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Companies
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Display Area
- 51,251**  
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Associations  
(Indian)
- 20+**  
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## AL KHAYYAT INVESTMENTS COMMITS \$100 MILLION TO TRANSFORM ANIMAL HEALTH ACROSS THE MIDDLE EAST

Al Khayyat Investments (AKI), a diversified Emirati family-owned holding company, has announced a strategic \$100 million investment to launch VetHealth, a new veterinary business vertical focused on bringing world-class animal health solutions to more organisations and government entities across the region.

The investment reflects AKI's belief that animal health is a critical pillar of regional food security, public health resilience, and sustainable economic development. Through VetHealth, AKI aims to further contribute to national development initiatives across the region, such as the UAE's National Food Security

Strategy 2051.

Headquartered in the UAE, VetHealth supports both the commercial animal production sector and the rapidly expanding companion animal market. Its establishment comes as the Middle East and Africa's (MEA) veterinary healthcare market is projected to rise to \$6.91 billion by 2033, driven by a demand for livestock productivity alongside a significant surge in pet ownership.

At launch, VetHealth operates across five core divisions: Pharmaceuticals, Biologicals, Biosecurity, Nutrition, and Diagnostics. VetHealth will partner closely with regional and global leaders in these disciplines to

accelerate their market expansion and long-term business growth.

Backed by AKI's six-decade legacy in the healthcare industry, VetHealth is ready to serve a wide range of customers, from animal farms and feed mills to veterinary clinics, pharmacies and government entities operating at the intersection of animal care and food-producing animal biosecurity. By combining AKI's expertise in healthcare innovation and its extensive regional distribution network, the landmark investment behind VetHealth positions AKI as a defining force in animal health across the region.



## Shanghai AXD Heavy Machinery Co., Ltd. Shanghai Electrical Machinery Group Co., Ltd.

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## IPM ESSEN 2027 OFFERS ATTRACTIVE PARTICIPATION OPPORTUNITIES

From 26 to 29 January 2027, IPM ESSEN will once again bring the international green sector together at Messe Essen. At the next edition, companies from the Plants, Technology, Floristry and Garden Features segments will benefit from a wide range of participation opportunities: alongside the classic individual exhibition stand, curated special shows, inspiration areas and stage formats offer a particularly straightforward way to present themselves efficiently at the

world's leading trade fair for horticulture.

Whether product novelty, technological innovation, POS concept or product line overview, IPM ESSEN creates suitable formats for different target groups and communication objectives. Companies can make their brand visible exactly where trade visitors are looking for trends, solutions and new business contacts.

The Innovation Center Horticulture Technology is aimed at providers of innovative products and

solutions in future-oriented fields such as climate adaptation, resource efficiency, peat reduction, automation and artificial intelligence. Exhibitors can present their systems in a shared area and additionally introduce themselves to an international trade audience with a short presentation on stage. The format combines visibility, knowledge transfer and networking, especially for companies seeking to drive forward-looking developments in horticultural technology.

### KEMIN INDUSTRIES EXPANDS ASIA-PACIFIC INNOVATION HUB WITH NEW KURIOSITY CENTRE

Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services by 2042, held a foundation-laying ceremony for its Kuriosity Centre, a new flagship facility at its Asia-Pacific regional headquarters in Singapore. Representing an investment of approximately US\$35 million and supported by the Singapore Economic Development Board (EDB), the four-story development marks the next phase of the company's growth in Asia-Pacific and will expand Kemin's ability to serve customers, support employees, and bring its regional capabilities closer together.

The ceremony was officiated by Dr. Chris Nelson, President and CEO, Kemin Industries, and Dr. Tan Hai Meng, President, Kemin Animal Nutrition and Health – Asia-Pacific, together with senior representatives from EDB and JTC Corporation.

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## GLOBAL G.A.P.-CERTIFIED CHINESE LEAFY VEGETABLES ARE NOW AVAILABLE TO INTERNATIONAL RETAIL MARKETS

Global G.A.P.-certified leafy vegetables from Yunnan, China, are now available for international retail programs, offering year-round supply backed by certified food safety, traceability and sustainable production practices.

Yunnan is one of China's leading vegetable export regions, with favorable growing conditions supporting year-round production. According to data from China's National Bureau of Statistics, the province recorded approximately 1.38 million hectares of vegetable cultivated area and production

of 30.94 million tonnes in 2024. Its stable supply and diverse product range provide a solid foundation for export markets.

As trade and cultural connections between China and the Middle East continue to deepen, Chinese vegetables are gaining a wider presence across the region. While initially serving Chinese consumers, more products are now entering mainstream retail and foodservice channels and reaching consumers from diverse cultural backgrounds.

Against this backdrop, the Global G.A.P. certified

vegetables from Yunnan cover over ten varieties, including leafy vegetables such as pak choi, spinach, Chinese cabbage, and romaine, as well as garlic chives, parsley, and mangetout.

Industry insiders noted that, alongside existing domestic food safety and quality certifications, Global G.A.P. certification further enhances Yunnan vegetables' alignment with international procurement standards and supports the continuous improvement of cultivation management and traceability systems.

## AL DAHRA PUBLISHES SIXTH ANNUAL SUSTAINABILITY REPORT, ADVANCING GLOBAL FARMING PLATFORM

Al Dahra, the Abu Dhabi-headquartered agribusiness with farming operations across four continents, released its latest Sustainability Report, the sixth consecutive year of public disclosure. The report documents 2025 as a year of significant progress, with highlights including regenerative and reduced-disturbance farming covering around 76% of cultivated

land in Romania, a comprehensive greenhouse gas inventory across Scope 1, 2, and 3 emissions, and more than AED 2 million invested in communities in which the company operates.

Founded in Al Ain over three decades ago, Al Dahra has grown from a single farm into a global agricultural leader aiming to be the world's largest irrigated, digitally enabled farming platform by 2030.

Al Dahra's UAE facilities, the Fujairah Strategic Grain Terminal, the region's largest rice processing facility in KEZAD, and Al Dahra Dairy Farm in Al Ain, all serve as anchors for its global supply network.

Arnoud van den Berg, Group CEO at Al Dahra, said: "In 2025, we progressed from building foundations to delivering at scale – advancing resilient farming systems, strengthening governance and data capabilities, and driving measurable action to reduce emissions across our operations and value chain. Inspired by the UAE's leadership in sustainability, protecting our people and the environment is central to how we create long-term value. This report proudly reflects the everyday work of our teams here in the UAE and across four continents."

Additional progress highlighted in the report includes a new emissions baseline for the company and the transition to Sandy, a carbon reporting platform purpose-built for agriculture.



## ALLTECH INTRODUCES REVELEX™ RANGE OF SOLUTIONS FOR ANAEROBIC DIGESTION SYSTEMS

Alltech, a global leader in animal health and nutrition, has introduced REVELEX™, an integrated solutions range for anaerobic digestion to unlock more energy from feedstock. Built on Alltech's expertise in biological science, REVELEX combines targeted technologies with advanced diagnostics and advisory services to optimize biogas production and system efficiency and deliver measurable performance outcomes.

REVELEX is based on a feedstock-led approach, tailoring solutions to the type of material entering the digester — from fiber-rich crops and food waste to liquid manures and nutrient-limited systems. This enables operators to maximize methane yield, reinforce process stability

and optimize the extraction of energy from existing resources.

"Many anaerobic digestion systems operate below their potential due to variability in feedstocks and difficulty maintaining optimal biological conditions. That is why we are excited to introduce REVELEX, moving beyond products to a performance and reliability partnership that combines biological science, diagnostics, and advisory services while focusing on real-world outcomes, not just inputs," said Dr. Patrick Ward, Europe and Asia-Pacific applications manager at Alltech. "Our research in the anaerobic digestion space is yielding very encouraging results, supporting renewable energy production and sustainability goals and helping

farmers and operators unlock more value from existing resources, improving both economic return and environmental impact."

Designed around substrate flexibility, the REVELEX range is structured to reflect the diversity of feedstocks used in anaerobic digestion:

- REVELEX™ PF solutions for fiber-rich feedstock.
- REVELEX™ PL solutions for slurry or manure dominant digesters.
- REVELEX™ PM solutions for mineral optimization where nutrient balance limits performance.

This modular architecture allows operators to select the right approach for their system, promoting predictability and enabling more consistent biogas production across varying conditions.

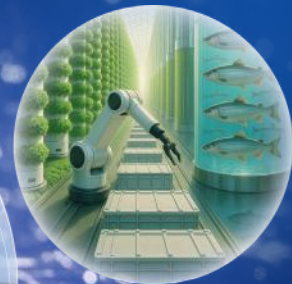


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## VIV AFRICA RETURNS TO KIGALI AS REGISTRATION OPENS FOR 2026 EDITION

VIV Africa, part of the VIV Worldwide portfolio organized by VNU Europe, opened visitor registration for its 2026 edition, to be held on 7–8 October at the Kigali Convention Centre (KCC) in Kigali, Rwanda, with the Leadership Conference taking one day before the official exhibition on 6 October. Now in its fifth edition, VIV Africa has grown from the well-established Poultry Africa into the leading Feed to Food platform for Sub-Saharan Africa, and industry professionals from across the region are invited to register now for free entry.

Spanning 1,650 sqm of exhibition space, VIV Africa 2026 will bring together over

150 exhibitors covering the complete animal protein supply chain across five key sectors: Farm Production, Feed Ingredients & Additives, Feed & Grain Technology, Processing, and Animal Health. With a strong focus on poultry layers and broilers, the show also features a dedicated Dairy Pavilion reflecting its continued focus into broader agrifood sectors. The show expects to welcome 2000 visitors from across the region, including Rwanda, Kenya, Nigeria, Tanzania, Ethiopia, South Africa, Cameroon, and Sudan, as well as international visitors from around the world.

