenge: on the one hand, ensuring operational efficiency while at the same time protecting the soil from damage caused by compaction.

Against this backdrop, Balkrishna Industries Ltd (BKT) has recently developed a new tire for the purpose of tackling the challenges associated with harvesting needs by combining high performance, reliability and eco-friendliness.

During the harvesting phases, load variations due to grain tank filling and

emptying can cause considerable stress on the tires, leading to accelerated wear and, at worst, to damage such as cuts or



punctures due to residue or debris on the ground. In addition, soil compaction is a major concern for farmers, as heavy machinery can damage the soil structure, reducing crop yields in the long term.

AGRIMAX PROHARVEST integrates advanced technical

solutions to ensure maximum efficiency and reliability: thanks to the VF (Very High Flexion) technology, the tire can carry up to 40% more load than a standard tire at the same inflation pressure, thus enabling a wider and more even weight distribution on the ground, significantly reducing the risk of compaction and promoting soil conservation, which is key to maintaining fertility and agricultural productivity.

For demanding operating conditions, AGRIMAX PROHARVEST features a reinforced polyester casing combined with three layers of steel belts that ensure greater resistance to deformation and superior protection against mechanical stress, extending hence a tire's service life even in case of high and cyclic loads.

For more information, visit <https://www.bkt-tires.com>

"Heavy equipment such as combines does their job under often difficult operating conditions, and tires are subject to intense and continuous stress. This means a twofold challenge: on the one hand, ensuring operational efficiency while at the same time protecting the soil from damage caused by compaction."



Water is an important nutrient

Often neglected as a source of nutrients, but water is a very important nutrient for all production animals. Birds consume at least 1.6 times more water than feed, with an increased amount during the period of reproduction organ development. The birds should be able to easily find, access and drink the water, besides they should be able to drink as much as they need at any time. Water intake stimulates feed intake and both water and feed are necessary for the birds' development and the production of eggs. A decrease in water consumption can be an early warning that something is wrong with the health of your flock. Daily water monitoring is therefore an

By: **Estella Leentfaar**,
Nutritionist, Hendrix Genetics Layers

easy and clear monitoring tool.

Good quality water is important as water can also be used as a carrier for vaccines & antibiotics / chemotherapeutics. But on the other hand, it can also be an important source of pathogens! The goal is to keep your water free from biofilm, scale, bacteria, molds, fungus,

algae and yeasts, while maintaining the correct chemical values as pH.

Visual inspection

The easiest and cheapest way to inspect the drinking water is by having a look at it. Collect water samples from the source (the well), a sample from the

GOOD QUALITY DRINKING WATER

Birds, at all ages, must always have easy access to clean, fresh and good quality drinking water. Good quality drinking water is clean, clear, fresh, tasteless and free from contaminants. The quality of the drinking water should be regularly checked as contaminated drinking water can cause serious disease problems. Never forget the importance of water: when birds don't drink, they won't eat and cannot grow or produce





beginning of the water line in the poultry house, and a sample taken at the end of the line. Compare all samples with each other, this will help to understand where problems with water quality might occur. The source is not always the problem, often the water lines inside the barn can cause problems, e.g. biofilter causing discoloration or debris.

Relatively cheap and easy

method is to make use of an inspection camera, these cameras can be used to go inside the water system itself and have a closer look what the situation is inside the system.

Know what your birds are drinking

Soluble minerals can easily make interactions in water, this can reduce the absorption

of other minerals found in water and feed, therefore certain minerals in drinking water can have an indirect negative effect. For example, it is known that high iron and calcium levels can lead to deficiency of other minerals. From several minerals it is known that they can have a direct effect in the performance of the laying hens, high sodium levels can cause wet litter whilst high magnesium levels can decrease eggshell quality. It is also known that abrupt fluctuations in water pH can affect the intake of water.

Water source and drinking system

The water quality also depends on the source of water, type of drinking water system used in the houses (storage vessels, pipelines, drinkers) and hygiene of the water system. Make sure the water system is closed and cannot be contaminated from the outside. When using storage vessels, pay extra attention to the quality of these vessels.

