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AGRICULTURE

TRADE MAGAZINE

YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

**SPECIAL
EDITION**

Saudi Agriculture 2025



COVER STORY

THE NEW FACE OF LIBYAN AGRICULTURE

AN EXCLUSIVE INTERVIEW WITH: **Ahmed Al-Ghazali** PAGE 20-22
CEO, Al-Fath Agriculture Supplies

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Meet Us At



20-23 OCTOBER 2025
Riyadh, Saudi Arabia



21-23 OCTOBER 2025
Abu Dhabi, UAE



4-6 NOVEMBER 2025
Dubai, UAE



15-17 NOVEMBER 2025
Dubai, UAE



25-27 NOVEMBER 2025
Abu Dhabi, UAE



Before

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18–21 November, Antalya, Türkiye



After

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AL AIN FARMS GROUP AND FOOD TECH VALLEY TO LAUNCH 260,000 SQ.FT. LOGISTICS HUB TO ADVANCE UAE FOOD SECURITY

Al Ain Farms Group (AAFG), the UAE's national food champion, and Food Tech Valley, Dubai's government-backed food innovation center, have signed an agreement to

develop a 260,000 sq.ft. logistics hub in Dubai. The facility will strengthen the UAE's food security, accelerate fresher food distribution, and support the nation's Net Zero 2050 commitments.

Announced at the Future Food Forum 2025, held under the patronage of the Ministry of Economy and Tourism, the facility will enable faster deliveries and increased efficiency, ensuring fresher, higher-quality products. Situated strategically, the center will reduce delivery distances, cut CO₂ emissions by an estimated 2,500 tonnes annually, and lower fleet emissions by up to 35%, aligning with the nation's sustainability & food security commitments.

"This hub is a testament to the power of strong partnerships in the UAE, driving greater

in-country value," said Hassan Safi, Group CEO of Al Ain Farms Group. "By working together with a local UAE company Food Tech Valley, we are not only delivering fresher food to our consumers faster than ever before but also strengthening the local economy and talent. Our collaboration ensures a 33% increase in efficiency across deliveries, while also reducing waste and streamlining delivery. By leveraging the country's expertise and resources, we are building a sustainable, resilient food system that benefits both our community and our partners. Together, we are laying the foundation for future innovation and long-term growth, fully aligned with the UAE's vision for a smarter, greener, and more self-reliant future."



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AL MIYAH CHALLENGE FOR AGRICULTURE ANNOUNCES QUALIFYING TEAMS FOR NEXT STAGE OF COMPETITION TO ADVANCE AGRICULTURAL WATER SOLUTIONS

The Mohamed bin Zayed Water Initiative announced the qualifying teams advancing to the next stage of Al Miyah Challenge for Agriculture, the first in a series of competitions launched under its Al Miyah Challenge program. Selected from a competitive pool of hundreds of international applicants spanning 54 countries, the 21 qualifying teams have proposed promising innovations aimed at reducing water consumption in agriculture while maintaining or increasing crop yields, a critical priority for water-scarce regions.

The qualifying teams form a truly global and diverse cohort,

representing 13 countries across the Middle East, Africa, Asia, Europe, and the Americas. They include startups, established enterprises and research groups, all dedicated to addressing water-related challenges in agriculture. Their approaches span the innovation spectrum, from precision irrigation, greenhouse automation, and AI-driven analytics to biodegradable water-retention materials, microbial enhancers, atmospheric water generation, wastewater reuse, plant biosensors, and water storage infrastructure. Together, these teams' innovations reflect ingenuity and a commitment to producing more with less water.

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THE ARAB AFRICA TRADE BRIDGES (AATB) PROGRAM LAUNCHES WHEAT DEVELOPMENT INITIATIVE IN MAURITANIA WITH ACSAD & ITFC

The Arab Africa Trade Bridges (AATB) Program has launched a strategic initiative in Mauritania to develop national capacity for wheat seed multiplication, enhance agricultural productivity, and fortify the wheat value chain. Implemented in partnership with the Arab Center for the Studies of Arid Zones and Dry

Lands (ACSAD) and the International Islamic Trade Finance Corporation (ITFC), this high-impact project emphasizes The Program's commitment to advancing food security and sustainable development across Arab and African member countries.

The project was formalized through a Memorandum of

Understanding signed in November 2023 and is being executed in partnership and coordination with Mauritania's Ministry of Agriculture and Food Sovereignty. It leverages ACSAD's technical expertise and The Program's financial support to reduce Mauritania's dependence on wheat imports by increasing the availability of high-yield, locally produced wheat seeds.

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NEW ZEALAND BUSINESSES SIGN NEW PARTNERSHIPS, INVESTMENTS, IN KINGDOM OF SAUDI ARABIA

New Zealand businesses as part of an official Government delegation have announced significant new investments, partnerships and business expansions in the Kingdom of Saudi Arabia, a sign of the growing political, trade and economic relationship between the two countries.

In Riyadh, four New Zealand companies announced new deals, agreements or increased presence in the Kingdom in sectors including advanced animal management systems, high-quality food supply, and creative sector partnerships.

The announcements were made at the New Zealand Trade Delegation Partnership event held at the New Zealand Official Residence in Riyadh on 15 September, during an official Government business delegation visit of 21 companies to promote and strengthen trade opportunities between the two countries.

The delegation was led by the country's Minister for Agriculture, Trade and Investment, Hon Todd McClay, on his fourth visit to the Kingdom.

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Fork lifting large tree in GrowinBag™



Crane lifting large tree in GrowinBag™

IFAT SAUDI ARABIA GEARS UP FOR STRONG DEBUT IN RIYADH, UNLOCKING \$112 BILLION PRIVATE INVESTMENT OPPORTUNITIES IN WATER AND WASTE INFRASTRUCTURE

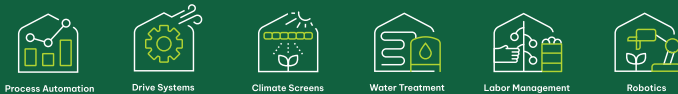
Saudi Arabia's capital is set to become the hub for environmental innovation as IFAT Saudi Arabia makes its debut from 26 - 28 January 2026 at the Riyadh Front Exhibition & Conference Center. The event, organized by dmg events and licensed by Messe München, with the National Center for Waste Management (MWAN) as the Founding and Strategic Partner, will be the Kingdom's most comprehensive exhibition dedicated to waste, water and environmental technologies, combining international expertise with national ambition.

With private investment opportunities worth over \$112

billion in the Kingdom's waste management and over \$80 billion towards to development of key water projects, the event arrives at a crucial time, offering international solution providers a direct channel to engage with a rapidly growing, sustainability-driven market (Source: National Center for Waste Management (MWAN); Dr. Abdulaziz Al Shaibani's speech at the UN 2023 Water Conference in New York). Saudi Arabia is actively reshaping its water sector in line with the UN Sustainable Development Goals to preserve water resources, expand sanitation coverage to over 95% by 2030 and ensure universal access to

clean water. (Source: World Health Organization).

As part of the internationally renowned IFAT brand, which hosts 11 successful trade fairs across seven countries, this inaugural edition in Saudi Arabia reflects the country's growing influence in the sustainability space worldwide. The event aligns closely with the nation's Vision 2030 and Net Zero 2060 goals, as well as an aggressive transition towards a circular economy. MWAN's involvement as a Founding and Strategic Partner underscores its national importance and regulatory relevance.



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FEATURE

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DSM-FIRMENICH OPENS NEW ANIMAL NUTRITION & HEALTH PLANT IN JADCHERLA, INDIA

dsm-firmenich Animal Nutrition & Health (ANH) inaugurated a new feed additive plant in Jadcherla, Hyderabad, India. The strategic investment aligns with the Government's "Make in India" initiative and strengthens ANH's market leading position and growth strategy in India and the Asia-Pacific region.

The new facility features a manufacturing line for the world's leading solutions in Mycotoxin Risk Management and a new warehouse, covering an area of 11,200 square meters. The new state-of-the-art feed additive plant is equipped with advanced Bühler technology and adheres to the highest international standards in quality, safety and environment. It is built adjacent to ANH's Jadcherla Premix Plant,

which has been operating since 2018. Together, the two facilities form an integrated "Super Site," enabling greater efficiency and faster service for customers.

Local manufacturing of Mycofix® Secure and Mycofix® Shield helps Indian farmers and feed producers in tackling increasingly complex mycotoxin challenges arising from climate change and improper harvesting conditions. Mycofix® solutions protect animal health and food safety by deactivating a broad spectrum of mycotoxins that contaminate farm animal feed.

Lu Yuan, Vice President Greater APAC, Animal Nutrition & Health dsm-firmenich, commented: "This new plant is a strategic milestone for ANH in Greater APAC — our first feed additive plant in India, and a powerful

step forward in serving our customers with speed, efficiency, and innovation. By producing Mycofix® locally in India, we enhance our ability to serve customers across the Asia-Pacific region, supporting our growth strategy and meeting growing demand. This is our vision in action: customer at the heart, sustainability in our DNA, and leading through innovation for the future of animal farming."

"This new plant brings us closer to our customers and strategic partners in India. We are very proud to serve our customers with feed additives made in India that meet the highest international standards in quality and safety," said Puneet Pokhriyal, Director OU West, Animal Nutrition & Health dsm-firmenich.



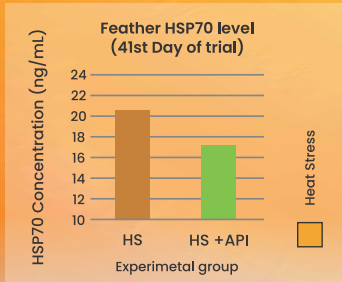
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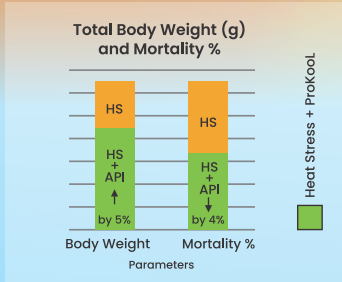






Feather HSP70 level (41st Day of trial)

Experimental group	HSP70 Concentration (ng/mL)
HS	~20
HS + API	~17



Total Body Weight (g) and Mortality %

Parameters	HS	HS + API
Body Weight	Baseline	↑ by 5%
Mortality %	Baseline	↓ by 4%



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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 structure

for vegetable seedling trays with a high-water retention capacity

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

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



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

Peat moss potting substrate for horticultural production

Of German origin

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

Of Baltic origin

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

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

Potting mixtures for perennials and plants in nursery containers.