“VIV Africa has become a meeting point where the

region’s animal protein industry comes to make real decisions, not just window-shop,” says Natalie Taylor, Project Manager for VIV Africa. “Sub-Saharan Africa is one of the fastest-growing markets for animal protein in the world, and the businesses that get this region right today will be the ones leading it tomorrow. Our job is to make sure that when international suppliers and local producers are ready to do business, VIV Africa is where that happens. Every edition, we see more serious buyers, more depth in the exhibitor line-up, and more deals struck on the show floor — and 2026 is set to be our biggest step yet.”

## ASIA FRUIT LOGISTICA LAUNCHES FRESHTECH — A DEDICATED TECHNOLOGY PLATFORM FOR ASIA’S FRESH PRODUCE BUSINESS

“FRESHTech reflects where the fresh produce industry is heading. Technology is becoming central to how the sector improves quality, manages risk, increases efficiency and responds to new market requirements,” said David Axiotis, Managing Director of Global Produce Events, organiser of ASIA FRUIT LOGISTICA. “By bringing the Zone, Stage and Innovation Award together within ASIA FRUIT LOGISTICA, we are creating a platform where cutting-edge innovation will meet real industry demand.”

At the heart of FRESHTech is a purpose-built 1,000+ sqm exhibition zone featuring a curated selection of technology exhibitors spanning the full spectrum of fresh produce technology — from smart agriculture and crop forecasting, postharvest sorting and grading, packhouse automation and cold chain

technology, to AI and data intelligence, traceability, compliance, sustainability and carbon management.

Located within ASIA FRUIT LOGISTICA, the zone gives technology exhibitors direct access to the buyers, importers, retailers and supply chain decision-makers who make up ASIA FRUIT LOGISTICA’s global attendee base — an audience actively seeking practical solutions to improve operations across

the fresh produce value chain.

For technology companies looking to participate, an all-inclusive exhibitor package combines a fully equipped booth with a FRESHTech Stage presentation slot, buyer invitation support, networking access and promotional exposure before, during and after the show — helping exhibitors maximise visibility across multiple touchpoints at ASIA FRUIT LOGISTICA.



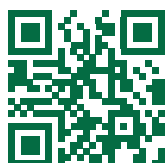


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## AVIAGEN TMEA MARKS LEADERSHIP TRANSITION AS SERGIO ILLÁN SUCCEEDS TOM EXLEY

Aviagen®TMEA (Türkiye, Middle East and Africa) is marking a new chapter in its regional leadership as Sergio Illán succeeds Tom Exley as President of Aviagen TMEA following Tom's retirement after a distinguished career in the poultry industry.

During his leadership, Tom played a key role in

strengthening collaboration across the TMEA region, bringing together teams, distributors and customers while fostering a strong sense of unity and shared purpose across continents, cultures and markets. His open and approachable

leadership style helped deepen trusted relationships throughout the region and reinforced Aviagen's reputation as a reliable, long-term presence in the industry.

Tom also guided the region through periods of global challenge with a strong focus on resilience, supporting robust supply networks and helping customers navigate an evolving industry landscape with confidence. Under his leadership, TMEA continued to support sustainable poultry production and food security initiatives aimed at meeting growing demand for affordable, high-quality protein. Following the completion of the leadership transition on July 1, Tom will continue to support the business

in an advisory capacity before retiring on October 30, 2026.

"Leading the TMEA region has been an incredibly rewarding experience, and I am proud of what we have achieved together over the years. What stands out most to me are the relationships we have built across our teams, customers and distributors, and the shared commitment to supporting the future of poultry production throughout the region. I leave knowing the business is in very capable hands with Sergio and look forward to seeing the TMEA region grow and succeed in the future," commented Tom.

As the region enters its next chapter, Aviagen welcomes Sergio Illán as the new President of Aviagen TMEA.



**Sergio Illán Mateo**  
President of Aviagen TMEA

## CORTEVA AND AREVO PARTNER ON SOY CROP NUTRITION

Corteva, a global pure-play agriculture company, and Arevo, a Swedish science-led crop nutrition company, have announced a partnership on Arginex Soy, Arevo's seed applied crop nutrition system. Arginex Soy is an innovative arginine1-based seed treatment designed to strengthen root systems, increase nodulation and

improve soybean performance, offering growers a new way to boost yields and crop resilience while advancing more sustainable production practices. In soybeans, arginine helps stimulate the growth of root hairs, which are important for the formation of nodules where beneficial nitrogen-fixing bacteria take hold. This helps strengthen the plant's natural ability to fix nitrogen and supports healthier root development and more efficient nutrient use from the earliest stages of growth.

Corteva is integrating the product, which is already available to farmers in Europe, into its soybean seed treatment portfolio to help get crops off to the best start. The agreement follows a multi-stage technical evaluation assessing

agronomic performance, formulation stability, and operational compatibility with Corteva's existing soybean seed treatment portfolio.

The evaluation confirmed that Arginex Soy can deliver measurable crop performance benefits while fitting seamlessly into existing seed treatment processes, reducing barriers to adoption and enabling growers to access the technology through established commercial channels. Leonardo Costa, EMEA Seed Applied Technologies Leader, Corteva Agriscience, said: "Rigorous evaluation has confirmed that Arginex Soy delivers the consistency and formulation stability required for Corteva's seed applied technologies. This enables seamless integration into existing systems and provides farmers with a practical solution to support early crop establishment and improve nutrient use efficiency from the start."



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## BROILER PRODUCTION: IDOL 29 TURNS THE CONTROL PAN INTO A RELIABLE PACE-SETTER

Broiler growers know the purpose of control pans in broiler houses: located at the end of the feed line, the control pan signals when new feed should be dispensed. If this pan works reliably, the entire line runs smoothly. If it does not, the farmer will notice at the latest during the inspection rounds: the birds are anxious. iDOL 29 is a feed sensor developed specifically for control pans. It has two benefits that make a big difference in poultry houses: integrated LED illumination and configuration via smartphone.

Illumination sounds simple, but

it has a very tangible effect: birds accept an illuminated feed pan more easily. They empty such pans more often, which is exactly the point. Because only when the control pan is emptied consistently is fresh feed dispensed into the line reliably. Supply security starts at the control pan.

Contactless configuration of features such as the sensor's sensitivity, on and off delays, timer function or LED status is easy: open the app – set the parameters – touch the smartphone to the housing – done!

A particularly practical benefit is



that settings can be saved and transferred to any number of sensors. Farmers with multiple houses or locations do thus not need to change parameters manually time and again: configured correctly once, the settings can be applied to all sensors.

## EIMA EXPANDS AND PREPARES FOR A RECORD-BREAKING EDITION



New details about the major agricultural machinery trade show, to be held in Bologna from Tuesday, November 10, through Saturday, November 14, were presented during the FederUnacoma general assembly. Applications to participate have reached record levels, and the quality of the exhibits is very high. The Maserati Area is being utilized for the first time, expanding the boundaries of the exhibition grounds. More than 60,000 models of machinery and technologies are estimated to be on display. General Manager Simona Rapastella stated: "EIMA brings together much of the technical, economic, and relationship-building work carried out by the Federation, all aimed at fostering cooperation among countries."

Trade shows and exhibitions are a

fundamental tool for the development of agricultural machinery. This is the view of FederUnacoma, the Confindustria federation representing industries in the sector, which held its annual meeting this afternoon in Bologna.

In presenting the activity report, General Manager Simona Rapastella highlighted the significant commitment and high expectations for EIMA International 2026, which the Manufacturers' Federation is organizing directly and which will take place at the Bologna exhibition center from November 10 to 14. This year's schedule—as noted—starts earlier on Tuesday and ends on Saturday to better support the business needs of industry professionals. "The trade show optimizes marketing efforts, curates technologies, highlights new trends, and builds relationships of trust among industry professionals from around the world," said Rapastella, "and this is invaluable at a historic moment when protectionism and geopolitical tensions are holding back the sector." "But above all," she added, "the EIMA exhibition bridges the gap between countries and fosters all forms of cooperation, from

commercial and industrial collaboration to scientific and technological research."

To date, 1,800 exhibiting companies have already been confirmed (with more than 100 still on the waiting list), which will fill the exhibition grounds to maximum capacity (with over 60,000 models of machinery and technologies on display). The new Hall 35 will be available in November; three temporary halls will be constructed alongside the permanent ones; and the so-called Maserati Area will be utilized for the first time—a space that permanently expands the perimeter of the exhibition grounds and will be equipped with new structures (Halls 11 and 12) and high-quality logistical support. Services within the fairgrounds and transportation links to the airport, train station, and city neighborhoods have been enhanced to accommodate an audience that reached a record 350,000 attendances at the last edition (November 2024). Visitors from 150 countries are expected, while official ICE delegations from 90 countries have been confirmed, in addition to those of Italian and European parliamentarians; the area known as "Extend" will also host government institutions and representatives of the agri-food sector.

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## FAO LAUNCHES CROPSUIT APP TO HELP FARMERS GROW THE RIGHT CROPS IN THE RIGHT PLACES

Farmers, extension workers and governments now have a powerful new tool to help identify the crops best suited to specific parcels of land, enabling more efficient use of resources and greater resilience to climate change.

The Food and Agriculture Organization of the United Nations (FAO) launched CropSuit, a free web-based application that combines soil information with climate information, topography, land cover and other environmental data to identify the crops most likely to perform well in a given location.

