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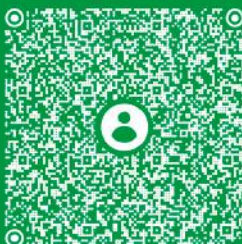
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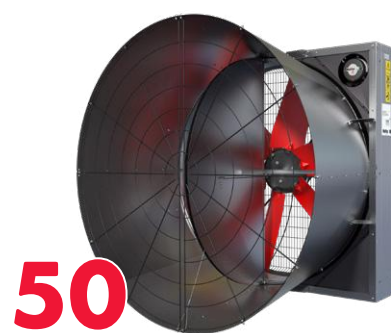
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ADAFSA LAUNCHES 3RD SHEIKH MANSOUR BIN ZAYED AGRICULTURAL EXCELLENCE AWARD

Under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President of the UAE, Deputy Prime Minister, Chairman of the Presidential Court and Chairman of the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), ADAFSA announced the launch of the 3rd Sheikh Mansour bin Zayed Agricultural Excellence Award under the theme "Innovative Farmers & Breeders with a Sustainable Vision". The announcement introduced the new award category structure, competitions, cash prizes, accompanying festivals, and updated evaluation criteria.

ADAFSA has also confirmed opening applications for the award via its website smaea.ae, accepting nominations from

farmers and livestock breeders from across the UAE who meet the specific requirements for each of the award's main and sub-categories. Applications will remain open until November 15, 2024, followed by judging, evaluation, and site visits to select the finalists, with the winners to be announced in February 2025.

The announcement came during a press conference held by ADAFSA's headquarter, in the presence of Her Excellency Mouza Suhail Al Muhairi, Chairman of the Supreme Committee of the Sheikh Mansour Bin Zayed Agricultural Excellence Award; His Excellency Ahmed Khalid Othman, Vice Chairman of the Supreme Organizing Committee of the award; His Excellency Mubarak

Ali Al Mansouri, Chairman of the award's Accompanying Competitions & Festivals Committee; and Mr. Jaber Mohammed Al Neyadi, Member of the Supreme Committee of the Sheikh Zayed Festival (SZF).

The Sheikh Mansour Bin Zayed Agricultural Excellence Award offers winners cash prizes totaling more than AED 5.3 million across 4 main categories and 13 sub-categories, namely the Best Outstanding Plant & Animal Production Farm, including: the Best Farm in Open Field Cultivation, the Best Farm in Greenhouse Cultivation, the Best Farm in Fruit Production, the Best Organic Farm, Productive livestock Farms, Small-Scale Producers, Beekeepers and Aquatic Farms.

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FAO ASSISTANT DIRECTOR-GENERAL CALLS FOR URGENT ACTION TO COMBAT GLOBAL HUNGER AT DUBAI SUMMIT

During his participation in the "Food for Future" Summit, Abdul Hakim Elwaer, Assistant Director-General of the Food and Agriculture Organization (FAO) and Regional Representative for the Near East and North Africa, called for immediate and decisive action to tackle the global hunger crisis. This summit was part of the "Gulfood Green 2024" event held in Dubai, United Arab Emirates.

In a session titled "Food Security and Climate Change - Global Access to Food and Justice," Elwaer highlighted the alarming statistics: approximately 9.1% of the global population has been suffering from hunger since the COVID-19 pandemic. In 2023 alone, between 713 and 757 million people faced hunger,

equating to one in every 11 people worldwide, and one in every five in Africa. Elwaer stressed that the ongoing issue of hunger and food insecurity, particularly in the Near East and North Africa, demands collaborative efforts to achieve the Sustainable Development Goal of eradicating hunger.

"Climate change is significantly impacting crop productivity," Elwaer noted. "Rising temperatures accelerate plant growth cycles, which can lead to reduced yields." He emphasized the need to bolster community resilience to these changes to ensure food security. Elwaer also underscored the importance of cooperation among all stakeholders to enhance food access and achieve

justice, especially in regions most affected by climate change.

Elwaer praised the UAE's commitment to sustainable food systems, stating, "The UAE's proactive approach in addressing food security challenges sets a remarkable example for the region. Their innovative practices and partnerships are vital in the global fight against hunger."

The Food for Future Summit, held alongside the Gulfood Green event, convenes leaders from various sectors to discuss innovative solutions and sustainable practices in food production. The summit aims to raise awareness about the importance of food security and sustainability and to encourage immediate actions to combat hunger.



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THE 21ST SESSION OF THE ADIHEX EXHIBITION CONCLUDES AFTER RECORD VISITOR ATTENDANCE

Under the patronage of His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region and Chairman of the Emirates Falconers' Club, the 21st edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) has successfully concluded at ADNEC Centre Abu Dhabi. The largest edition in the exhibition's history since its first launch in 2003 was organised by ADNEC Group in strategic partnership with the Emirates Falconers' Club. Now established as a renowned global event, ADIHEX 2024 reaffirming its leading position as a celebration of heritage, culture, and the great outdoors.

Humaid Matar Al Dhaheiri, Managing Director and CEO of ADNEC Group, said: "The 21st edition of the Abu Dhabi International Hunting and Equestrian Show was a

landmark event that reinforced Abu Dhabi's position as a global centre for celebrating the cultural heritage associated with hunting and equestrianism. This year, we witnessed an immense turnout of participants, exhibitors and visitors that reflected a growing interest in preserving our local traditions while also continuing to innovate and embrace new developments."