Of German origin

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

Of Baltic origin:

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

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

Mixtures suitable for organic farming of German origin:

Seedling / transplanting

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

Potting / Container

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

Peat mixture for the cultivation of small fruits:

Strawberries and raspberries

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

perlite for medium coarse potting, pots 8-13 cm

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

Blueberries

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

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- **Florabalt® 10-20 mm:** medium-sieved Baltic blond peat for medium-sized and pot substrate
- **Florabalt® 10-30 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot
- **Florabalt® 20-40 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot

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THE LARGEST VETERINARY COMMUNITY GATHERING IN THE MIDDLE EAST & AFRICA SET TO ELEVATE VETERINARY CARE & ANIMAL HEALTH

The Middle East, Africa Veterinary Congress (MEAVC) is set to make a highly anticipated return with its second edition from October 17–19, 2025, at the renowned Jafza One Convention Centre in Dubai. Following the success of its inaugural event in 2022, MEAVC 2025 to be held in the UAE promises to be an unparalleled gathering for the veterinary community across the region and beyond.

As the largest congress and exhibition of its kind in the Middle East and Africa, MEAVC 2025 will bring together leading veterinary professionals, industry innovators, and academic experts under one roof to advance the field of veterinary medicine and education.

The congress is dedicated to promoting high-quality continuous professional development accessible to all

veterinarians worldwide. For the first time in the Middle East, MEAVC 2025 will feature Continuing Professional Development (CPD) accreditation by global leaders including the American Association of Veterinary State Boards (RACE), Germany's Akademie für Tierärztliche Fortbildung (ATF), and the Veterinary Continuous Education in Europe (VetCEE).

Dr. Margit Gabriele Muller, President of MEAVC 2025, commented: "It is incredibly exciting to return to Dubai and the UAE for the second edition of MEAVC, building on the momentum and success of our inaugural event in 2022. MEAVC 2025 is more than just a congress, it is a movement to elevate veterinary medicine across the Middle East and Africa. By uniting leading minds, global innovations, and CPD-accredited education under one roof, we are empowering veterinarians to deliver world-class care and to shape the future of animal health."



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With a new, natural product rich in capsaicinoids, polyphenols, and flavonoids, Evonik helps the dairy industry address two major challenges: nutrient deficiency in early lactation and heat stress. BoruCare® Capsin has been developed in cooperation with Heidi Botanicals, a French specialist in plant-based products for livestock. It will be commercially available in Europe from Q4 2025.

"BoruCare® Capsin expands and complements our solutions for ruminants", says Dr. Marion Hax, head of the Specialty Nutrition product line of Evonik Animal Nutrition. "With capsaicinoids as the main active compound in addition to polyphenols and flavonoids, it has multiple positive effects on the nutritional status, nutrient efficiency, and milk yield of dairy cows, particularly in stressful phases."

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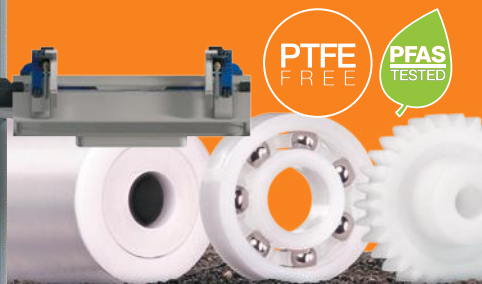
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igus® motion plastics® are innovative components for motion that require no lubrication or maintenance. They include solutions such as ball bearings, energy chains, and gantry systems. In vertical farming applications – for instance, in roller tables or automated rack handling – they offer reliable performance thanks to their high resistance to dust and dirt, excellent corrosion protection, and exceptional durability.

*www.igus.eu/guarantee

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/vertical-farming



REGISTRATION OPEN FOR DAIRY INDUSTRIES EXPO 2025

The Dairy Industries Expo 2025, the UK's leading event dedicated to dairy processing, packaging, and food safety solutions, is set to return to NAEC Stoneleigh on 29-30 October 2025. This essential two-day trade exhibition brings together key players from across the dairy supply chain, offering unparalleled access to cutting-edge technologies, expert insights, and networking opportunities.

As the only event of its kind in the UK focused exclusively on the dairy sector, Dairy Industries Expo 2025 will welcome exhibitors

showcasing the latest advancements in processing equipment, automation, packaging innovation, quality control, hygiene, and food safety technologies all under one roof.

The show is proudly organised by Dairy Industries International, the industry's longest-running and most trusted media brand, providing deep sector knowledge and unmatched industry connections. With editorial and digital coverage before, during, and after the event, this year's expo is set to deliver even greater value to

both exhibitors and visitors.

"Participating in the Dairy Industries Expo was a rewarding experience for CEM Corporation. As innovators in moisture, fat, and protein analysis, the event provided the perfect platform to engage with decision-makers across the dairy industry. The Expo was well-organised, with strong footfall and high-quality attendees who were genuinely interested in technology that improves product quality and processing efficiency. We've already seen new business opportunities emerge from the connections made".

SIGNIFY AND GRODAN RESEARCH TRIAL CONFIRMS LOW-ENERGY TOMATO CULTIVATION IS ACHIEVABLE WITH HOLISTIC APPROACH

Recent research by Signify, Grodan and its partners Ridder, Normec Groen Agro Control, Wireless Value, Ammerlaan and BASF demonstrates that low-energy tomato production can be achieved without compromising yield or quality, provided a holistic cultivation approach is applied. The second year of the trial delivered:

- A yield of 18.24 kg/m², a Brix value of 9.32, and an average fruit size of 12.20 g.
- Lower gas consumption through reduced reliance on the rail pipe heating system.
- An additional 2% reduction in electricity costs by dynamically controlling LED lighting, switching off less energy-efficient colors when possible.
- Precise control over the leaf area index (LAI) through the use of low-nitrate feeding.
- Improved nutrient uptake and higher Brix levels thanks to optimized feed recipes with adjusted ratios of potassium (K), magnesium (Mg), and calcium (Ca).
- Exceptionally stable greenhouse

climate conditions enabled by an advanced dehumidification system, resulting in consistent crop growth and development.

Building on strong first-year results, year two aimed to reduce heat input while improving yield, stability, and fruit quality. Two areas were focused on: lighting and climate control, and irrigation and nutrient management. For lighting and climate, less efficient LED colors were dimmed when unnecessary, boosting energy efficiency, while advanced thermal screens reduced energy use yet maintained stable conditions. In irrigation and nutrients, dehumidification helped balance growth and leaf area during the LED-lit winter, while refined watering and nutrient strategies preserved both

fruit size and quality.

These results confirm that low-energy cultivation is not only technically feasible but also offers a clear pathway to reducing energy costs and greenhouse gas consumption, while maintaining product quality and yield. By combining dynamic lighting strategies, refined nutrient management, and advanced climate control, growers are equipped with practical tools to meet both sustainability and profitability goals.



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November 2025

Dubai Exhibition Centre DEC, Dubai, UAE

A big showcase organized into
6 exhibition macro-sectors:

- Landscape architecture and urban furniture
- Nurseries
- Pots and outdoor furniture
- Machinery Greenhouses
- Flowers and Decoration and Irrigation
- Technique and Services



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ORFFA AND SEA FOREST JOIN FORCES TO COMBAT METHANE EMISSION IN DAIRY AND BEEF INDUSTRIES

Orffa and Sea Forest announce an exclusive long-term distribution partnership, which includes distribution of the SEAFEED™ range of products in the European Union and other selected countries worldwide. Sea Forest's SEAFEED™ supplement addresses one of the most significant challenges of our time: fighting climate change through the abatement of methane emissions via animal nutrition.

The SEAFEED™ range of products is designed to combat methane emissions in ruminants. By harnessing and recreating the power of the red seaweed *Asparagopsis*, the SEAFEED™ range of products is effective in reducing methane emissions to the highest extent, outshining

currently available alternatives. These products can be applied in dairy, beef, and small ruminant (sheep, goat) rations, either through premix and compound feed manufacture or directly on farm. The goal is to have widespread implementation to support the ruminant industry on its current path to a more sustainable future. Sea Forest has developed a unique process technology to ensure a standardized and consistent product that enables pragmatic application.

"We are thrilled to welcome Orffa as a partner," said Sam Elsom, CEO of Sea Forest. "Our deep understanding of the bioactives found in *Asparagopsis* has global impact and addresses

an urgent worldwide need to reduce methane emissions. Connecting with Orffa allows Sea Forest to reach out to industry partners and stakeholders across the European continent."

Arno van der Aa, Director of Marketing & Innovation of Orffa, comments: "Orffa has always been an innovative player in the animal feed industry, recognizing future industry needs. As methane reduction initiatives are receiving more interest, this is the moment to explore market entrance. We have already worked for years on this topic, and based on our findings, we believe that together with Sea Forest we can bring a unique and highly effective solution to market that can fill a growing need."

SPACE 2025: THE WORLD'S LEADING ANIMAL FARMING EXHIBITION BREAKS ALL RECORDS

SPACE 2025 took place from Tuesday 16 September to Thursday 18 September at the Rennes Exhibition Centre. This 39th edition broke all previous records, welcoming 1,230 exhibitors from 40 countries and 102,528 visitors, including 14,011 international attendees from 125 countries — an 11% increase from

the previous year. Wednesday alone saw 45,781 visitors, the highest attendance in the Show's history.

The diversity of countries represented by the 125 visitor nations also set a new record. Organisers felt the strong enthusiasm for the event as early as exhibitor registration, when they

were sometimes unable to accommodate requests for larger spaces or additional booths in some halls.

These three days were a tremendous success, giving the animal farming sectors of Western France the chance to fully showcase their strength in a truly global setting, which was echoed by the participation from many international delegations.

Many political figures attended SPACE, highlighting the show's

major role in the industry. Annie Genevard, Minister of Agriculture and Food Sovereignty, officially opened the Show and met with industry leaders and farmers. For the first time, an African Minister took part in the opening ceremony: Mabouba Diagne, Senegalese Minister of Agriculture, Food Sovereignty and Livestock. SPACE also hosted a delegation from the National Assembly's Economic Affairs Committee, led by its President, Aurélie Trouvé. Loïc Chesnais Girard, President of the Brittany Region, and Arnaud Lécuyer, Vice-President in charge of Agriculture, hosted a round table on the future of the CAP, and announced support measures for young farmers and suckler farms. Nathalie Appéré, Mayor of Rennes and President of Rennes Metropolis, was also able to meet with the various stakeholders present at SPACE during her dedicated visit.



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POWERING LIBYA'S GREEN RENAISSANCE: HOW AL-FATH AGRICULTURAL COMPANY IS POWERING THE NATION'S FIELDS WITH VALLEY PIVOTS & NEW HOLLAND TRACTORS

**Ahmed
Abdulrehim
Al-Ghazali**

CEO
Al-Fath Agriculture Supplies
Libya



In the heart of Libya's agricultural transformation, Al-Fath Agricultural Supplies Company stands as a symbol of progress, resilience, and modern innovation. As the nation advances its development and food security goals, Al-Fath has taken a leading role in delivering state-of-the-art irrigation solutions. With over 35 years of continuous operation, the company has been providing advanced mechanization technologies that are redefining Libya's farmlands and driving sustainable growth across the agricultural sector.