By helping farmers plant the best crop for local conditions, CropSuit supports better yields, improved incomes, more efficient fertilizer use and more sustainable land management. The tool comes at a critical time when 1.7 billion people around the world live in areas where land degradation is reducing agricultural productivity.

The application was unveiled during FAO's Global Conference on Smart Farming, which gathered ministers, policy makers, researchers and private-sector representatives from around the world to discuss how digital innovation

can improve food production while making agriculture more resilient and sustainable.

"Technology does not replace farmers. It gives them better information to make better decisions, at the right time and in the right place. CropSuit is one example of how innovation can turn science into practical support for farmers," said Lifeng Li, Director, FAO Land and Water Division. "The challenge is no longer whether smart farming works. It is whether we can ensure that these tools reach the farmers who need them most," he added.

## EUROTIER 2026: A GLOBAL PLATFORM FOR KNOWLEDGE EXCHANGE, NETWORKING AND INNOVATION

As the world's leading trade fair for professional animal farming and livestock management, EuroTier 2026, 10-13 November, offers an extensive programme of conferences, specialist events and networking opportunities for livestock professionals from around the world. Highlights include the International Cattle & Pig Event, the International Farmers Day and the

new DLG-VetCon 2026. Organizer DLG (German Agricultural Society) expects around 2,100 exhibitors from more than 50 countries to attend the exhibition in Hanover, Germany.

Under the guiding theme "Intelligence in Animal Farming", trade visitors can explore over four days how intelligent solutions are shaping the future of livestock production. The exhibition covers all

major livestock sectors, including pigs, cattle, poultry, horses, sheep and goats.

Dialogue with leading experts and decision-makers from across the industry is another key attraction. To encourage this exchange,

EuroTier 2026 offers a comprehensive programme of events, conferences and networking opportunities.

The programme begins on 9 November with International Poultry Day, focusing on animal welfare, nutrition, animal health, sustainability and market developments. On 11 November, International Farmers Day will highlight the United Kingdom, Ireland and Poland, while the International Cattle & Pig Event will address trends and solutions for sustainable and economically viable livestock production.

Other highlights include the Female Agri Fellows Networking Event and Women in Ag Award, the Open Agri Influencer Meet-up, and the new DLG-VetCon 2026 conference for large-animal and herd veterinarians. Young Professionals Day, the Young Farmers Party, Science Campus and Agrifood Start-up area will further expand opportunities for learning, networking and innovation.



## AGMRI AI AGENT NOW IN USE FOR FIELD-LEVEL AGRONOMIC DECISIONS

Intelinair has launched the AGMRI AI Agent, an AI capability inside the AGMRI platform that lets agronomic advisors and growers ask questions and receive field-level answers in seconds. Now live, the AGMRI AI Agent is built on the agronomic data already in AGMRI: multi-source imagery, soil characteristics, weather, input applications, field boundaries, and historical yield outcomes.

The AGMRI AI Agent is purpose-built for agronomy, not adapted from a general-purpose AI tool. Advisors and growers are using it to ask questions such as "Which hybrids performed best on my high-productivity ground last season?" or "Where should I prioritize replant across these fields?" and receive answers grounded in their own data,

eliminating hours of manual report pulling and cross-referencing.

"Agriculture has never had a shortage of data; it has had a shortage of time," said Conner Schmidt, Commercial Leader of Intelinair. "Advisors are managing hundreds of grower accounts, and every recommendation carries weight. The AGMRI AI Agent gives them a way to surface the right insight on the right acre, instantly, without sacrificing the agronomic rigor behind it, and teams are already putting it to work this 2026 crop season."

Agronomic advisors and growers are using the AGMRI AI Agent across five core use cases:

- Hybrid placement and performance: Identifies which hybrids perform best by county,

soil type, or productivity zone, and how to manage them in the coming season.

- In-season decision support: Pairs current crop and weather conditions with historical performance to guide replant, nitrogen timing, and fungicide application.

- Reports and grower deliverables: Generates field reports, summaries, and shareable documents directly from the conversation.

- Trial data analysis: Performs comparative analysis of trial results across environments, hybrids, and management practices.

- Breakeven and profitability analysis: Calculates breakeven yield at the field or hybrid level, factoring in land, machinery, seed, chemical, and fertility costs.

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## MUNTERS ACQUIRES ANIMAL HEALTH MONITORING INNOVATOR OPTIFARM TO STRENGTHEN SPERIA OFFERING

Munters, a global leader in technologies that optimize climates, has acquired Optifarm, a UK-based provider of AI-driven livestock monitoring solutions. The acquisition strengthens the offering of operational intelligence solutions from Speria, the commercial brand for Munters FoodTech business area.

Optifarm's technology analyzes real-time animal behavior and environmental signals, such as water

consumption patterns, to detect early signs of health deviations. These insights are translated into actionable insights that can be integrated into Speria's connected solutions of hardware, software and expert services.

"With Optifarm, we strengthen how animal health intelligence is embedded into mission-critical operations," says Pia Brantgärde Linder, President of FoodTech and GVP of Munters Group. "Their expertise in translating real-time animal signals into decisions

supports how we connect data, software with controllers to generate impact. This is a key step in building more predictive and autonomous operations over time."

Founded in 2014 and based in Chesterfield, UK, Optifarm has 14 employees and customers in 18 countries across Europe, the Middle East and Africa. The company has transitioned from a broiler farming service provider to focusing on AI-driven farm insights, and now operates in an early growth phase.

## USSEC HIGHLIGHTS HOW HIGH-QUALITY SUSTAINABLE FEED INGREDIENTS CAN BOOST THE REGION'S AQUACULTURE PERFORMANCE



Investing in superior quality aquafeed is essential for aquaculture's long-term success. At AquaCON, hosted by the U.S. Soybean Export Council (USSEC) in collaboration with WorldFish Egypt, U.S. soybean farmers, educators, nutritionists, and aquaculture's most prominent voices from across the Middle East, North Africa and South Asia (MENASA) region gathered to discuss forward-thinking strategies, best practices, and the role of feed in sustainably growing the industry.

Production from global fisheries

and aquaculture reached a new record of 235 million tonnes in 2024, underscoring the industry's important role in feeding the world. Regionally, Egypt is Africa's largest aquaculture producer and a top 2 market for whole U.S. soybeans. Bangladesh is the sixth-largest global aquaculture producer and South Asia's largest market for U.S. soybeans. These rapid growth trajectories demonstrate U.S. Soy's growing presence and potential in the region.

U.S. soybean meal is proven to deliver superior results when compared to soy from other origins.

Research shows that whole U.S. soybeans have 5x less damage than Brazilian soybeans. Unlike South American soybeans, which are grown in tropical climates, U.S. soybeans have the advantage of drying naturally in the sun. In contrast, South American soybeans are harvested in wet conditions, requiring excess moisture removal through mechanical wood-fired driers – a process that damages the soybeans while reducing their nutritional integrity.

U.S. soybeans, therefore, are drier, have lower heat damage, higher digestibility, and, in turn, greater metabolizable energy. These qualities translate into improved aquaculture performance.

"The consistent superior quality that U.S. soybean meal brings to the feed mills allows aquaculture producers to minimize safety margins and operational costs," adds Kevin Roepke, Executive Director – MENASA at USSEC. "This consistency and reliability put U.S. Soy ahead of its competitors."



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## VETCONVERGENCE 2026 – 2<sup>ND</sup> EDITION OF VICE CHANCELLORS MEETS SUPPORTED BY IPEMA-POULTRY INDIA CONCLUDES SUCCESSFULLY

VETCONVERGENCE 2026 brought together more than 30 Vice-Chancellors to impact actionable roadmap for the sustainable growth of the livestock and poultry sectors.

The 2<sup>nd</sup> Edition of the Vice-Chancellors' Conclave – VETCONVERGENCE 2026, organized by Maharashtra Animal and Fishery Sciences University (MAFSU), Nagpur and supported by Indian Poultry Equipment Manufacturers Association (IPEMA)–Poultry India, was successfully held on 10<sup>th</sup> and 11<sup>th</sup> July 2026 at Hotel AVASA, Hyderabad.

The two-day event brought together more than 30 Vice-Chancellors from veterinary universities across India, policymakers, scientists, academicians, and industry leaders under the theme

“Aligning Livestock Research with Industry Demand and Entrepreneurship Development.”

The conclave focused on strengthening academia-industry collaboration to drive innovation, entrepreneurship, and sustainable growth in the livestock and poultry sectors.

Hon'ble Shri Bandaru Dattatreya, Former Union Minister, Government of India and former Governor of Himachal Pradesh, graced the conclave as Chief Guest. In his inspiring address, he emphasized making veterinary education and research more practical, industry-focused, and impact-oriented. He highlighted the need for universities to produce employable graduates equipped with hands-on skills and an entrepreneurial mindset, while stressing demand-driven

research, technology transfer, and university-industry partnerships. Shri Dattatreya also specifically highlighted the involvement of the female workforce in the poultry sector promoting inclusive growth.

The conclave featured impactful panel discussions covering critical topics including reorienting veterinary research to demand-driven frameworks, entrepreneurship development and agri-business incubation, technology commercialization and start-up promotion, priority research areas for the poultry sector in the next decade, developing a collective roadmap with institutional commitments, and applications of Artificial Intelligence in the livestock sector.

## ICBA ORGANIZES “MILLETS HARVEST DAY” TO SUPPORT THE ADOPTION OF CLIMATE-SMART CROPS IN THE UAE

The International Center for Biosaline Agriculture (ICBA) hosted “Millets Harvest Day” to mark World Environment Day, as a field-based milestone that builds on the launch of the National Agricultural Initiative

for the Adoption of Climate-Smart Crops in the UAE. The initiative was launched by the Ministry of Climate Change and Environment and ICBA during the Emirati Agriculture Conference and Exhibition 2026.