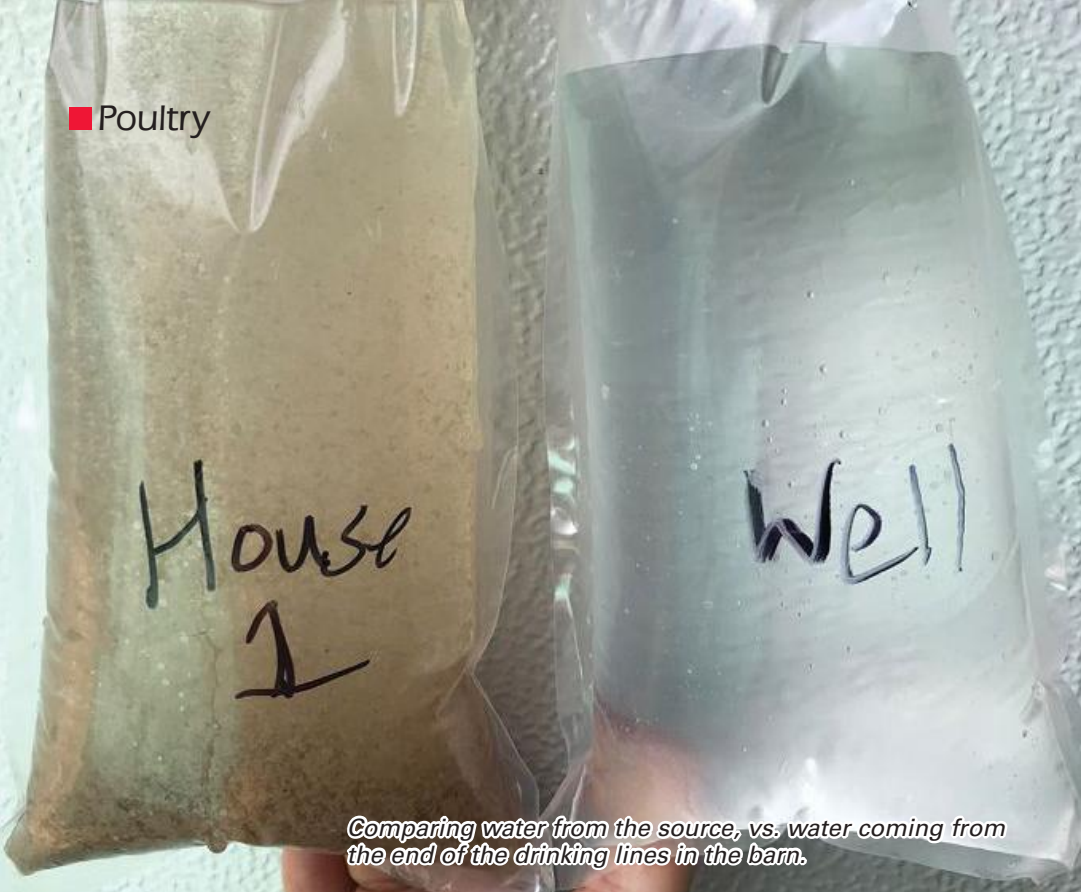
When using municipality

Parameter	Good Quality	Do not use
PH	5 – 8	< 4 AND > 9
Hardness in German degrees	> 4 < 15	> 20
Physical aspects	Clear, colourless and odourless	
Ammonium mg/l	< 1.0	> 2.0
Nitrite mg/l	< 1.0	> 1.0
Chloride mg/l	< 250	> 300
Sodium mg/l	< 100	> 200 ¹ > 400 ²
Sulfate mg/l	< 100	> 250
Iron mg/l	< 0.5	> 1.0
Manganese mg/l	< 0.5	> 1.0
Oxidizable organic matter mg/l	< 50	> 200
H ₂ S	Non detectable	Non detectable
Coliform bacteria CFU/ml	< 100	> 100
Total germ count CFU/ml	< 100.000	> 100.000