Guided by the national vision for agricultural development — championed by the Deputy General Commander of the Libyan Arab Armed Forces, Brigadier General Saddam Haftar — Libya is witnessing a transformation of its arable landscape. Under his direction, major initiatives are underway to reclaim desert lands, cultivate vast olive groves, and modernize agricultural production through advanced irrigation and mechanization systems.

Founded by Eng. Abdulrehim Al-Ghazali, Al-Fath Agricultural Company serves as the exclusive distributor for Valley-Valmont irrigation systems and New Holland agricultural machinery across

Libya. The company has become synonymous with high-quality agricultural engineering — from installing hundreds of pivot irrigation systems to supplying reliable tractors and implements for Libya's strategic and private sector farming initiatives.

Under the visionary leadership of Mr. Ahmed Abdulrehim Al-Ghazali, the company's Chairman and CEO, Al-Fath has spearheaded projects that align with Libya's long-term development framework, Vision Libya 2030. His forward-thinking approach has made Al-Fath a trusted partner to both the National Development Agency (NDA), The Ministry of Agriculture and the Great Man Made River supporting projects that aim to reclaim desert lands and transform them into productive agricultural zones.

Among the company's landmark achievements are its contributions to large-scale olive grove developments, strategic wheat and barley farms, and the deployment of Valley-Valmont pivot irrigation systems in multiple provinces — ensuring efficient water use, higher yields, and sustainable production across the country. Each installation represents not only advanced technology but also Al-Fath's deep commitment to building a

"Our objective is not just to sell equipment — it is to empower Libyan farmers with the tools and technologies that guarantee long-term productivity and sustainability. Every pivot and tractor we deliver is a contribution to Libya's food security"- Ahmed Abdulrehim Al-Ghazali



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self-sufficient agricultural economy for Libya.

Speaking about the company's mission in an interview with M. Matt, Editor of Gulf Agriculture Magazine, the Middle East's highest-circulating agricultural publication, Mr. Al-Ghazali noted: "Our objective is not just to sell equipment — it is to empower Libyan farmers with the tools and technologies that guarantee long-term productivity and sustainability. Every pivot and tractor we deliver is a

contribution to Libya's food security."

Beyond technology, Al-Fath's operations also prioritize local employment and skills transfer, providing training for farmers and technicians on irrigation management, mechanized planting, and crop optimization. This hands-on capacity building ensures that Libya's next generation of agricultural workers can maintain and expand upon the infrastructure now being laid down.

Today, Al-Fath Agricultural Company is widely recognized as one of Libya's leading agricultural development partners, connecting world-class brands like Valmont and New Holland with the country's ambitious agricultural agenda. As Libya continues to rebuild and modernize, Al-Fath remains at the forefront of the movement — a company deeply rooted in its land, yet looking firmly to the future.

For more information, visit www.alfath-ly.com





SAUDI AGRICULTURE 2025: PIONEERING SUSTAINABLE GROWTH IN THE KINGDOM'S AGRICULTURAL SECTOR

The 42nd edition of Saudi Agriculture, the Middle East's premier B2B event for agriculture, food, aquaculture, packaging, and agro-industry, is set to take place from October 20 to 23, 2025, at the Riyadh International Convention & Exhibition Centre. This year's exhibition is poised to be the largest in its history, featuring over 420 exhibitors from more than 40 countries and attracting an estimated 27,000 visitors.

Under the patronage of the Ministry of Environment, Water, and Agriculture, Saudi Agriculture 2025 will showcase cutting-edge

technologies and solutions, highlighting innovations in farming, poultry, aquaculture, food processing and packaging, and agro-organic food sectors. The event aims to foster collaboration among entrepreneurs, industry professionals, decision-makers, and suppliers, providing a platform to expand businesses in the heart of the Middle East's most prominent and fastest-growing market.

A key highlight of the exhibition is the "Future of Agriculture International Summit," which will feature distinguished speakers such as

Dr. James Morgan, Dr. Schmitt, Dr. Ing. Martino Celeghini, and Mr. Jorge, who will share insights on agricultural technologies and food security.

Saudi Agriculture 2025 is not only a showcase of technological advancements but also a testament to Saudi Arabia's commitment to achieving food security and sustainable agricultural development, aligning with the nation's Vision 2030 goals.

For more information or to register to visit, please visit <https://saudi-agriculture.com/>



SHAPING THE FUTURE OF INDIAN POULTRY SECTOR



17TH POULTRY INDIA EXPO - 2025 POWERING GLOBAL POULTRY INNOVATION FROM SOUTH ASIA

As South Asia's biggest poultry event, the Poultry India Expo, organized annually by the Indian Poultry Equipment Manufacturers' Association (IPEMA), has become synonymous with innovation, collaboration, and industry growth. With its 17th edition scheduled for 25–28 November 2025 at HITEX Exhibition Centre, Hyderabad, India, the expo promises to be bigger and more impactful than ever before.

India's Poultry Industry – A Global Powerhouse

India today stands as the 2nd largest producer of eggs (142.77 billion in 2023–24) and among the top 4 producers of broiler meat globally, growing annually at 8–10% in chicken meat and 6–8% in eggs. Poultry is not only a thriving ₹1.35 lakh crore industry but also a pillar of food and nutritional security, offering affordable protein to millions and combating malnutrition. Beyond food, the sector drives rural employment and inclusive growth, empowering small farmers,

women, and rural youth through contract farming and backyard poultry. With rising incomes, urbanization, and strong private and government support, the industry continues to be a cornerstone of India's economic and social development.

To sustain this rapid growth and ensure the industry's global competitiveness, it is vital to bring the entire poultry community together on one platform. This is where IPEMA has been playing a pivotal role—through its flagship event, the Poultry India Expo, with the theme 'One Nation One Expo'. The 'Poultry India expo' Over the years, has transformed into South Asia's biggest poultry exhibition and a truly global forum. It addresses every need of the sector, from innovation and policy dialogue to networking and knowledge-sharing. By creating opportunities for farmers, breeders, integrators, researchers, and entrepreneurs

to connect and collaborate, the expo has been instrumental in positioning India as a global poultry powerhouse. It is not just an exhibition but a platform that drives growth, solves sectoral challenges, and amplifies India's global impact.

The Resounding Success of the 16th Edition of Poultry India Expo – 2024

- The 16th Poultry India Expo 2024 (27–29 November) reinforced India's standing as a global poultry leader.
- Over 40,000 visitors and 400+ exhibitors from 50+ countries participated.
- The event was graced by eminent dignitaries including Dr. O.P. Chaudhary (Joint Secretary, DAHD), Shri Sabyasachi Ghosh, IAS (Special Chief Secretary, Government of Telangana), and Shri Indra Sena Reddy Nallu (Governor of Tripura), alongside leading industry stalwarts.

- Knowledge Day (26 November) drew 1,500+ delegates with 7+ global experts addressing crucial themes on industry growth, disease management, and sectoral challenges.

- Innovations in feed, animal health, automation, and sustainable practices were unveiled, while policymakers and scientists discussed feed cost volatility, disease control, and supply chain resilience.

This success laid the groundwork for an even larger and more influential 17th edition.

A Year of Engagements & Achievements by IPEMA – 2025 Highlights

In 2025, IPEMA has been actively shaping the poultry discourse across India and globally through strategic engagements, advocacy, and innovation. The year began with a strong showcase at the 11th Kolkata International Poultry Fair (February 11–14, 2025), inaugurated by Shri Swapan Debnath and Dr. Jeetendra Verma, where the YEP! team presented future-focused poultry solutions. Later, at the Conference on Livestock & Poultry Development in NE India (February 27–28, 2025), IPEMA President Uday Singh Bayas engaged policymakers and industry leaders to drive growth in the North-East region.

Subsequent months saw IPEMA's robust national and international presence: at the IB Group Conclave in Raipur with 6,000+ participants; forging partnerships with CII Telangana; supporting World Veterinary Day with 145 thesis awards; and representing India at global platforms such as the IEIA Open Seminar, VIV Asia 2025 (Bangkok), and Poultry Summit 2025 (Chandigarh). Poultry India also won the Top Industry Catalyst Award at the Exhibition Excellence Awards 2025.

Further, it strengthened policy

and education advocacy through a Vice-Chancellors' Conclave on Veterinary Education in Pune, backed the National AMR Stewardship Drive in Bengaluru, and inaugurated the Cull Bird Single Window Facility in Hyderabad. In August, the association contributed ₹2.5 crores to CIPA for poultry promotion, supported major conclaves in Kolkata and Hyderabad, and launched the EduVisionary 2025 initiative.

These engagements reflect IPEMA's role as a catalyst for policy dialogue, global networking, innovation, and farmer empowerment. More importantly, beyond organizing the flagship Poultry India Expo, IPEMA continues to play a pivotal role in uniting every aspect of the poultry value chain under one platform—from farmers and scientists to entrepreneurs and policymakers—ensuring holistic growth and a stronger global presence for India's poultry industry.

What to Expect at Poultry India Expo 2025

The 17th edition is set to surpass all previous benchmarks:

- 500+ exhibitors from 50+ countries
- 60,000+ visitors expected
- 35,000 sq. meters of exhibition space across 7 modern halls

Exhibition Highlights

Breakthroughs in breeding, hatchery automation, feed milling, housing, veterinary products, and egg-farming solutions. Solutions for challenges like raw material volatility, sustainability, and disease management, with participation from global brands, innovators, and startups.

Knowledge Day – 25th November 2025

A full-day technical seminar at

Novotel, Hyderabad, focusing on emerging diseases, sustainable feed, manure management, automation, and poultry career development.

Networking & Trade

Unmatched B2B opportunities, product launches, collaborations, and investment platforms. Visa and travel assistance for international delegates.

Venue – HITEX Exhibition Centre, Hyderabad

A world-class venue across 70 acres with 7 halls, state-of-the-art infrastructure, and seamless domestic and international connectivity.

A Message from IPEMA

"India's poultry industry is on a remarkable growth trajectory. Building on the overwhelming success of the 16th edition, we are setting even higher benchmarks this year. I warmly invite poultry farmers, breeders, veterinarians, researchers, and global stakeholders to join us at the 17th Poultry India Expo 2025 in Hyderabad. Together, we will shape the future of India's poultry sector and establish our country as a global poultry powerhouse." – Mr. Uday Singh Bayas, President, IPEMA / Poultry India.