The event was attended by H.E. Dr. Mohammed Salman Al Hammadi, Assistant Undersecretary for the Food Diversity Sector at the Ministry of Climate Change and Environment, alongside Their Excellencies, senior officials, representatives of national entities and strategic partners, as well as farmers, researchers, decision-makers and a group of university students. It

highlighted the importance of millet as a crop capable of adapting to climate-related challenges, and its role in supporting sustainable agriculture and strengthening food security.

The event forms part of ICBA's efforts to translate scientific research into practical field applications by demonstrating the value of crops that can tolerate drought, high temperatures and salinity, while requiring less water than conventional crops. This supports more efficient use of natural resources and helps expand food and fodder production options in arid and saline environments.



## NATIONAL AGRICULTURE CENTRE ORGANISES WORKSHOP TO STRENGTHEN EMIRATI FARMERS' ROLE IN ADVANCING AGRICULTURAL SECTOR

The National Agriculture Centre (NAC) held an interactive workshop which convened farmers from across Ras Al Khaimah, as part of its ongoing programme of regional engagement to build direct dialogue with farmers, raise awareness of its services, and gather their insights, challenges and suggestions. The session reflects the wise leadership's vision to empower farmers and position agriculture as a pillar of national food security, in line with the goals of the national programme 'Plant the Emirates'.

The workshop explored three key themes: understanding farmers' needs and positioning them as the cornerstones of agricultural development; introducing them to initiatives supporting climate smart farms

and the sustainable management of natural resources; and strengthening partnerships to nurture a more resilient and sustainable agricultural sector.

A central focus was the Integrated Centres Project, which brings farmers a connected range of services, – agricultural extension, production inputs, and support in linking crops to packaging, marketing and distribution – through centres located across the UAE, improving efficiency, developing value chains and increasing the competitiveness of UAE-grown produce.

In Al Hamraniyah,

Ras Al Khaimah, the project is delivered in cooperation with Silal, which presented the centre's registration and marketing process to farmers and addressed their queries related to marketing operations, pricing and payments.



## ORFFA LAUNCHES NEW SCIENCE LAB IN BREDA TO DRIVE CUSTOMER-FOCUSED INNOVATION

Orffa officially opened the Orffa Science Lab in Breda, The Netherlands, marking an important step in the company's commitment to science-driven innovation in animal nutrition. The lab strengthens Orffa's scientific capability by connecting research, diagnostics and expertise with practical application. The opening brought together colleagues, customers, partners and scientists around a shared purpose: to understand more, learn more and explore how science can create customer value across the animal

nutrition chain.

The afternoon programme featured keynote presentations by two leading academics in animal nutrition and health, underlining the scientific foundation of the Orffa Science Lab. Prof. Richard Ducatelle and Prof. Leo den Hartog shared their expertise on gut health, novel diagnostic techniques, antimicrobial resistance and developments shaping the future of the sector.

Following the presentations, guests joined guided tours of the laboratory, where they saw

how Orffa translates scientific research into practical application. Contributions from Asahi Biocycle and Florates during the event showed how the lab combines Orffa's scientific platform with specialist expertise and diagnostic innovation in gut health, building a true centre of excellence.

From microbiome analysis to diagnostic models and advanced research techniques, the lab expands Orffa's ability to generate knowledge, support innovation and develop new services in areas such as mineral nutrition and feed efficiency.

# SPACE 2026:

## 40 EDITIONS DEDICATED TO LIVESTOCK FARMING

### A show that brings people together

Nearly 900 exhibitors are expected this year, including 280 from abroad. In a challenging environment for the agricultural sector, this level of participation confirms SPACE's essential role for livestock professionals. Spread across 16 hectares, agricultural equipment, technological innovations, and genetic expertise come together in a setting unique in Europe.

### Space for the Future : Water at the heart of livestock farming

This edition places sustainable water management at the heart of the discussions. Faced with climate change and increasing pressure on resources, the "Space for the Future" will offer testimonials from farmers, workshops with experts, and three major debates open to all. Concrete solutions for farms today and tomorrow.

### Genetics in the spotlight

The Genetics Show brings together 530

cattle of 13 different breeds and 150 sheep and goats. Three national events will highlight the event: the National Rouge des Prés, the National Normandy Challenge, and the National Vendée Sheep Show. An exceptional spectacle, rare in Europe.

### Award-winning innovations

The Innov'SPACE competition recognizes the best innovations serving livestock farmers each year. In 30 editions, more than 1,480 innovations have been awarded prizes by an independent jury of some sixty experts.

The Innov'Space 2026 Award winners have been announced! After carefully reviewing 78 applications, the jury selected 32 outstanding innovations. Among them, 26 received a one-star

Innov'Space Award, while 6 were honoured with a two-star Innov'Space Award. The Jury's Top Choices will be revealed during the Innov'Space Awards Ceremony on Tuesday, September 15, at SPACE.

According to Didier Lucas, Chairman of SPACE, "The diversity of the award-winning innovations reflects the diversity of our exhibitors. It also highlights the dynamism of the companies that choose SPACE to showcase their latest innovations."

The 2026 awards highlight three major trends: the growing role of digital technologies and artificial intelligence, the continued strength of agricultural machinery innovation, and an increasing focus on animal health and biosecurity.

*From September 15<sup>th</sup> to 17<sup>th</sup>, 2026, the Rennes Parc Expo will host the 40<sup>th</sup> edition of SPACE. Three days to discover, exchange ideas, and find inspiration in livestock farming and related professions.*





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- Infectious Coryza
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- Newcastle Disease
- Inclusion Body Hepatitis
- Egg Drop Syndrome
- Infectious Bursal Disease
- Fowl Cholera
- Avian Metapneumovirus Infection

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# GREENTECH 2026

## GLOBAL HUB FOR HORTICULTURE INNOVATION



**G**reentech Amsterdam 2026 brought the global horticulture industry together, from growers and breeders, investors and suppliers. Held from 9–11 June at RAI Amsterdam, it served as a dynamic platform for innovation, knowledge exchange, and collaboration.

The event welcomed 11,600 visitors from 123 countries, highlighting its strong international appeal. The top five visiting countries were the Netherlands, the Republic of Korea, Germany, Belgium, and the United Kingdom. Visitor numbers from France, Spain, Greece, and Turkey also increased, reflecting growing interest from key European markets and beyond.

Mariska Dreschler, Director Horticulture - GreenTech Global:

“GreenTech continues to play a crucial role in bringing the global horticulture industry together, not only to showcase innovation, but to accelerate the transition towards integrated solutions. This year’s edition clearly demonstrated a shift: from sole products to holistic approaches in which nature, technology and humans come together to sustainably produce food and flowers. With 37 Innovation Award submissions and the introduction of the new ‘Impact Award’, we see how the industry is stepping up to address its biggest challenges, from labour shortages and energy use to sustainability and the adoption of AI and robotics. AI is increasingly becoming part of this transition, not as a controller, but as a conductor, enabling growers to orchestrate their crops. The presence



of high-level delegations, including ministers from the Netherlands, UAE, Qatar, Kazakhstan and Brazil, underlines the global importance of horticulture in securing resilient food systems. Combined with visitors from 123 countries and 33 international delegations, this confirms GreenTech's position as the must-attend worldwide epic centre of horticulture."

### GreenTech Amsterdam 2027

The next edition of GreenTech Amsterdam will take place on Tuesday 15, Wednesday 16 and Thursday 17 June 2027 at RAI Amsterdam. The exhibition is a global meeting place for all horticultural technology professionals with the focus on the early stages of the horticultural chain and the current issues growers face. GreenTech is supported by AVAG, the industry association for the greenhouse technology sector in the Netherlands.



# GROWING A GREENER TOMORROW: HOW GROWINBAG™ SUPPORTS SUSTAINABLE HORTICULTURE IN THE GULF'S TOUGHEST CLIMATE

As the Gulf region accelerates its greening agenda — Saudi Arabia's pledge to plant 10 billion trees under the Saudi Green Initiative, the UAE's commitment to plant 100 million mangroves by 2030, and large-scale landscape investments across NEOM, Diriyah, and the Red Sea Project — the question facing nurseries, landscapers, and developers is no longer just what we plant, but how we grow it. In a region where every drop of water carries a cost and every degree of summer heat tests a plant's survival, the container itself has become a sustainability decision.

At Growinnovate, we've spent over 20 years answering that question. Our family-owned company introduced the first commercial grow bags into the Middle East, and today our GrowinBag™ system is helping growers around the world produce healthier plants while using fewer resources. As Gulf horticulture scales up to meet national greening goals, we believe the GrowinBag™ approach is uniquely suited to the region's climate, ambitions, and sustainability standards.

## Built for the Harshest Climates on Earth

GrowinBag™ is engineered for extremes. Our bags have been field-tested from the sub-zero temperatures of Europe winters to the punishing heat of the Australian climate — the closest analog to summer conditions across Saudi Arabia, the UAE, Oman, and Qatar. Every component, **including the sewing thread and handle stitching, is UV-stabilized** to resist breakdown under prolonged sun exposure. Made from top-quality prime virgin materials and subject to strict quality controls, each bag is built to last through full production cycles in conditions that would compromise lesser containers.

For Gulf nurseries operating outdoors year-round, this durability isn't a luxury — it's the difference between replacing containers every season and producing premium plants efficiently for years.

## Water Savings That Matter in an Arid Region

Water scarcity is the defining agricultural challenge of the Gulf. Planting in GrowinBags™ saves water — and the bags are fully compatible with drip systems, overhead irrigation, and hydroponic flood trays, allowing growers to integrate them seamlessly into precision irrigation setups.