¹for laying hens under 20 weeks of age

²for laying hens above 20 weeks of age

Source: GD Animal Health



Comparing water from the source, vs. water coming from the end of the drinking lines in the barn.

water, it is important to discuss the water sources with your supplier. In general municipality water has different origins, and therefore the water quality could fluctuate more. Borehole water sometimes needs some treatments to

“Always clean carefully your water systems between flocks, but be cautious when leaving organic acids in mixing tanks and the drinking lines. These acids may results in slime and therefor biofilm issues. Always flush the drinking lines prior the new flock enters the barn. In this way you still have time to solve any issue with the drinking lines and the quality of the drinking water”

make it suitable for drinking. Surface water should never be used as a source for drinking water, because of the risk of contamination with bird pathogens. Wild waterfowl travel freely over the globe, carrying diseases with them (i.e. avian influenza) and dropping large amounts of contaminated droppings on their resting places along their way.

The water system in the houses should be regularly cleaned and disinfected. It should always be disinfected in-between flocks and after water treatments. To keep the water system clean in longer production periods it is important to check the water system regularly. If needed it can also be cleaned during production. Make sure that the water systems are working properly after cleaning.

Water treatment

A good water treatment program needs to effectively treat water coming into the

poultry houses, and keep it clean all the way up to the end of the drinking water supply in the poultry house. Your water treatment program should complement the water and make the quality consistent over time. Monitoring the water quality before and after water treatment should be part of your program.

Sanitizing the water system during the rearing period can be a risky exercise. In general, a good cleaning of the system in the empty period should be sufficient for the whole 16 weeks rearing period and the rearing birds should get the chance to build up some immunity against normal environmental bacteria's like E. coli. Semi-continuous use of water sanitizers can interfere with this.

Different products can be used for cleaning the system, both in-between flocks, when the houses are cleaned and disinfected, and during the production. These products can contain (combinations of) acetic acid and hydrogen peroxide, chlorine, organic acids and inorganic acids. Be careful of the percentages used when using these products in drinking water. Also be careful with the taste and with the acidity of the water. Using acids, pH should be below 4, to achieve the disinfecting effect and above 3.5, otherwise it becomes corrosive and the birds stop drinking. High levels of chlorine have the same effect on the birds. To have an efficient disinfection with chlorine, decrease the PH. There must be no organic matter in the water, and a low iron and manganese concentration: if these conditions are not met, a proper water disinfection

with chloride is not efficient. Using only organic acids as a water sanitizer for a longer period can be dangerous. You can see growth of yeasts and mould in the water. It is better to use acids and chlorine alternatively. However, always keep in mind the instructions and dosage of the supplier of the products.

Water analysis

In order to know the drinking water quality that is provided to your hens, you can analyse the water. A proper analysis starts with good sampling and storage conditions. In total 2 litres of water should be enough to do both a chemical and microbiological analysis. The frequency of checking should be at least once every 3 months. When checking water quality, it is important to check the water that your birds are receiving, as most contamination occurs via the drinking water system and not

Estimation of water quality	
pH	pH meter or pH paper
Conductibility	Conductibility meter
Hardness	Calcium sediments at the nipples, tap or in water cooker
Visual check	Clarity, sediment, biofilm
Odor	Sulphur, faecal contamination,
Taste	salty

necessarily at the source. In the table below we give some simple indicators and tools to estimate the drinking water quality.

An easy checklist for water supply towards your birds

- Is the water according to the recommendations?
- Can the birds easily find and drink the water?
- For day-old chicks, is there enough light to find the water from the start?
- Is the water fresh (e.g. has the system been flushed shortly before the delivery of the day-old chickens)?
- Is the height of the drinkers correct? (adjust it over time as the chicks will grow)
- Is the system of the drinkers used the same during the different phases of production (rearing versus lay)?
- Are bell drinkers used or nipple drinkers, what was used in rearing?
- What kind of nipples?
- Can the small birds easily activate the nipples?
- What is the nipple flow rate?
- Are there enough drinkers/nipples per bird installed?
- What is the water pressure?



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