Be Part of the Future

Whether you are a poultry farmer, breeder, feed manufacturer, integrator, veterinarian, entrepreneur, student, or policymaker, the Poultry India Expo 2025 is your platform to network, learn, and lead in the global poultry ecosystem. International delegates can also reach out to the organizing team for visa and travel assistance, ensuring smooth participation and hassle-free arrangements

For more information, visit
www.poultryindia.co.in



Dubai to host the region's premier green industry event

MYPLANT & GARDEN MIDDLE EAST 2025: CATALYSING THE GULF'S GREEN TRANSFORMATION

Dubai is set to become the Gulf's premier hub for ornamental horticulture, landscaping, and sustainable urban design with the launch of Myplant & Garden Middle East 2025. Scheduled for 15-17 November at the Dubai Exhibition Centre, Expo City, the event marks the region's first international B2B trade fair dedicated to floriculture, landscaping, and green innovation. It will showcase climate-smart solutions, biodiversity integration, and resilient urban landscapes, fully aligned with the UAE 2030 Green Agenda and the nation's vision for sustainable urban development.

Under the patronage of the UAE Ministry of Environment, the Embassy of Italy in the UAE, ITA Dubai, and the Ministry of Enterprises and Made in Italy, the fair bridges Italian horticultural expertise with the UAE's ambitious sustainability objectives. This high-level institutional support underscores the strategic

alignment of international innovation with the Gulf's green development priorities.

The exhibition brings together the full horticultural ecosystem, including nurseries and propagation materials, mechanization and irrigation technologies, hardscape and outdoor furnishings, floristry and decorative solutions, landscape consultancy, and green space maintenance. Exhibitors gain access to the Gulf's rapidly growing real estate, hospitality, and tourism sectors, while investors and developers can explore innovative solutions with measurable ROI for large-scale urban and commercial projects.

The fair's programme features conferences, roundtables, and technical workshops led by global and regional experts in climate-smart landscaping, sustainable AgriTech, xeriscaping, and next-generation urban green design. Flagship sessions include the Italy-UAE AgriTech Partnership Forum, The Flower of Sanremo, and panels

featuring Prof. Francesco Ferrini, Dr. Daniele Massa, Leonardo Capitanio, and Jens Bödeker. The opening session, "Planting the Future," will

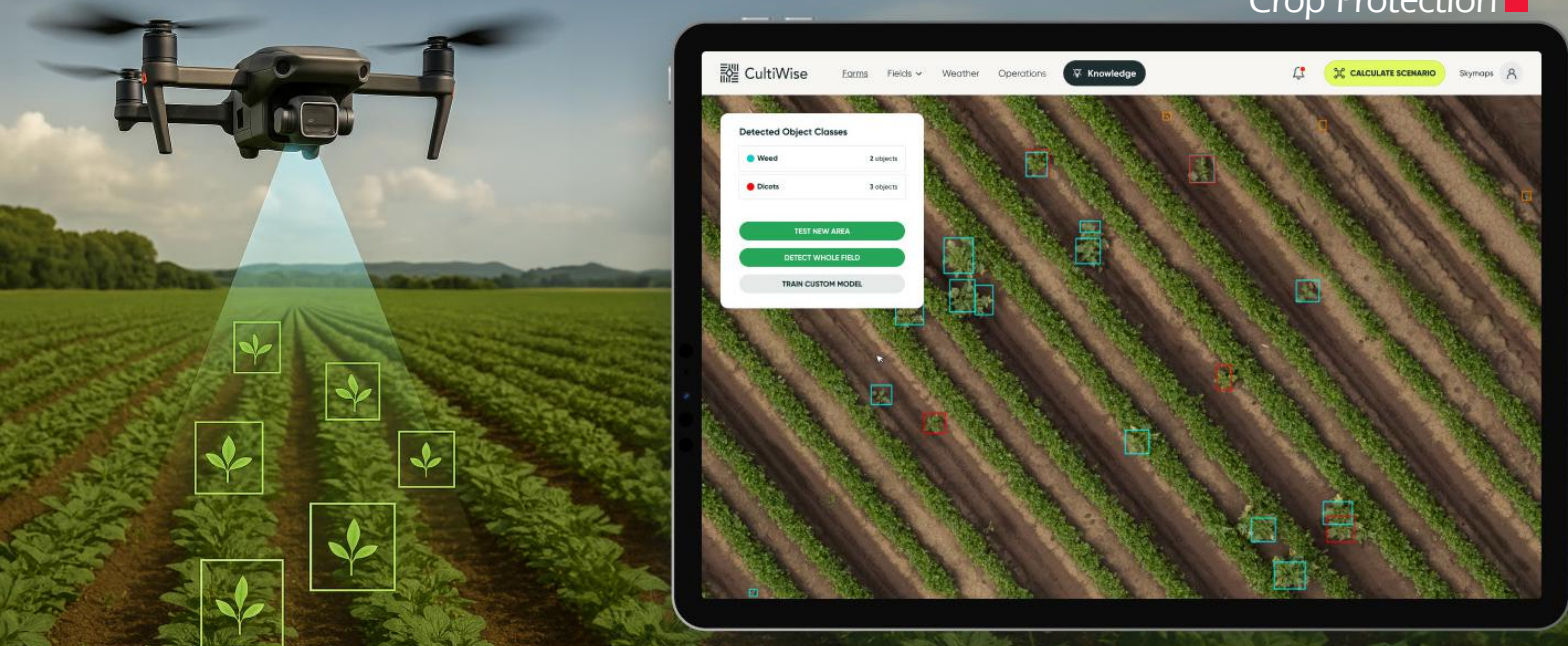
highlight strategies for integrating resilient landscapes and nature-based solutions into urban planning.

Organised by the Italian Exhibition Group (IEG) in partnership with V Group, Myplant & Garden Middle East 2025 is more than a trade exhibition—it is a catalyst for innovation, knowledge exchange, and strategic business growth, shaping greener, resilient, and future-ready urban landscapes across the Gulf.

Opening Ceremony Highlights

The ceremony, themed "Planting the Future: Bridging Landscapes for a New Narrative of Nature," will welcome distinguished global and regional leaders, including:

- Andreas Kipar, World Economic Forum & Green City Italia
- HE Minister of Climate Change and Environment, UAE
- Maurizio Ermeti, President, IEG Group
- Corrado Peraboni, CEO, IEG Group
- Antonio Tajani, Deputy Prime Minister & Italian Minister of Foreign Affairs
- Lorenzo Fanara, Ambassador of Italy to the UAE
- Matteo Zoppas, President, ITA – Italian Trade Agency
- Mirco Carloni, President, XIII Commission (Agriculture), Italian Parliament
- Representatives from Liguria & Piemonte Regions
- HE Marwan Ahmed Bin Ghalita, Director General, Dubai Municipality
- Senior representatives of Dubai Executive Council & Terra Expo City Dubai



CULTIWISE: NEW AI LETS FARMERS TRAIN WEED RECOGNITION IN REAL TIME

Czech startup Skymaps has launched Zoneye, an AI model that allows farmers to train the system to recognize weeds unique to their region. Trained to recognize 37 common weed species, Zoneye pinpoints their exact location in the field using drone images. Integrated into the company's Cultivise prescription-map platform, the tool enables growers to cut input costs by up to 50 percent while boosting yields by up to 20 percent.

Trained on millions of drone-captured images of crops and weeds, Zoneye can identify,

within minutes, all common weeds such as thistle, mayweed and ragweed among major crops including corn, winter wheat, soybean, sugar beet, sunflower, rapeseed, potatoes, and onions. Farmers upload their own drone images to the cloud-based software, which delivers results in minutes.

How Zoneye works in practice

Farmers capture field images using drones with RGB cameras —flying at heights of 40 to 120 meters, depending on weed size—and upload them to the Cultivise platform. The system processes images through a proprietary AI model trained on millions of drone photos.

Within minutes, Cultivise generates precise prescription maps detailing the location, density, and species of weeds, enabling the farmer to decide the exact amount of herbicide required for each area. These maps are exported directly to machinery terminals, guiding sprayers to apply herbicides only

to weed-infested areas.

"In regions with unusual conditions, like Australia with its red soils, farmers can upload sample drone images of problem areas in real time to Cultivise. The system quickly adapts to the local conditions, allowing what we call a 'field-specific adjustment,'" says Cziria.

"Local conditions vary, every farmer's field is different. Now we have put the power in the farmers' hands so they can train the system for their specific requirements."

Known as spot-spraying and variable rate application, this precise crop protection method relies on prescription maps to accurately distribute herbicide. Equipment from companies like Agrifac, Amazone, Horsch, and John Deere uses these maps to target crops effectively.

Many farmers already own sprayers capable of spot application but often lack the tools and expertise to detect weeds and generate prescription maps.

For more information, visit
www.cultivise.com

Zoneye will be presented at Agritechnica 2025, Nov. 9-15 in Germany at the Cultivise stand H35 in hall 9.



AVEMOY BRINGS AI TO TOMATO PRODUCTION – SALES LAUNCH OF HORTISCAN ANNOUNCED FOR FALL 2025

The Carinthian AgriTech startup avemoy, a spin-off of the University of Klagenfurt (AAU), is revolutionizing the greenhouse industry with its new AI solution Hortiscan. The modular plug-and-play system enables fully automatic monitoring and analysis of tomato crops for the first time – from harvest forecasting to pest detection.

The heart of the system is an autonomous drone that captures a sensor stream of the plants at regular intervals. This is converted by avemoy's AI models into actionable information such as pruning control, harvest timing, or pest infestation – all available via a smart dashboard on smartphone or laptop. This way, avemoy relieves the scarce personnel resources of its customers and elevates

process reliability to a new level.

Successful pilot project with Frutura

"With Hortiscan, we enable data-driven and reliable production in greenhouses – worldwide," explains CEO Michael Gruber. The potential is enormous: Around 250,000 hectares of tomato greenhouse area exist worldwide, with annual growth. The technology was presented for the first time at GreenTech in Amsterdam in June 2025. Sales launch will take place in late fall.

The first market-ready function was developed together with partner and pilot customer Frutura, a subsidiary of DOL Group, in the Thermal-Gemüsewelt in Blumau. "As a pilot partner from the very beginning, we have intensively accompanied the development

of Hortiscan in the ThermalGemüsewelt. The system convinces through impressive practical relevance – a direct answer to the needs of our gardeners – mature technological standards as well as the committed, diverse team behind it. For us, avemoy is a fundamental pillar on the path to digital and resource-saving



September-October 2025

agriculture. Therefore, we invest not only from an economic perspective, but out of full conviction in our common future," says Katrin Hohensinner-Häupl, Managing Director of Frutura and DOL Group.