The science behind the savings lies in the design of the bag. Our GrowinBags™ are manufactured with **additional side drainage holes that assist in air root pruning**, while our **light-penetrating fabric prevents root circling** within the grow bag. Instead of spiraling at the container wall and wasting energy, roots develop a dense, fibrous architecture that absorbs water and nutrients far more efficiently. The result is a plant that requires less irrigation input for healthier output. In a region where every liter matters, that efficiency compounds across thousands of trees on a single landscape project.

## A Climate-Smart, Recyclable Alternative to Plastic Pots

Traditional rigid plastic pots fail predictably in the Gulf: they crack under UV exposure, become brittle in summer, and produce mountains of nursery waste. GrowinBag™ is a climate-smart product designed for circularity — heavy-duty, long-lasting, and recyclable at end of life. Substrates inside the bag can also be **controlled and kept free from ground contaminants**, supporting cleaner, more predictable production. By



replacing single-season plastic with a container engineered for multi-cycle durability and substrate integrity, nurseries reduce both their waste stream and their replacement costs.

It's a quiet shift, but at the scale of national greening programs, it adds up to a meaningful reduction in horticultural plastic.



Planter Bags ■

**Growing a greener tomorrow starts from the roots up.**



### Healthier Roots, Higher Survival, Stronger Returns

Sustainability and commercial performance aren't in conflict — they reinforce each other. GrowinBag™ delivers:

- **Healthy roots without spiraling**, producing transplant-ready plants
- **Direct control of soil and plant health**, with substrates

kept free from ground contaminants

- **Easy handling and transport** thanks to a round bottom design and heavy-duty handles, suitable for forklift and crane lifting of large specimens

- **Increased return on investment** through lower mortality, faster establishment, and reduced re-potting labor.

For landscape contractors supplying the Gulf's mega-developments, this means fewer dead trees on handover and more uniform, field-ready stock at delivery.

### Growing a Greener Tomorrow, Together

The Gulf's transformation into a greener

region is one of the most ambitious landscape projects in the world. Achieving it sustainably will require every link in the supply chain — from substrate to container to specification — to do its part. GrowinBag™ is proud to be that container: tested in extremes, gentle on water, kind to the soil, and built to perform.

Our bags can also be customized to any size or shape, and branded with your company logo — supporting nurseries and landscape suppliers across the region in building their own identity within the broader sustainability story.

# BIOPESTICIDES: SUPPORTING SUSTAINABLE AGRICULTURE IN JORDAN

*By Abdelmoneim Bakr, Regional Director MENA, CropLife Africa Middle East*

Jordan's agricultural sector has long demonstrated resilience and innovation despite limited natural resources and challenging climatic conditions. As the country continues to strengthen food security and agricultural sustainability, farmers are increasingly seeking solutions that protect crops while preserving soil, water, and biodiversity.

One promising option is biopesticides. Derived from natural sources such as microorganisms and plant-based materials, biopesticides provide targeted pest control and can support the preservation of beneficial organisms and the environment. Their greatest value, however, is realized when they are integrated into Integrated Pest Management (IPM) programs alongside cultural, biological, and conventional crop protection measures.

By contributing to resistance management and broadening the range of available pest management tools, biopesticides can help strengthen the resilience, productivity, and sustainability of agricultural production systems.

Recognizing this potential, CropLife Africa Middle East (CLAME), in collaboration with the Jordanian Ministry of Agriculture (MoA), the Jordanian Association of Agricultural Inputs Traders and Producers (AMATPA), and national experts, has supported a series of technical dialogues and capacity-building

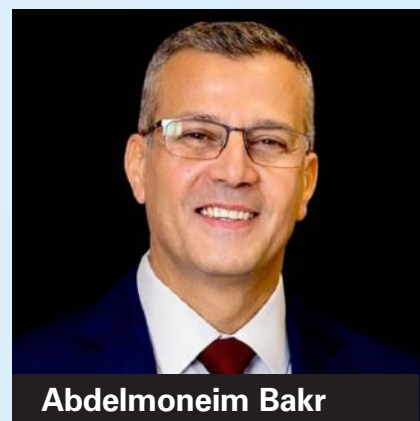
initiatives aimed at enhancing understanding of biopesticides and their role within IPM programs.

As part of these efforts, four technical workshops were conducted in Amman, Deir Alla, and Ghour Al-Mazraah during November and December 2025, reaching more than 140 agricultural professionals from across Jordan. Participants included extension engineers, pesticide registration specialists, surveillance officers, laboratory personnel, researchers, and private-sector representatives from key agricultural regions throughout the Kingdom.

A particularly encouraging outcome was the strong interest in the practical application of biopesticides. Discussions focused on how these tools can be effectively integrated into crop protection programs through sound agronomic practices, technical expertise, farmer education, and informed decision-making.

Jordan has already established a solid foundation for advancing sustainable agriculture. The active engagement of government institutions, academia, industry, and extension services reflects a shared commitment to innovation and continuous improvement within the agricultural sector.

Encouragingly, growing attention to biopesticides among stakeholders across the agricultural value chain highlights increasing recognition of their potential contribution to



**Abdelmoneim Bakr**

integrated pest management and sustainable crop production. Continued dialogue, capacity building, and knowledge sharing will be important to ensure that farmers and agricultural professionals are equipped to make informed decisions regarding their effective use.

While broader integration of biopesticides into crop protection programs will take time, the direction is promising. Through continued collaboration and investment in knowledge and technical capacity, biopesticides can become an increasingly valuable component of Jordan's IPM approach, helping farmers address current challenges while supporting the long-term sustainability of the agricultural sector.

The momentum seen across Jordan demonstrates a growing commitment to sustainable crop protection and agricultural innovation. By continuing to foster partnerships, strengthen technical expertise, and support farmer-focused solutions, Jordan is well positioned to further enhance its agricultural resilience and serve as a regional example of sustainable agricultural development.

# SMART FARMING TECHNOLOGY BOOSTS YIELDS WHILE REDUCING WATER USE BY UP TO 90%

**A**t a time when global supply chains remain vulnerable, the UAE continues to lead by example in strengthening its focus on local food production, in line with its long-term vision for food security and self-sufficiency. Supporting this national priority, a new high-tech tomato farm has been launched by UNS Vertical Farms in Al Ain, further reinforcing the country's push towards sustainable, homegrown agriculture.

Developed by UNS Vertical Farms, part of the UAE-based Speedex Group, the newly opened 10,000-square-metre facility is designed to produce approximately 150,000 kilograms of fresh tomatoes annually, contributing to a more consistent supply of locally grown produce. The initiative reflects a broader shift towards resilient, high-quality agricultural solutions that ensure freshness, flavour, and year-round availability, while catering to evolving demand across both households and the HORECA sector.

As countries increasingly focus on strengthening food resilience and local production, this launch aligns with the UAE's strategic

objectives. UNS Vertical Farms proudly supports UAE's strategic objectives by employing advanced controlled-environment agriculture (CEA) technologies, combining hydroponics with IoT, AI, and data-driven systems to create a highly efficient, sustainable, and precision-controlled farming environment. Advanced sensors continuously monitor temperature, humidity, CO<sub>2</sub> levels, lighting, and nutrient delivery, while centralized control systems integrate climate control, irrigation cycles, airflow, and evaporative cooling into a single automated platform. This fully integrated approach ensures every variable is finely tuned to maximize efficiency, improve yields, minimize waste, and deliver consistently high-quality produce to the nation.

The farm cultivates a carefully curated selection of premium tomato varieties, including cherry and bunch tomatoes, all of which are non-GMO and free from pesticides and herbicides. Unlike imported produce, which is often optimized for

long-distance transit, UNS Farms focuses on delivering superior taste, quality, and freshness tailored to the needs of UAE consumers. A key differentiator is its direct-to-consumer (D2C) model, allowing customers to order fresh produce via [www.unsfarms.com](http://www.unsfarms.com). Its efficient supply chain ensures that produce reaches shelves and customers—including retail and HORECA channels—within 24 to 48 hours of harvest, preserving freshness and minimizing waste.



# SUSTAINABLE PALM OIL: A STRATEGIC OPPORTUNITY FOR THE MIDDLE EAST

There are business opportunities for the Middle East in Sustainable Palm Oil. But companies must move now!

**G**eographically located between the production markets of Asia and the largest consumption market for sustainable palm oil, Europe, there are huge opportunities for Middle East companies to benefit from their unique position. But with a new regulation coming into force at the end of 2026, companies need to move now, if they want to make good use of these opportunities. Ruben Brunsveld, Deputy Director EMEA at the Roundtable on Sustainable Palm Oil (RSPO), explains why.

"Found in some of the popular pistachio cream-filled Dubai

chocolate, palm oil is an essential ingredient in the production of many products because of its unique melting properties and texture," says Ruben Brunsveld, Deputy Director EMEA, Market Transformation. Its derivatives are used in soap bars, cleaning products and detergents to give them the soapy qualities, and it is used on many food products, from pastries to pizzas, to give them just the right texture.

And yet this versatile and useful product has struggled with its reputation. The boom in demand in the 1990s led to large-scale deforestation and loss of

biodiversity in some producing countries. Consumers chose to boycott products containing palm oil. In response to the urgent need for sustainably produced palm oil, the Roundtable on Sustainable Palm Oil (RSPO) was established in 2004 and is now the leading global standard for sustainable palm oil production and consumption. "The RSPO has been at the forefront of making palm oil sustainable for over twenty years," explains Ruben, "RSPO membership can help Middle East companies in different ways."