"Hortiscan is a system from practice for practice," Gruber continues. The application requires no technical prior knowledge: set up, activate – done. All updates, flight plans, and evaluations are fully automatic. A well-thought-out drone exchange system guarantees uninterrupted operation.

Continued close collaboration with AAU

avemoy is a spin-off of the University of Klagenfurt and before founding, the FFG funding: Fellowship was awarded to a Carinthian project for the first time. Even after founding, collaboration with the university remains active. One of the great successes from this collaboration is the ongoing research project (consortium: AAU - CNS (Control of Networked Systems), avemoy and Frutura) TOMAiTO, which is extensively supported by FFG - AIM funding.

Capital for scaling secured

To accelerate growth, avemoy was able to complete a first financing round in early summer 2025. The Carinthian investors CVF (Carinthian Venture Fonds), StartInvest, and the Lakeside Technology Foundation participate as shareholders.

DOL Group, as pilot partner from the first hour, has meanwhile also become an investor. "As lead investor, we are pleased to have accompanied the successful seven-figure financing round of the deep-tech startup avemoy. The company, a promising spin-off of the University of Klagenfurt, has already received significant funding – including the FFG Fellowship as well as AWS Pre-Seed DeepTech funding – which convinced us alongside the multidisciplinary team and innovative technology. With StartInvest GmbH, Lakeside Technologie Privatstiftung, and DOL Group, we have strong partners at our side to jointly support this innovative company on its further growth path. It is a particular concern of ours to support innovative companies from the Carinthian ecosystem with risk capital and thus sustainably strengthen the location

for technology-oriented startups and academic spin-offs. Avemoy impressively shows how ambitious founders from Carinthia tackle global challenges – with focus on technology and entrepreneurial spirit. We are pleased to be part of this success story," says René Ratz, Investment Manager of the Carinthian Venture Fonds.

"These partnerships give us the opportunity to develop new functions faster and drive the global rollout – first in Europe, soon also in North America – with full force," says Gruber. International expansion starts in 2026 with the first subsidiary in the Netherlands. The headquarters and development remain permanently in Klagenfurt, where expansion to 25 employees is planned by 2027.

For more information, visit
www.avemoy.com



September-October 2025



www.gulfagriculture.com | Gulf Agriculture 29

Feeding the world sustainably is one of the greatest challenges of our time. With a growing global population and limited natural resources, the horticultural sector plays a vital role in securing healthy, affordable, and high-quality food and flowers. Greenhouse production offers a way forward: controlled environments where growers can optimize conditions, increase yields, and reduce the pressure on land, water, and energy.

At Ridder, we believe smart, controlled environments are the key to sustainable, efficient, and scalable food and flower production. For more than 70 years, we have partnered with growers, builders, and technology providers to design solutions that help horticulture thrive. Our integrated portfolio of greenhouse

technologies—ranging from climate computers to drive systems, climate screens, water solutions, labor management, and robotics—gives growers the tools to meet today's challenges and prepare for tomorrow's opportunities.

Tailored for Protected Horticulture

Every greenhouse, crop, and region is different. That is why Ridder develops technologies specifically for protected horticulture. Our systems are designed to work seamlessly together—climate, irrigation, energy, and labor management integrated into one reliable framework. This ensures growers can achieve the optimal balance for their crops, whether producing vegetables, fruits, ornamentals, or flowers.

From modular climate computers that put real-time insights at your fingertips to energy-saving climate screens and precision water solutions, Ridder empowers growers to create the right environment for every stage of growth.

Precision and Reliability at the Core

Consistency is everything in horticulture. A few degrees too hot, a few drops too much water, or unexpected downtime can affect yields and profitability. Ridder's technologies are built on precision and reliability. Our systems deliver the stability growers need, whether for ventilation, screening, irrigation, or fertigation.

That reliability translates directly into predictable growth, higher yields, and cost-efficient operations. Farmers and growers worldwide depend on Ridder to keep their greenhouses performing at the highest level, season after season.

Scalable and Future-Proof Solutions

Horticulture is evolving rapidly. Operations that once covered a

SMART GREENHOUSE TECHNOLOGIES FOR EFFICIENT AND SCALABLE FOOD AND FLOWER PRODUCTION



single greenhouse are now expanding into multi-hectare facilities. Automation, data, and artificial intelligence are reshaping how growers make decisions and manage resources.

Ridder's modular systems grow with your business. Whether you operate a single poly greenhouse or a high-tech glass facility, our technologies are designed to scale. They adapt to your crop strategy and integrate seamlessly with other systems, keeping your operation ready for the challenges of tomorrow.

Global Support, Local Understanding

Horticulture is a global industry, but every region has unique conditions and challenges. With Ridder's worldwide presence and strong dealer network, growers benefit from global expertise combined with local service and understanding.

From the Netherlands to North America, Asia, and beyond, our teams and partners support growers with installation, training, and ongoing service. Decades of international experience ensure that we can adapt our solutions to diverse climates, cultural practices, and market needs.

Helping Growers Do More with Less

Efficiency is essential for sustainable growth. Ridder helps growers produce more with fewer inputs—saving energy, conserving water, optimizing labor, and reducing costs.

- **Climate:** Maintain the best possible conditions to maximize yields.
- **Energy:** Minimize consumption through smart climate screens and automation.
- **Water:** Apply precise irrigation and fertigation for healthy crops and resource efficiency.
- **Labor:** Streamline workforce management to improve productivity and control costs.
- **Data & AI:** Turn greenhouse information into actionable insights for better decisions.
- **Process Automation:** Integrate climate, irrigation, and energy processes for efficiency and consistency.



A Complete Portfolio of Smart Technologies

Ridder's portfolio covers every essential aspect of modern greenhouse operations:

- **Drive Systems:** Automate vents, screens, and other moving parts for accurate climate control and reliable daily operations.
- **Climate Screens:** Regulate temperature, light, and humidity while saving energy and improving crop quality.
- **Labor Management:** Simplify planning, registration, and analysis to improve productivity and reduce costs.
- **Water Treatment:** Deliver clean, balanced irrigation water for healthier crops and compliance with environmental standards.
- **Robotics:** Automate repetitive tasks like harvesting and transport, reducing dependency on labor and ensuring consistency.

Together, these technologies create an ecosystem that helps growers control every process in their greenhouse with confidence.

Innovation Powered by Collaboration

At Ridder, we know no grower succeeds alone. That is why we place collaboration at the heart of everything we do. By working closely with growers, installers, research institutes, and technology partners, we continuously develop new innovations that solve real challenges. Our mission is to provide open and connected solutions that empower growers to integrate different systems, share knowledge, and scale their

operations sustainably. This approach ensures that investments in technology deliver long-term value, while maintaining flexibility for the future.

Towards a Sustainable Future for Horticulture

The challenges facing growers—climate change, rising energy costs, water scarcity, and labor shortages—are not going away. But they can be met with smart, controlled environments that make food and flower production more resilient, efficient, and profitable. Ridder is committed to supporting this transition. With our technologies, growers can improve efficiency, reduce their environmental footprint, and increase yields—all while building a future-proof business.

Growing Together

We believe the future of horticulture depends on collective action. Together with growers worldwide, Ridder is shaping a resilient sector that can sustainably feed and delight people across the globe.

From automation to climate control, from labor management to robotics, our solutions are designed to empower every grower's unique journey. By combining innovation with collaboration, we create opportunities for growth today and for generations to come.

Together, we connect for growth—building a sustainable, efficient, and scalable horticultural future.

For more information, visit
www.ridder.com

OUT OF THIS WORLD: QUEENSLAND LEADS THE WAY IN SPACE AGRICULTURE

Associate Professor Cheryl McCarthy from the UniSQ Centre for Agricultural Engineering – pictured at the Medicinal Harvest facility outside of Toowoomba – is leading a project to test plant health in space using her machine vision technology.

It may seem like science fiction, but Australian researchers in Queensland are preparing to launch an ‘out of this world’ idea to grow plants in space. The University of Southern Queensland’s (UniSQ) iLAUNCH Trailblazer initiative is showcasing this new technology, as a demonstration of sustainable plant-based food production in space.

As long-term space flights become a reality, space crops are anticipated to be a crucial food source for these missions, with the potential for significant commercial applications here on Earth.

The science behind space crops

Working with international companies Axiom Space and Yuri Gravity, as well as Australian agricultural business Medicinal Harvest, UniSQ will lead the development and testing of an autonomous plant health monitoring solution.

Using the latest machine vision techniques, the team will test plants in a specially designed,

flight-certified growth chamber, which will be used in a space mission to monitor stresses on edible greens, namely lettuce. The aim is to provide a scalable, automated solution for both space-based food production and terrestrial farming systems, with significant commercial opportunities.

The technology utilises an AI algorithm developed by Associate Professor Cheryl McCarthy from the UniSQ Centre for Agricultural Engineering to detect early signs of plant stress using regular camera footage, well before they become visible to the naked eye or with traditional methods.

“This technology allows us to monitor plants in space conditions and optimise plant health remotely, which is a vital step toward sustainable food systems beyond Earth,” Professor John Bell, Deputy Vice-Chancellor of Research and Innovation at UniSQ said.

Queensland’s global moment
Showcasing this technology to

the world, representatives from UniSQ were part of a delegation of Queensland universities, training providers and institutions that engaged in high-level meetings in Taiwan and Japan, culminating in a major showcase in July at World Expo 2025 in Osaka.

Led by Queensland’s Minister for Finance, Trade, Employment and Training, Ros Bates, the visit aligns with the new Queensland-Japan Trade and Investment Strategy 2025–2028, which outlines practical steps to grow collaboration in education, research and commercialisation, matching Queensland’s strengths with Japan’s future needs.

The trade mission highlighted that Queensland is open for business.

“We’re taking Queensland’s best to the world and bringing new opportunities home. This is a government that backs industry, builds trust and delivers results,” Minister Bates said.

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HUMIC SUBSTANCES FOR SOIL STABILIZATION AND NUTRIENT MANAGEMENT IN GULF AGRICULTURE, HUMINTECH GMBH

Author: **Dr. Merve Kaye**
Humintech Marketing

The Gulf's sandy, calcareous soils face severe challenges—low organic matter, poor nutrient retention, high salinity, and limited water-holding capacity. These conditions accelerate soil degradation and threaten long-term productivity. Humic substances, derived from high-quality leonardite, offer proven solutions to restore soil health and strengthen agricultural resilience.

With decades of proven success across the Middle East, Humintech has built strong partnerships and delivered measurable improvements in crop yield, soil quality, and water-use efficiency. This deep regional experience forms the foundation for introducing a new generation of solutions tailored to the Gulf's unique agricultural conditions.

How Humic Substances Improve Soil

Humic acids enhance Cation Exchange Capacity, allowing soils to retain essential nutrients such as potassium, calcium, and magnesium. They also buffer pH, improving micronutrient availability in calcareous soils, and bind excess sodium, reducing salinity stress. This improves soil structure, boosts potassium uptake, and helps plants tolerate drought, heat, and salinity.

Water Retention and Soil Stability

In sandy soils, water drains quickly from the root zone. Humic acids improve

aggregation and porosity, increasing water-holding capacity and reducing nutrient leaching. Stronger soil structure prevents wind erosion and moderates root-zone temperatures—critical in the Gulf's hot, arid conditions. These improvements enhance water-use efficiency and lower production costs.

Leonardite: Building Long-Term Humus

Stable humus is essential for lasting soil fertility. It forms when organic carbon binds to clay particles, resisting decomposition for decades. Leonardite—rich in humic and fulvic acids—is a highly effective source of stable

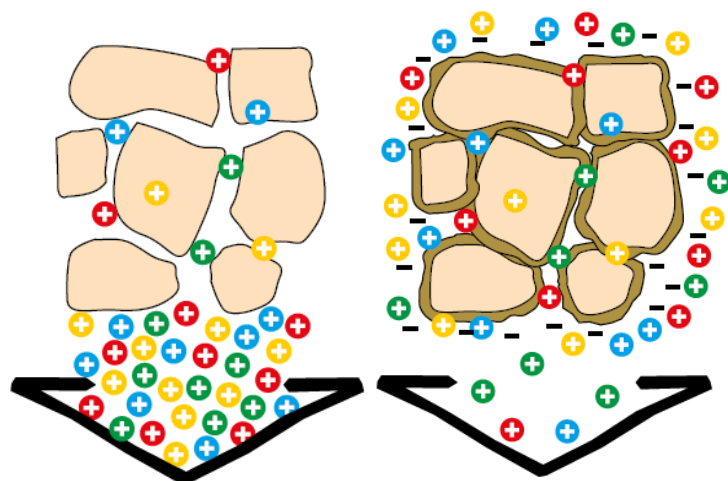
"With decades of proven success across the Middle East, Humintech has built strong partnerships and delivered measurable improvements in crop yield, soil quality, and water-use efficiency. This deep regional experience forms the foundation for introducing a new generation of solutions tailored to the Gulf's unique agricultural conditions".

Sandy soils without humic substance



Greening with PERLHUMUS®





This figure demonstrates that humic acids not only increase nutrient retention but also fundamentally improve both the physical and chemical properties of sandy soils.

humus, far more concentrated and enduring than manure or compost. Continuous application is necessary to maintain optimal humus levels, as intensive farming can cause annual losses of up to 1 tonne per hectare.

Humintech's SMART Concept

Humintech's SMART framework supports 11 UN Sustainable Development Goals, focusing on:

- Sustainable: Long-term productivity and social impact
- Multifunctional: Enhancing resilience, water efficiency, and biodiversity
- Areal: Adaptable to diverse regions and farming systems
- Regenerative: Supporting microbiome health and ecosystem recovery
- Technology-Advanced: Precision farming and digital integration

MICROSENSE®: Next-Generation Biostimulants

Under SMART, MICROSENSE® products address key crop stages and challenges:

- Swift: Enhances

photosynthesis and stress tolerance

- Bloom: Supports flowering and fruit set
- Ca & B: Corrects calcium and boron deficiencies
- Root: Stimulates root growth and early germination
- Prime: Improves nutrient uptake and overall plant resilience

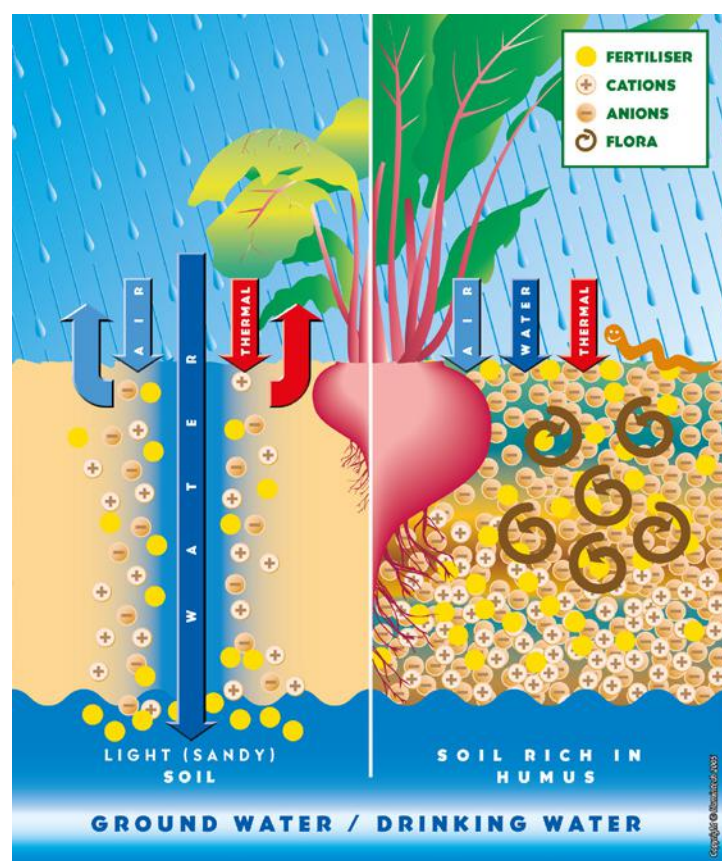
Dr. Yasser Dergham, Humintech's Technical and Sales Manager, expressed his enthusiasm: "This range is a science-based response to farmers' real challenges, offering advanced, field-ready solutions. I am confident it will deliver results quickly and I am fully committed to supporting its adoption across the Gulf and beyond."

Proven Field Results

In Egypt, POWHUMUS® increased potato yields up to 33% and boosted the share of marketable tubers up to 40%. For instance, in Jordan's Badia, humic acid applications might support restoration.

Soil as a Climate Solution

Soils store up to three times more carbon than the



This figure highlights how humus-rich soils outperform light sandy soils in retaining water, holding nutrients, and sustaining microbial activity—key factors for Gulf agriculture.

atmosphere. One tonne of humus captures up to 1.8 tonnes of CO₂, making humus-building a powerful climate action strategy. The Gulf region has a unique opportunity to link soil health improvements with carbon sequestration initiatives.

Conclusion

In water-scarce, heat-stressed Gulf agriculture, humus is more than a soil amendment—it is a strategic resource. By enhancing soil fertility, water retention, and climate resilience, humic substances represent a high-impact, future-proof investment for sustainable agriculture in the region.

For more information, visit
www.humintech.com



Mr. Mohamed Khalifa Bin Thaleth
Al-Nakhli Sector Operation Manager

For residents of the UAE seeking a healthy crop that can thrive in backyard spaces under the desert sun, asparagus might be the ideal plant. This versatile vegetable, renowned worldwide for its culinary uses and rich nutritional value, has proven successful in the challenging climates of the Middle East, providing a sustainable source of greens and vitamins to homes in the UAE.

Asparagus: A Versatile and Nutrient-Rich Vegetable

Asparagus is a perennial flowering plant known for its edible young shoots and is used in various culinary and medicinal applications. Asparagus (*Asparagus officinalis* L.) is exceptionally well-suited to desert vegetable gardening, where it can withstand intense heat and minimal rainfall. Asparagus plants adapt well



A DESERT HARVEST: GROWING ASPARAGUS IN THE BACKYARDS OF UAE HOMES

*By: Mohamed Khalifa Bin Thaleth, Al-Nakhli Sector Operation Manager
George Mathew, Farm Manager Al Marmoum*

to the UAE's arid environment with careful irrigation and simple mulching. "We have been growing asparagus for several years in Dubai's desert conditions and have found it to be a resilient crop with low susceptibility to pests and diseases. Unlike other

delicate vegetables, asparagus can survive summer highs and will continue to produce tender, flavourful shoots for many years once established," says Mohamed Khalifa Bin Thaleth, Al-Nakhli Sector Operation Manager.

Asparagus Plant



Types of Asparagus

The Genus Asparagus is quite diverse, containing approximately 300 species within the family Asparagaceae. Many are ornamental or wild species. Asparagus officinalis is the most widely cultivated species. Some others are medicinal and garden plants.

Asparagus plants are dioecious, meaning they have separate male and female plants. Generally, the male plants produce longer, thicker spears and are often preferred for cultivation, while female plants are distinguished by their smaller size and red berry-like seeds. Asparagus varieties are typically categorised by spear colour, each with unique culinary qualities.

- **Green Asparagus:** The most common variety; Green asparagus gets its colour from chlorophyll, which forms as a result of photosynthesis. It is known for its tender texture and is widely available, and is ideal for various dishes. Popular varieties include 'Millennium,' which adapts well to different soil types, and 'Mary Washington,' favoured in North America for its long, uniform spears.

- **Purple Asparagus:** Characterised by its sweetness, purple asparagus owes its colour to anthocyanins, an antioxidant compound that offers many health benefits. However, purple asparagus often loses its colour when cooked, so it's best to consume, either by quick grilling or blanched to preserve its vibrant hue. 'Purple Passion' is a well-known variety for salads due to its tenderness.

- **White Asparagus:** White asparagus is grown in the dark to prevent chlorophyll formation, resulting in its unique colour. Despite its pale appearance, its flavour is very similar to green

asparagus. White asparagus can be produced by mounding soil or using black polythene covers to block sunlight. Any green asparagus variety can be grown this way to yield white shoots.

Nutritional Benefits of Asparagus

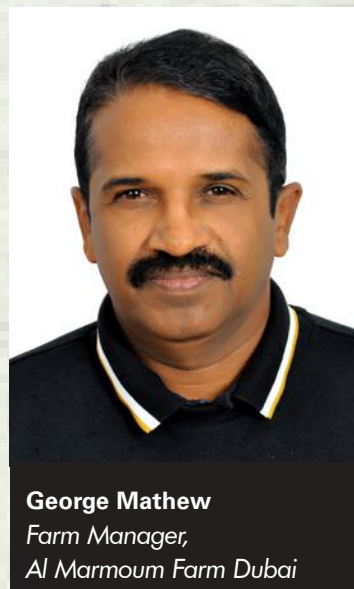
Asparagus is valued not only for its flavour but also for its impressive nutrient profile. Rich in vitamins and minerals, it offers essential nutrients like folate, vitamin K, vitamin C, potassium, and chromium. It's also high in fibre, promoting healthy digestion and helping to regulate blood sugar levels. Additionally, asparagus contains antioxidants, which protect cells from damage, and its natural diuretic properties can support kidney health.