### 1. European Market Access

The European palm oil sector is undergoing an important shift from voluntary sustainability initiatives to mandatory legislation. The EU has adopted the European Union Deforestation Regulation (EUDR), which will ban many palm oil products from the market, starting 30 December 2026, if they are not deforestation-free and legally produced. This affects companies exporting palm oil, soap, glycerol or other oleochemicals to the European market.

Whilst RSPO certification is not considered a green lane for access to the European market, it is the world's most robust system for risk assessment and assurance when it comes to palm oil. So much so that the Dutch National Competent Authority, which will oversee the implementation of the regulation in Europe's largest sea port, has granted the RSPO the status of a private control system for the implementation of EUDR, stating that "independent systems, such as the RSPO, which have a process for audits and certification, can be a valuable contribution to the assessment of the self-monitoring and legal compliance of member companies." This gives RSPO Member companies an important business advantage when exporting to Europe.

### 2. Business Development

The EUDR provides opportunities for companies producing end products in the Middle East, as they might have lower sourcing costs compared to their European competitors. But as the EUDR becomes the norm, Middle East companies must be aware that even if they do not fall under its legal scope, the European customer will demand that the palm oil in their product is sustainably produced. Middle East companies must be aware of the market demands.

### 3. ESG Reporting

With stock markets and public regulators increasingly requiring companies to report on their ESG performance, the market for non-financial reporting is booming in the Middle East. Using RSPO Certified material and being a member of this global network are important steps in assessing the risks and impacts in your palm oil supply chain. "The RSPO is currently developing an important benchmark study that will show how its members can use the RSPO Standards to report confidently against all the latest standards," says Ruben.

The organisation now has over 6,000 members globally and over 120 members in the region. These

are members that contribute to making the world more sustainable while at the same time benefiting from the business advantages that the RSPO offers, which include market access, improved reputation and risk mitigation.

If you want to learn more about how your business can benefit from RSPO membership, please send an email to [info.middleeast@rspo.org](mailto:info.middleeast@rspo.org) and the Secretariat will get in touch with you to book an informal and cost-free call to explore how you too can benefit from joining this global partnership for sustainable palm oil.



## Ready to commit to a bigger cause?

Choose RSPO Certified Sustainable Palm Oil

[Find Out More](#)



# WHAT GROWERS ARE TELLING THE GLOBAL IRRIGATION INDUSTRY

A new Komet Irrigation survey of growers, OEMs and irrigation professionals conducted during Agritechnica suggests irrigation decision-makers are fundamentally rethinking what they expect from irrigation.

As Smart Irrigation Month draws to a close, new insights gathered by Komet Irrigation during Agritechnica, Europe's leading agricultural machinery exhibition, through its Experience Hub competition involving growers, OEMs and irrigation professionals, reveal a significant shift in how farmers are thinking about irrigation investment.

When asked about the biggest pressures facing their businesses, 33% of respondents identified increasing regulation as their primary concern, followed by 29% citing price volatility, 23% highlighting rising energy, fertilizer and water costs, and 15% pointing to labor shortages. More than half of respondents also ranked water efficiency, energy savings, droplet uniformity and adaptability as equally important considerations when evaluating pivot irrigation technologies.

*"The conversation has changed," says Andree Groos, CEO of Komet Irrigation. "For decades, irrigation was about moving water. Today, it's about helping farmers make better decisions about water."*

For Komet Irrigation, the findings reflect a broader transformation taking place across agriculture.

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The findings reflect broader shifts taking place across global agriculture. Water security has become a strategic priority. Climate variability is increasing pressure on every growing season. Input costs remain volatile while environmental regulation continues to evolve. Together, these forces are changing what growers expect from irrigation - and what the industry must deliver.

Rather than viewing irrigation simply as equipment, growers increasingly see it as a strategic investment that influences profitability, resource efficiency and long-term resilience.

This shift is also reshaping the irrigation industry itself.

Across the global irrigation sector, companies continue investing despite softer conditions in several key markets - reinforcing confidence that today's slowdown is cyclical rather than structural. Increasingly, industry leaders are positioning around water stewardship, resilience and productivity rather than irrigation hardware alone.

Komet has been preparing for

this transition for several years.

Founded in Austria more than seventy years ago, Komet has continually evolved alongside agriculture - from pioneering precision sprinkler technologies to today's investment in application engineering, digital capability and irrigation performance intelligence.

That evolution became tangible earlier this year through the launch of Komet's Application Engineering & Digital Systems division and the opening of the Komet Experience Hub in Brazil, creating new capability to better understand irrigation performance under real-world operating conditions.

"We've always believed that great engineering starts by understanding the challenges farmers face in the field," says Groos. "Our responsibility today goes beyond developing outstanding products. It's about helping customers make smarter decisions, use water more effectively and unlock greater value from every irrigation system."

As food production systems face mounting pressure while relying on fewer natural resources, precision irrigation is becoming central to improving productivity while protecting water, energy and operational efficiency. Technology, engineering and practical field knowledge are

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becoming inseparable, with data and performance intelligence playing a growing role in helping farmers navigate uncertainty.

For Komet, the survey findings offer more than a snapshot of current market sentiment - they reinforce where the industry is heading.

"Precision irrigation is transitioning from a hardware-driven industry to one increasingly defined by water stewardship, resilience and informed decision-making," concludes Groos. "That's an exciting opportunity for our industry. The companies that will create the greatest value in the future won't simply move water more efficiently - they'll help farmers use it more intelligently."

As Smart Irrigation Month concludes, one message is becoming increasingly clear: the next era of irrigation will be defined not only by engineering excellence, but by the confidence it gives farmers to make better decisions every day.

**33% of growers say regulation is now their biggest business challenge.**

**Water efficiency and irrigation performance now rank alongside productivity in investment decisions.**

**Komet says the future of irrigation lies in resilience, intelligence and smarter water management.**



## JAVO INTRODUCES JAVO ORANGE: A NEW MODULAR STANDARD IN POT PLANT PRODUCTION AUTOMATION

Javo unveiled a new generation of potting machines under the name Javo Orange. This modular machine line marks a next step in the standardisation of smart, flexible automation for professional pot plant production.

Developed for a horticultural sector that is constantly evolving, Javo Orange combines future-readiness with high scalability and minimal downtime. The modular line is built around five clear core principles: quality, continuity, simplicity, maximum production and maximum flexibility. Together, these principles provide growers with a reliable automation standard that delivers maximum performance today and can easily grow with their business tomorrow.

### Flexible and future-ready

The modular platform starts with a solid base, featuring a completely reengineered elevator. From there, the required function is added, followed by one or more optional modules. This structure allows growers to configure their machines precisely to current production needs and to adapt it easily as volumes,

pot sizes or substrates change.

As a result, Javo Orange evolves alongside changing production demands and technological developments. Both current options and future upgrades can be integrated seamlessly, while the machine line is fully prepared for connection to ERP and Warehouse Management Systems.

### Consistent quality and lower operating costs

Using pot recipes, key settings such as speed, drill height and depth, pot height and soil volume can be stored per pot diameter. This significantly reduces operator dependency and ensures repeatable processes. Javo Orange delivers consistent potting quality and stable output, with maximum productivity quickly achieved after a pot change.

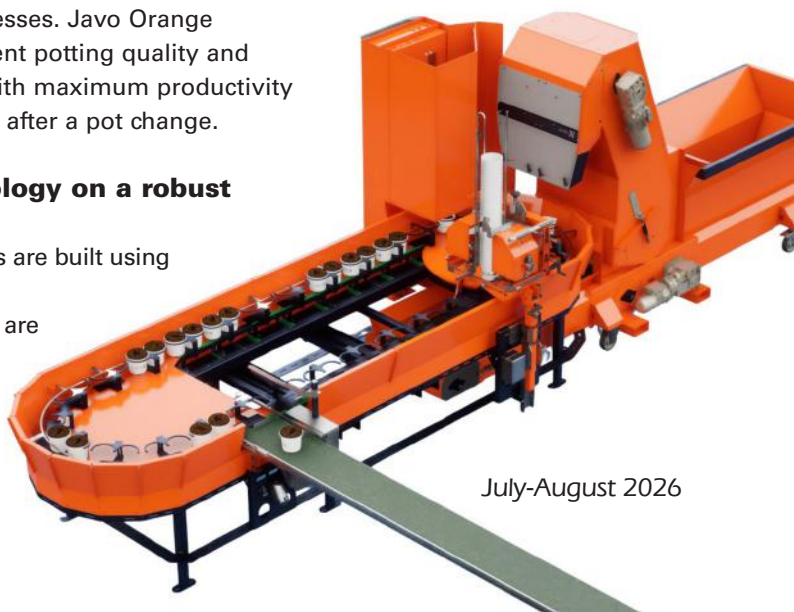
### Smart technology on a robust foundation

All configurations are built using proven industrial components and are equipped with servo drives and

modern control technology. The systems are prepared for remote support and data collection, enabling fast service response and further process optimisation.

### Solutions for round and straight pot lines

Javo Orange offers dedicated configurations for both round and straight pot lines, delivering high capacity and accurate pot positioning. Filling quality remains stable even when processing peat-free and modern substrates, even at higher production speeds.



# IMPROVING SUSTAINABILITY AND LOWERING COSTS IN POTATO TREATMENT

**R**ising operating costs, stricter environmental requirements and the drive for more sustainable production are creating new challenges for the potato industry. At the same time, growers and storage operators are under increasing pressure to reduce the use of liquid crop protection products without compromising treatment quality or process reliability.

Many businesses are therefore

investing in application systems that minimise product use while integrating easily into existing conveying and storage lines. The MAFEX® Potato-system by MANTIS ULV Sprühergeräte from Germany uses Ultra Low Volume (ULV) technology for the precise treatment of potatoes, meeting exactly these requirements.