Culinary Uses

From its ancient origins to modern-day kitchens, asparagus remains a culinary favourite. It can be enjoyed raw, steamed, grilled, or roasted, adding a distinct flavour and texture to soups, salads, pasta, and stir-fries. Often served as a side dish, asparagus pairs well with grilled meats, fish, or poultry. To preserve its tenderness and nutritional value, quick cooking methods like blanching or grilling are ideal.

Historical Significance

The history of asparagus spans over two millennia, with its origins often traced to the Eastern Mediterranean. Archaeological evidence suggests that ancient Egyptians cultivated asparagus for both culinary and medicinal purposes. Romans were particularly fond of it, developing preservation techniques to enjoy asparagus year-round. During the middle



George Mathew
Farm Manager,
Al Marmoum Farm Dubai

ages, monasteries played a key role in propagating asparagus across Europe. European settlers introduced it to North America in the 17th century, where it gradually gained popularity.

China leads the global asparagus production, contributing nearly 90% of the world's supply, followed by countries like Peru, Thailand, Mexico, Germany, and the United States. In the Gulf Cooperation Council (GCC) region, including the UAE, asparagus is imported from Thailand and Peru, with prices in Dubai's Al Aweer market ranging from AED 60 to 100 per kg based on size and freshness.

Asparagus Cultivation in the UAE

Though asparagus is not a major commercial crop in the UAE, there have been successful cultivation trials in open fields, showcasing its potential for local agriculture. Since 2018, Al Marmoum Farm has been successfully growing asparagus in open fields, demonstrating promising results.

While asparagus can tolerate high summer temperatures if adequately irrigated, it yields best during the cooler winter

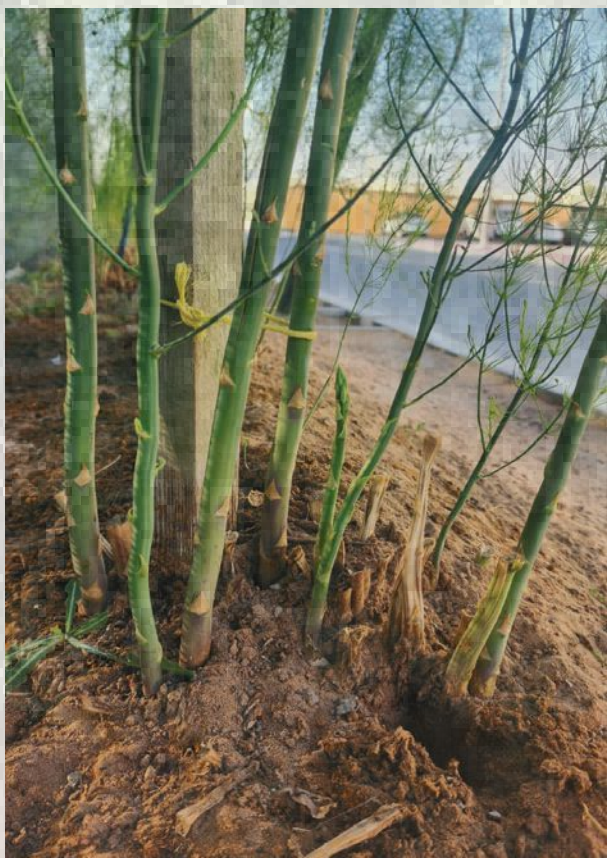
months. As a salt-tolerant crop, asparagus could offer UAE farmers an additional income stream, especially under advanced agricultural practices like drip irrigation.

Cultivation Requirements and Growing Guide

For those interested in growing asparagus, here is a comprehensive guide to get started:

How to get Planting material:

a) Seed: Mature berries can be collected from mature *Asparagus officinalis* female plants during the summer season. Each red berry contains 4-5 seeds. Small black seeds can be easily squeezed and dried under shade for further propagation. If you cannot find such seeds, you can purchase seeds from seed stores or through online websites. Sow the seeds in seed trays or small pots filled with potting mix and water regularly in sufficient amounts. The best season to germinate the seeds is September – October in the UAE. Within 2 to 3 months, plants will be ready for planting.



"Asparagus (*Asparagus officinalis* L.) is exceptionally well-suited to desert vegetable gardening, where it can withstand intense heat and minimal rainfall. Asparagus plants adapt well to the UAE's arid environment with careful irrigation and simple mulching."

b) Asparagus rhizomes:

Rhizomes are the underground stems of the plant. They are part of the plant's root system for storing food and producing edible shoots, also known as spears. These rhizomes are compact stems attached to fleshy storage roots, which help the plant survive and thrive for many years. You can carefully separate rhizomes with sprouts from a mother plant during the winter months and use them for planting.

- **Sunlight:** Asparagus requires full sunlight for at least 8-10 hours daily. Shady areas are not suitable for this crop, and it does not perform well in greenhouses.

- **Soil:** The crop thrives in deep, well-drained, fertile soils with a pH between 6.5 and 7.5. For sandy soils, adding organic matter like compost or manure can enhance soil structure and fertility. Well-drained soil, rich in organic matter, is essential for healthy rhizome development and overall plant health.

- **Irrigation:** Regular watering is essential to maintain the moisture level in the soil; drip irrigation is recommended to deliver water directly to the root zone, minimising loss through evaporation. Irrigation water quality standards are also applicable to this crop.

- **Planting:** In the UAE, the ideal planting season is October-November. Seeds can be sown in seed trays and then transplanted into the field once the plants are large enough. Plant at a spacing of 30 x 30 cm for optimal growth. Side-dress with compost or rotted manure periodically to replenish the nutrients.

- **Weed Management and Mulching:** Keeping the area around asparagus plants weed-free is crucial to reduce competition for nutrients. Mulching helps retain soil moisture, suppress weeds, and stabilise soil temperature.

- **Fertilisation:** Proper fertilisation is important, especially during stress periods. Adding soil conditioners and organic matter enhances soil structure and water retention capacity.

- **Pest and Disease Control:** Asparagus is relatively resistant to pests and diseases, but occasional infestations of mealybugs or issues like basal stem rot may occur. Organic control measures can be used when needed.

Harvesting and Long-Term Maintenance

Asparagus is a long-term crop investment. In the first year, it is best to let the spears grow without harvesting to establish a strong root system. In the years that follow, harvesting can start as soon as the spears are 6 to 8 inches tall and pencil-thick. Cut the spears slightly below the soil's surface using a sharp knife.

Once established, asparagus plants can produce a consistent yield every growing season for many years, producing harvestable spears. Farmers and enthusiasts can have a plentiful and nourishing harvest for many years to come by following these recommendations.

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

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

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

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

More specifically, our latest creations are the Remote-Controlled machines, TMU40 and RMU40 – these machines are capable of working on slopes up to 55°, making it suitable for operating in areas that are difficult to access with conventional machines and, therefore, guaranteeing safety to the operator, while combining a low environmental impact, as they are predisposed for the utilization of biodegradable oils.

The innovative strength of the TMU40 is in the fact that it

combines practicality and comfort: it is the only remote-controlled machine with double driving options, since the operator can either work on board or by using the radio controller.

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

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

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

*For more information, visit
www.c4meccanica.it*



PREMIUM PALMS, SUPERIOR ROOTS: A MODERN GROWING SOLUTION WITH GROWINBAG™

In the world of landscape design and large-scale greening projects, palms play a vital role in bringing elegance, shade, and tropical flair to any setting. From the stately **Sylvester Palm** (*Phoenix sylvestris*) to the graceful **Adonidia** (Christmas Palm), the versatile **Pygmy Date Palm** (*Phoenix roebelenii*), and the timeless **True Date Palm** (*Phoenix dactylifera*), these iconic species have long been prized for their aesthetic value and resilience.

But behind the beauty of a well-grown palm lies the foundation of its health: a strong, well-structured root system. At GrowinBag™, we've designed a solution that meets the needs of palm growers and landscapers alike a high-performance root management system that works in harmony with nature.

What Makes GrowinBag™ Different?

Our top-quality prime virgin materials encourage natural air root pruning. As roots reach the edges of the breathable bag, they are air-pruned stimulating dense, fibrous growth and preventing root circling. This process results in:

- **Stronger root architecture**
- **Faster transplant establishment**
- **Healthier, more uniform trees**
- **Improved nutrient uptake and water efficiency**





These benefits are particularly critical when cultivating palms, which are often sensitive to transplant stress. GrowinBag ensures the root ball remains intact, reducing shock and improving survivability across all species.

One Solution, Multiple Palms

In recent seasons, leading growers have successfully cultivated a wide variety of palms in GrowinBags™, including:

- **Sylvester Palms:** Known for their symmetrical shape and silver-green fronds.
- **Date Palms:** A symbol of heritage and value, especially in Middle Eastern landscapes.
- **Adonidia Palms:** Compact, ornamental, and popular for residential projects.

- **Pygmy Date Palms:** Ideal for smaller spaces and mixed planting designs.

Each of these palms has demonstrated exceptional health, root performance, and growth uniformity when raised in our bags from young liners to mature specimens.

For Nurseries, Landscapers, and Developers

GrowinBag™ isn't just a container it's a professional growing system. It minimizes transplant failure, and produces plants that are ready to perform in the field. Whether you're managing a large palm nursery or specifying palms for luxury developments, our bags provide consistency, efficiency, and results.

www.growinbag.com.au

AGRICULTURAL ROBOTICS: POWERING THE FUTURE OF SMART AND SUSTAINABLE FARMING

Robotics is transforming agriculture, driving unprecedented efficiency, productivity, and sustainability in farming worldwide. As food demand surges, automation is crucial for future-ready farms. The following blog explores how robotics shapes agriculture, its diverse applications, advantages, challenges, and the future landscape all sourced from the latest industry references.

Robotics Meets Agriculture

Modern agriculture faces mounting challenges, including labour shortages, rising input costs, shrinking farmland, and critical environmental pressures. Robotics, combined with AI and digitalization, offers innovative solutions. Farm robots, or "agribots," automate essential tasks from planting to harvesting, livestock management, and crop health monitoring, revolutionizing traditional mechanization. According to DataM Intelligence report, the global robotics in agriculture market reached us\$ 15.78 billion in 2024 and is expected to reach us\$ 84.19 billion by 2032, growing at a cagr of 23.28% during the forecast period 2025-2032.

How Robots Drive Smart Farming

Robots in agriculture embody precision, accuracy, and continuous productivity. Their integration boosts farming efficiency and enables the sector to scale operations in response to global food demands and workforce challenges.