Using ULV technology, MAFEX® Potato delivers uniform coverage while significantly reducing the volume of liquid

products required. This reduces product consumption, lowers operating costs and helps minimise environmental impact.

The modular MAFEX® system integrates easily into existing conveying and storage processes and when used in combination with a roller table, excess product can be collected for safe disposal or reuse where permitted. A crop flow monitoring system can be added also, to automatically stop application whenever no potatoes are detected, preventing unnecessary product use and further reducing waste. The result is a more economical, safer and more sustainable treatment process.

Discover how MANTIS ULV Sprühergeräte GmbH helps reduce product use in potato treatment at PotatoEurope 2026 – Stand Z-D39.

For more information:

<https://www.mantis-ulv.com/en/crop-protection>



# CASE IH INTRODUCES BALER LINEUP UPDATES FOCUSED ON PRODUCTIVITY, UPTIME AND SMARTER OPERATION

**C**ase IH introduces major Model Year 2027 updates across its baler range, helping farmers and contractors maintain productivity, reduce interruptions and benefit from expanded automation and connectivity.

## **The LB4 and LB6 series: higher throughput, stronger durability and smarter operator control**

For Model Year 2027, the Case IH LB4 and LB6 large square baler ranges receive significant updates designed to help professional operators maximize productivity, maintain bale quality and reduce downtime.

A new Rotor Feeder option expands the LB4 and LB6 offering, giving customers greater choice to match their feeding system to their operation. Designed to deliver a continuous and controlled crop flow, it supports high throughput and reliable performance across varying crop conditions.

Now available with up to

57 knives, the Rotor Cutter version offers enhanced cutting performance and flexibility. Combined with a new lightweight knife drawer, it enables faster access and easier cleaning, while individual knife protection and simple cut-length adjustment help operators adapt quickly to changing conditions.

On top of these updates comes an innovative driveline concept. It combines a hydraulic-controlled slip clutch and on-the-go torque measurement with a real-time load indicator, helping operators maintain optimal working capacity and maximize productivity.

Further technology updates simplify operator control. A new Large Square Baler Automation interface provides improved operator visibility through a single-screen

operating environment.

## **The RB6 series: longer-lasting and consistent baling performance with simpler operation**

The Case IH RB6 round baler series receives updates focused on durability, bale consistency and ease of operation.

A strengthened bale chamber and upgraded core components improve robustness in demanding conditions, helping operators maintain consistent bale quality while reducing long-term maintenance requirements.

Technology enhancements make operation easier across fleets and operator experience levels. An expanded monitor offering and factory-ready Tractor and Baler Automation reduce setup time and simplify operation. The system automatically stops the tractor, wraps and ejects the bale, enabling consistent performance with minimal operator input.



# FROM BARN TO BREAKFAST TABLE: WHY GULF INTEGRATORS ARE TURNING TO LAND-BASED OMEGA-3 NUTRITION

**A**cross the Gulf, leading poultry and dairy integrators are no longer judging feed strategy by output alone. It is now expected to deliver differentiation, resilience, and stronger consumer-facing value. That is why land-based Omega-3 nutrition is gaining traction. It connects what happens in the ration with what ultimately appears at retail: eggs, milk, and meat with stronger functional positioning. In this context, linPRO is being positioned as a practical platform for producers seeking stability, consistency, and value creation across the chain.

For layer operations, the appeal is both nutritional and commercial. linPRO-24 is described as a stabilized, free-flowing Omega-3 ingredient for poultry, produced from land-based ingredients through a patented high-pressure process and offering more than 14 months of shelf stability. Depending on inclusion rate and target outcomes, it can enrich eggs from a

typical 50 mg of Omega-3 per egg to more than 400 mg, giving producers a clear route to premium egg positioning in value-added retail channels.

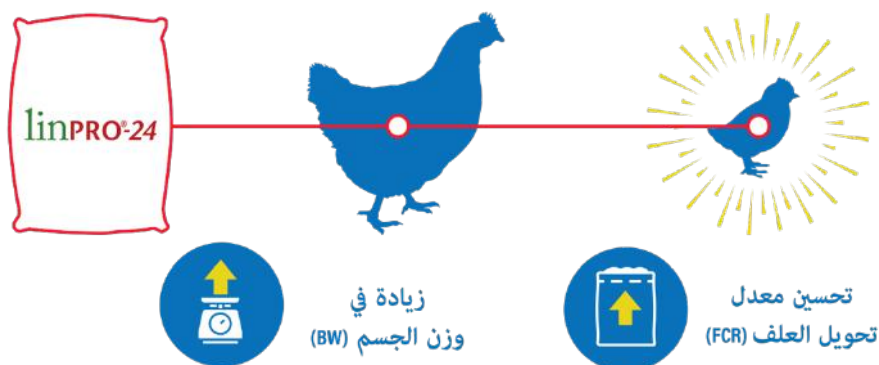
For broiler integrators, the opportunity is equally strategic. Through a prescribed feeding protocol, linPRO-24 can enrich broiler carcasses, increasing meat Omega-3 content by up to six times. In broiler breeder programs, it has also been associated with improved progeny

body weight (BW) and better feed conversion ratio (FCR), reinforcing its value not only as an enrichment tool, but as a contributor to performance.

In dairy, linPRO-R extends that value proposition into rumen-protected Omega-3 feeding. Developed specifically for the rumen environment, it offers 50% to 65% bypass fat and the potential to enrich milk from about 20 mg to more than 80 mg of Omega-3's per serving. Beyond enrichment, supporting studies point to broader production benefits, including improved milk yield, lower somatic cell count (SCC), reduced mastitis, fewer involuntary culls, and stronger reproductive performance.

For Gulf integrators, that makes land-based Omega-3 nutrition more than a feed ingredient story. It becomes a way to align animal nutrition with premium market positioning, operational consistency, and long-term competitiveness. From barn to breakfast table, linPRO is being positioned not simply as an input, but as a strategic advantage in the next generation of value-added food production.

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



# DUAL-PROTECTION: STRONGER IMMUNITY AGAINST ND GVII AND LPAI



Figure 1: Medivac ND G7-AI H9N2

In recent years, poultry producers have faced increasing challenges from infectious diseases that reduce productivity and flock health. Newcastle Disease (ND) and Avian Influenza (AI), particularly Low Pathogenic Avian Influenza (LPAI) H9N2, are major concerns, especially in regions like the Middle East, Asia and Africa due to continuous virus circulation, high stocking density, and environmental stress. Although LPAI H9N2 often causes mild or subclinical signs, it has strong immunosuppressive effects that increase susceptibility to secondary infections, especially ND. Field observations show ND and AI often occur simultaneously. Separate vaccinations increase labor, chicken stress and operational complexity, making simplified and efficient vaccination strategies a critical priority.

To address these challenges, Medivac ND G7-AI H9N2 (Figure 1) has been developed as a practical, dual-protection solution. This inactivated vaccine combines ND virus genotype VII with LPAI H9N2. By delivering protection against two major respiratory threats in a single injection, it supports stronger immune responses while reducing vaccination

workload.

A controlled Specific Pathogen Free (SPF) chickens trial showed that Medivac ND G7-AI H9N2 induces strong, reliable immunity against both ND Genotype VII and LPAI H9N2 (Figure 2). Birds vaccinated at 28 days achieved HI titers well above standard benchmarks just 3 weeks later—HI 29.3 for ND GVII and HI 210.7 for H9N2—confirming robust, genotype-matched dual protection from a single shot.

Medivac ND G7-AI H9N2 offers flexible administration for all poultry sectors. For broilers, a 0.2 mL subcutaneous dose from the first week provides early protection and simplifies vaccination schedule. In layers and breeders, the vaccine ensures stability from the pullet phase into production. Trials in pullets vaccinated at 4 days and 8 weeks resulted in antibody titers above standard levels, ensuring optimal immunity prior to the laying period (Figure 3). Trials in laying period chicken vaccinated at 15 and 36 weeks demonstrated protective antibody titers throughout the production period (Figure 4) - ensuring sustained immunity against ND Genotype VII and LPAI H9N2 from rearing to the end of the laying cycle.



### Antibody Titer Induced by Medivac ND G7-AI H9N2 in SPF Chickens

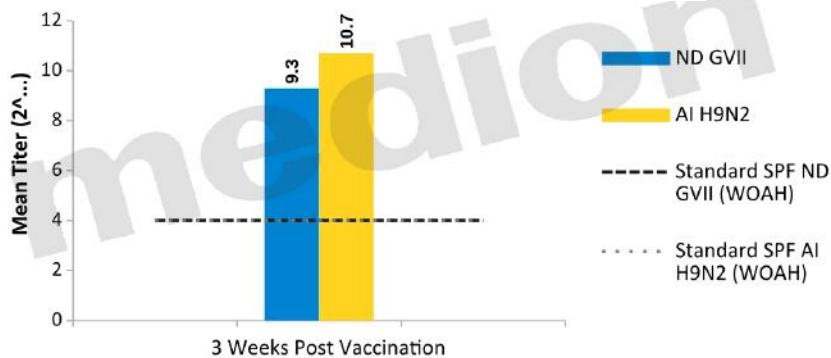


Figure 2: Antibody Responses in SPF Chickens

While vaccination plays a vital role, optimal disease control also depends on strict biosecurity and good farm management practices. Backed by Medion's commitment to innovation and quality, Medivac ND G7-AI H9N2 supports sustainable poultry production under challenging field conditions.