Key Applications of Robotics in Farming

Robotic technologies address wide-

ranging agricultural needs:

- **Planting and Seeding:** Robots automate sowing, ensuring consistency in depth and spacing, leading to healthier crops and optimized yields.
- **Harvesting:** Equipped with sensors and AI, harvest robots pick ripe produce with minimal damage, maintaining crop quality from field to market.
- **Weeding and Pest Control:** Autonomous systems mechanically or chemically remove weeds and control pests, minimizing chemical use and promoting sustainability.
- **Crop Monitoring:** Ground robots and drones gather real-time data for precise resource management, enabling early detection of disease, water stress, and nutrient deficiencies.
- **Livestock Management:** Robotic milking, feeding, and health monitoring systems streamline animal care, reduce labour needs, and optimize output.
- **The Benefits:** Precision and Productivity Robotics delivers clear, tangible advantages:
 - **Consistent Efficiency:** Robots can operate non-stop, performing tasks faster and with greater accuracy than manual labour.
 - **Resource Optimization:** Guided by sensors and AI, automated irrigation and fertilization systems minimize waste, reduce environmental impact, and support sustainable farming.
 - **Quality Control:** Robotic harvesting and sorting maintain uniformity and reduce contamination risks, ensuring market-ready produce.
 - **Data-Driven Decisions:** Robots enable informed choices by analyzing crop and

soil data, improving yields and reducing downtime.

Innovators and Startups Leading the Way

Across the globe, startups and agritech companies pioneer smart farming tools. Autonomous tractors, drone-based crop monitoring, robotic weeders, soil sensors, and automated packing are rapidly becoming industry benchmarks.

The Future: Sustainable, Automated, and Data-Driven Agriculture

Agricultural robotics is set to expand, with market forecasts showing robust growth worldwide. The fusion of automation, AI, and digital tools promises resilient food production, improved resource management, and rural economic sustainability. As robots become more affordable and versatile, they could democratize technology across farm sizes small, medium, and large addressing labour shortages and environmental pressures.

In developed countries, the adoption is high, spurred by strong investment and technical capacity. Leading nations routinely use autonomous tractors, drones, and advanced crop management robots. In Asian countries, Japan and South Korea lead with robust adoption, while India and others will become more competitive as infrastructure and awareness improve.



FIT LAYERS AFTER DISEASE: ANTA®PHYT RESTORES FLOCK HEALTH

Even on well-managed farms, illness can knock laying hens off track. Productivity drops – sometimes permanently. So how can we help layers quickly return to peak performance after an outbreak? The answer is Anta®Phyt: the phytogenic all-rounder that supports layers in every aspect.

Plant power gets hens back on track

Viral infections such as infectious bronchitis (IB) pose a serious threat to laying flocks. The coronavirus responsible for IB is highly contagious, constantly mutating and therefore difficult to control through vaccination alone. In acutely affected flocks, symptoms include respiratory distress, feed refusal and reduced performance. Severe cases are

often complicated by bacterial secondary infections and a significant rise in mortality.

Even after the acute phase, productivity and egg quality frequently fall short of expectations – with long-term impacts on farm profitability. This is why targeted nutritional management is key after disease outbreaks. Supporting the digestive system, metabolism and immune function not only accelerates recovery, but also improves performance and animal welfare.

Success is no coincidence: Anta®Phyt

A proven way to support hens during recovery is the plant-based feed additive Anta®Phyt. Its unique blend of ingredients, including hops and liquorice,

promotes gut health, resilience and overall performance. Hops offer antimicrobial effects and help fend off gram-positive pathogens such as clostridia.

At the same time, Anta®Phyt improves the availability of essential nutrients – a crucial factor for egg production and shell stability. Fewer pathogens and better digestion also mean improved faecal consistency and fewer dirty eggs.

In addition, the immunomodulating compounds in liquorice help regulate inflammation and enhance immune response. Anta®Phyt thus contributes naturally to restoring health balance in the barn – and getting birds back on track.

For more information, visit
www.dr-eckel.de



AUTOMATION IN POULTRY FARMING

Automating poultry farms is now an essential strategic choice for those aiming to ensure efficiency, sustainability, and animal welfare. Automation enables the standardisation of processes, reduces human error, and ensures a constant and controlled supply of feed and water—crucial elements for the healthy growth of animals. Moreover, it allows for the optimisation of resource use, reduction of operational costs, and flexible responses to modern production demands. In an increasingly competitive sector, automation is the key factor in maintaining high quality and farm profitability.

Giordano Global is a leading

name in poultry farm automation, offering advanced solutions for feeding, watering, and animal handling. Its automated lines, such as the Twist and Polyfeeder feeders, the T-Line and Super Drop drinkers, and the Drawer cages, are designed to optimise production processes, reduce human intervention, and ensure animal welfare.

The automation solutions offered by Giordano Global enable farmers to streamline operations, cut operational costs, and improve the quality of the final product. These integrated systems support more efficient and sustainable farm management, meeting

the growing demands for productivity and animal well-being.

In conclusion, Giordano Global provides a comprehensive range of solutions for poultry farm automation. Its innovations represent a significant step towards more modern and sustainable poultry farming.

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



AUTOMATION IN POULTRY FARMING



HEALTHY HOOVES: THE BASIS FOR HIGH-PERFORMANCE DAIRY COWS

Health and productivity of dairy cows begin at the basis: their hooves. Modern housing systems place special emphasis on dry and clean walking surfaces to promote animal well-being and mobility. Innovative, soft rubber flooring with slope plays a central role by not only improving hygiene but also minimizing the risk of injuries and preventing hoof diseases.

Healthy hooves are indispensable for dairy cows. Intact skin around the hooves protects against infectious diseases such as Mortellaro (digital dermatitis) or interdigital phlegmon "panaritium". For this reason, walking areas – and the hooves – must be kept as dry and clean as possible. A well-designed barn system addresses this need: with a slope of at least 3 % and easy-

to-clean surfaces, liquids are quickly drained off. This reduces germ exposure and improves hoof health.

Rubber flooring: safety, softness and health

On hard concrete floors, cows face a higher risk of slipping and injuring themselves. Soft rubber flooring offers a solution: it ensures secure footing while its animal-friendly softness promotes natural pressure distribution.

The advantages include:

- Safety and comfort: Cows stand securely and move with less stress.
- Hoof protection: Mechanical and traumatic hoof issues are minimized, as the outer claws can sink in, allowing the inner claws to bear more weight.
- Hygiene and health: Rapid

drainage of liquids limits bacterial growth and enhances barn hygiene.

Optimal solutions for various barn types

- **Modern barn systems offer the right solution for every need:**

1. Walking alley mats with slope (profiKURA 3D)

- A 3 % slope efficiently drains liquids and reduces ammonia by an average of 44 % (compared to a concrete floor with rubber covering and a 1 % slope).

2. Drain channel mats (profiDRAIN)

- Gently curved surfaces with an integrated slope improve hoof hygiene and reduce emissions by an average of 61 % (compared to a level concrete floor).

3. Slatted floors (espaFLEX)

- Featuring a 3 % dual-sided slope design and variable slit reduction, espaFLEX enables ammonia reduction with a permanently functional drainage system.

For more information, visit
www.kraiburg-elastik.com

POSTBIOTICS: THE SMART WAY TO BEAT THE HEAT IN LIVESTOCK



The Smart Way to **Beat the Heat**

When temperatures rise, livestock face more than just discomfort.

They face a real threat to health and productivity. Heat stress is one of the costliest challenges in animal agriculture, reducing feed intake, slowing growth, and lowering milk production. For feed distributors and producers, finding solutions that work in these conditions is critical. That's where SPEC-7, a postbiotic feed additive from RD LifeSciences, comes in.

SPEC-7 is a platinum postbiotic feed additive designed to deliver comprehensive gut health and immune support. SPEC-7 represents the pinnacle of postbiotic innovation for animal nutrition. Unlike probiotics, which require live organisms, postbiotics deliver the

SPEC-7 is designed to help animals stay cool, healthy, and productive, even in high temperatures.

functional compounds produced during fermentation. This means they're stable, safe, and effective even under the harsh conditions of feed processing and storage.

Why It Matters: Heat stress doesn't just make animals uncomfortable; it disrupts their physiology. High temperatures:

- Reduce feed intake and nutrient absorption
- Increase oxidative stress and inflammation
- Lower milk yield and growth rates

How SPEC-7 Works: The power of SPEC-7 lies in its proprietary fermentation technology, developed and manufactured in the USA. This process creates a unique blend of bioactive compounds that:

- Support gut health for better digestion and nutrient uptake
- Enhance immune function, helping animals cope with stress

- Support gut integrity and function by protecting against cellular damage caused by heat stress

Proven Benefits: Research and field trials have shown that SPEC-7 delivers measurable results:

1. Reduced health incidences
2. Better feed conversion and nutrient absorption
3. Consistent quality, Made in the USA with proprietary fermentation technology

Partner with RD LifeSciences

As a feed distributor, you can bring this innovative solution to your customers. SPEC-7 isn't just another additive; it's an innovative, science-backed way to protect animal performance during heat stress.

For more information, visit
www.rdlifesciences.com



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Forage crops are the foundation of global dairy and livestock nutrition. As demand for consistent, high-quality feed grows across the Middle East and beyond, JR PREECE INC stands at the forefront, producing and exporting premium forage that supports animal health, dairy productivity, and food security.

Our Farm & Legacy

Based in California's Imperial Valley—one of the most productive forage regions in the world—JR PREECE INC cultivates more than 10,000 acres of farmland. We specialize in Alfalfa Hay, Bermuda Grass, Oat hay, Sudan Grass, and Klein grass, produced through a blend of tradition, experience, and modern agronomy. Careful water management, soil health programs, NIR & WET Lab Testing and precise harvesting ensure every bale meets the

nutritional standards required by leading dairies worldwide.

Commitment to Quality

- **Nutritional Value:** High protein, digestibility, and optimal RFV for top herd performance.
- **Sustainability:** Efficient irrigation and conservation practices that protect soil and water resources.
- **Compliance:** Adherence to global export and phytosanitary standards for smooth delivery.

Supporting the Dairy Industry

Quality forage is more than feed—it is the foundation of milk production. By delivering consistent supply year-round, JR PREECE INC helps dairies balance rations, improve efficiency, and secure long-term stability in an increasingly competitive market.

Global Reach

With integrated logistics

through our affiliated export and transportation companies, we manage the full supply chain—from field to port. Each year, we export tens of thousands of metric tons of forage to customers across the Middle East and Asia, including Oman, the UAE, Saudi Arabia, Qatar, Kuwait, Jordan, Vietnam, Japan, Korea and Taiwan.

Looking Ahead

Our mission is clear: to advance forage production for the next generation. By combining agronomic expertise, sustainable practices, and global partnerships, JR PREECE INC remains committed to delivering premium forages supporting livestock producers and strengthening food security worldwide.

For more information, contact

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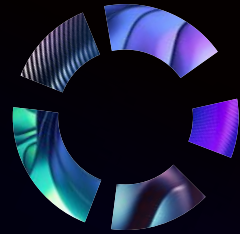
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