For more information, visit [www.medionfarma.co.id](http://www.medionfarma.co.id)

### Antibody Titer Induced by Medivac ND G7-AI H9N2 in Pullets

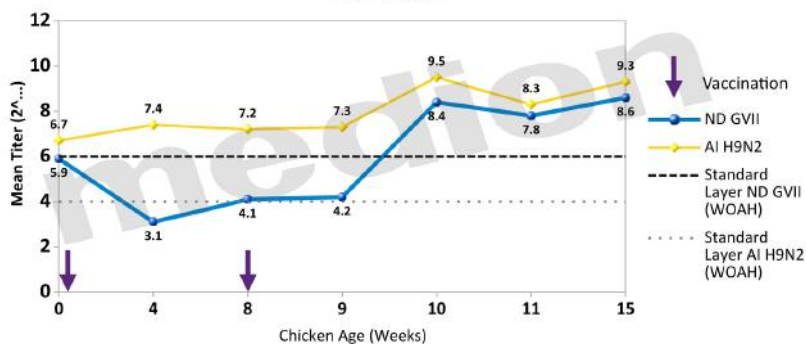


Figure 3: Antibody Responses in Pullets

### Antibody Titer Induced by Medivac ND G7-AI H9N2 in Laying Period

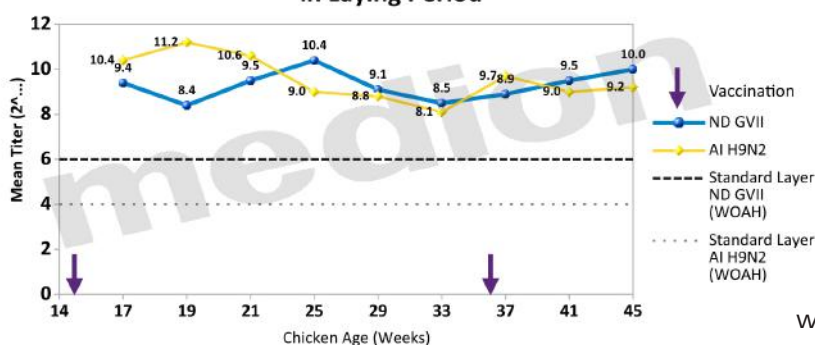
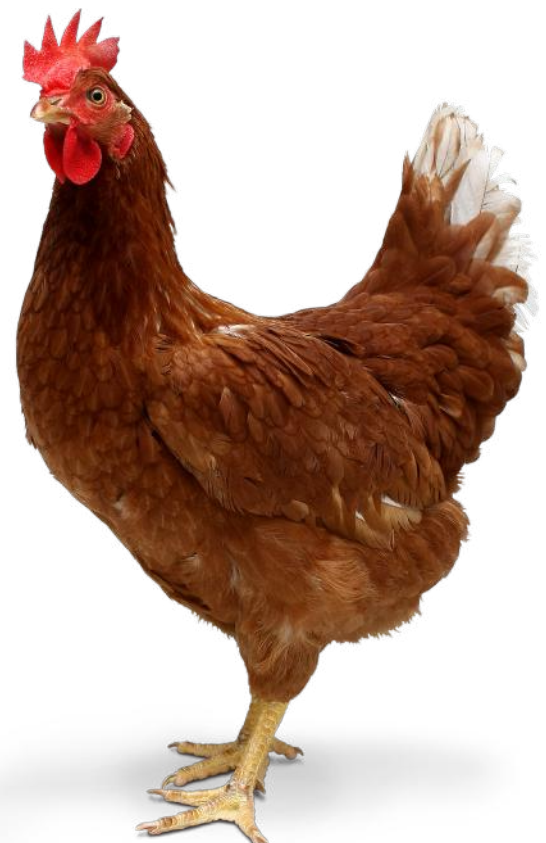


Figure 4: Antibody Responses in Laying Period



# SOUTH AFRICAN FARMERS RECEIVE FIRST CARBON REVENUES FROM GRASSLAND RESTORATION PROJECT

**S**outh African farming communities have received their first carbon revenue payments from TASC's Grassland Restoration and Stewardship in South Africa (GRASS) project, with R2.7 million distributed across 15 participating communities following the sale of the project's first verified carbon

credits.

Developed by TASC in partnership with Meat Naturally Africa, GRASS works with communal livestock farmers across the Eastern Cape and KwaZulu-Natal to restore degraded rangelands through regenerative grazing, improved livestock management, fire

management and community-led land stewardship.

The payments follow the verification and issuance of 266,254 Verified Carbon Units earlier this year, covering the project's first monitoring period across more than 95,000 hectares and approximately 180 communities involving nearly 10,000 communal farmers. These credits were the first anywhere in the world to carry both the Climate, Community and Biodiversity (CCB) label and Verra's VM0042 methodology simultaneously, independently verifying that the project delivers measurable climate, community and biodiversity outcomes.

Unlike many conservation finance models, GRASS is structured so that carbon revenues flow directly to participating communities through their grazing associations. These first



payments provide communities with new income linked directly to restoring and managing their grasslands, while supporting priorities including professional herder salaries, fire management, livestock health interventions and other activities that improve both rangeland condition and agricultural productivity.

The project's revenue-sharing model is designed to increase community benefit over time, with communities expected to receive more than 50% of cumulative net carbon revenue over the first 10 years and 80% by year 20.

The carbon payments add to wider economic benefits already generated through the project. Participating farmers have generated approximately R56.4 million in additional income through improved market access, supported by mobile livestock auctions and wool shearing services.

The project has also invested heavily in local capacity building. Through the Ecoranger programme, hundreds of community members have been trained in regenerative grazing, biodiversity monitoring,



wildfire management and invasive species control, creating a locally rooted network of land stewards responsible for implementing and monitoring restoration activities.

Commenting on the milestone, Shelley Estcourt, CEO of TASC Africa, said: "This first payment demonstrates that high-integrity carbon finance can deliver tangible benefits for those restoring and managing these landscapes. Carbon credits are often discussed in terms of tonnes and markets, but their long-term value depends on creating durable economic opportunities for the people who make these projects

possible. These first payments are only the beginning. GRASS has been designed as a long-term partnership and, as the project grows, carbon revenues are intended to become an increasingly important source of investment in local land stewardship and livelihoods."

Sarah Frazee, founder and CEO of Meat Naturally Africa, added: "Communities are not simply beneficiaries of a conservation project. They are active partners in restoring these landscapes and are now beginning to share directly in the value that restoration creates. This demonstrates that rural development and environmental restoration can reinforce one another when communities have genuine ownership and a meaningful economic stake in the outcomes."

South Africa's communal rangelands support millions of livestock and play a critical role in rural livelihoods, biodiversity conservation and carbon storage. GRASS aims to scale to two million hectares by 2030, with a target of mitigating 14 million tonnes of CO<sub>2</sub>e over the project's first 30 years.

For more information on GRASS visit: <https://tasc.je/2023/03/22/regenerative-grazing-in-south-africa/>



# PHYTOGENIC SUPPORT FOR DAIRY COWS

Infections, heat stress and metabolic pressure can place considerable strain on dairy cows, affecting immune function, udder health and milk yield.

Phytogenic feed additives offer nutritional support through the ration during these demanding periods. Anta®Sync from Dr. Eckel Animal Nutrition combines plant-based bioactive compounds that support processes linked to oxidative stress, immune defence and recovery – as part of a broader strategy for more resilient dairy herds.

Phytogenic feed additives are not antibiotics, vaccines or medicines. They are nutritional solutions based on plant-derived ingredients. Anta®Sync from Dr. Eckel Animal Nutrition contains a carefully formulated blend of bioactive compounds from plants and herbs. It is designed to support cows during periods in which the body has to cope with health-related stress. Its value does not lie in one isolated mechanism. The plant-based components act on several biological processes that are relevant to health, immune defence and performance. This makes phytogenic feed additives particularly interesting in complex stress situations. After a BTV outbreak, the cow is rarely facing only one problem. Several factors often occur at the same time: inflammatory processes in the udder, oxidative stress in the tissue, opportunistic pathogens, a strained energy balance and an immune system that has not yet fully recovered.

Phytogenic feed additives often come into focus only once problems are already visible in the herd. The idea of resilience begins earlier. Herds that receive phytogenic supplementation on an ongoing basis tend to show lower baseline somatic cell counts, more active immune responses and stronger antioxidant reserves. When a new challenge occurs – whether bluetongue, a bacterial infection or the metabolic stress of peak lactation – these cows are better prepared to cope.

This does not mean that every disease event can be prevented. The decisive factor is the starting point. Cows with more stable metabolic and immune status are often better able to withstand pressure, recover more quickly and lose less production. For dairy farmers, this is what matters in daily practice. The aim is not only to respond to individual disease events, but to strengthen the resilience of the herd as a whole.

Anta®Sync can be part of this feeding strategy. Its combination of plant-based bioactive components is designed to support cows nutritionally during demanding periods – during infection, throughout recovery and while building longer-term stability in the herd. Producers who want to support herd resilience should consider feeding, metabolic status and udder health together. Anta®Sync can be integrated into the ration as a phytogenic component, aligned with the farm situation and the herd's periods of stress.

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For more information, visit [www.dr-eckel.de](http://www.dr-eckel.de)

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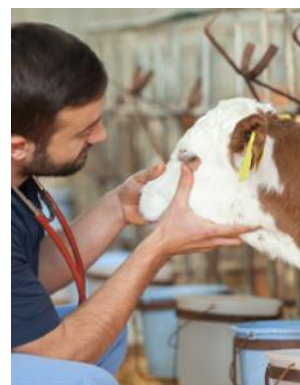
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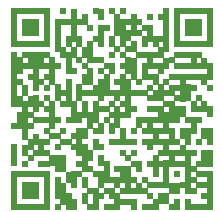
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