Al Dhaheiri thanked the wise leadership for their unlimited support that contributed to the success of the current edition of the exhibition. He also thanked the many sponsors and partners from the public and private sectors that worked to make the event a success that befits the reputation and status of the Emirate of Abu Dhabi and the UAE at the regional and international levels.

ALMARAI 4TH MOST VALUABLE DAIRY BRAND WORLDWIDE IN 2024

For the second year in a row, Almarai has been recognized as the fourth most valuable dairy company worldwide for 2024 by BrandFinance, the industry leader in brand valuation. This ranking followed a 16% yearly increase in the value of the Almarai brand, which reached \$3.9 billion, as per Brand Finance's 2024 annual Global Brand Report, which ranks Almarai as the highest growing among the top 5 ranked brands.

The market value of Almarai is estimated at over SAR 56 billion in the Saudi

stock market. The company's dairy sector is the largest. It began in 1977 as a dairy company before expanding into an integrated food company that included juices, baked goods, poultry, and infant food.

Commenting on this achievement, Mr. Abdullah Albader, CEO of Almarai, stated that this classification reflects the company's commitment to delivering high-quality and high-nutritional-value food products, thus enhancing its global leadership in the food sector.



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ICBA ENHANCES AGRICULTURAL RESEARCH AND DEVELOPMENT COLLABORATIONS IN UZBEKISTAN

The International Center for Biosaline Agriculture (ICBA) continues to enhance its agricultural research and development collaborations in Uzbekistan, supporting initiatives aimed at sustainable agricultural development in the country.

During a visit to Uzbekistan, ICBA's delegation led by Dr. Tarifa Alzaabi, Director General, held a series

of meetings with senior government officials, key partners, and stakeholders to review the progress of ongoing initiatives and explore new opportunities for collaboration in agricultural research and development. Dr. Tarifa Alzaabi said: "Our discussions and meetings with local partners and stakeholders have

reaffirmed the importance of our collaborative efforts to tackle pressing agricultural challenges and promote sustainable development in the country. Their commitment and support is invaluable as we work together to develop innovative solutions and strengthen the resilience of rural farming communities."



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Founded in Belgium in 1967, Orffa has evolved from a distributor into a global leader in animal nutrition. We are now expanding our presence in Asia, focusing on delivering cutting-edge science driven feed additive solutions to enhance animal health, productivity, and sustainability.

Asia's dynamic market offers significant growth opportunities, and we are excited to announce the appointment of Ramakanta Nayak as our new Managing Director for the Asia-Pacific region. With his in-depth knowledge of the local market, Ramakanta will spearhead our initiatives to provide science driven feed solutions that address the specific needs of Asian livestock producers.

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FARMERP SECURES PRESTIGIOUS UAE TECHNOLOGY EXCELLENCE AWARD 2024 FOR AGRITECH

FarmERP, a leading innovator in sustainable technology solutions for agriculture and food supply chain management, has been honoured with the UAE Technology Excellence Award in the Agritech category. Notably, FarmERP is the only Indian Agritech company to receive this prestigious accolade in the Middle East, underscoring its exceptional impact in the region.

The Middle East Technology Excellence Award recognizes exceptional technological advancements, honouring innovations in AI, cybersecurity, fintech, and healthcare, showcasing the region's tech leadership and inspiring further innovation. This year, FarmERP won the award for its pioneering

agricultural tech solutions. Serving over 30 nations, including the UAE, Saudi Arabia, and Egypt, its FarmGyan platform integrates AI, ML, and blockchain to streamline farm-to-fork, Climate smart Agriculture operations, reinforcing its Agritech leadership.

Mr. Sanjay Borkar, CEO & Co-Founder and Mr. Santosh Shinde, COO & Co-Founder received this honour in Dubai on behalf of FarmERP. Mr. Santosh expressed his pride in receiving the recognition, stating, "Winning the Middle East Technology Excellence Award in Agritech is a significant honor for us. It underscores our commitment to driving innovation and excellence in agriculture technology in the

Middle East. This prestigious award highlights the impact of our efforts in digitally transforming agricultural businesses across the region and motivates us to continue leading in Agritech advancements."

As a distinguished speaker at the event, Mr. Sanjay addressed key challenges facing the Middle East's agriculture sector and highlighted the transformative role of technology in overcoming these hurdles. He emphasized that technology is no longer a mere buzzword but a necessity for sustainability, stressing its role in reducing carbon footprints and greenhouse gas emissions while ensuring profitability and environmental responsibility.

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SPACE 2024: INTERNATIONAL FARMING BEACONS FROM RENNES

SPACE 2024 took place from Tuesday 17 to Thursday 19 September at the Parc-Expo in Rennes, France. This highly successful global scale 38th edition of SPACE was carried out under a radiant sun and in a highly constructive environment.

The 1,210 exhibitors present, including 370 international from 37 countries welcomed 101,757 visitors (+12% compared to 2023) out of which 12,534 international from 120 countries. This record attendance on the three days of exhibition reflects the exceptional density of this edition.

This 2024 SPACE generated high-quality exchanges thanks to a favourable economic conjecture in the Western farming sectors. According to exhibitors, visitors came to

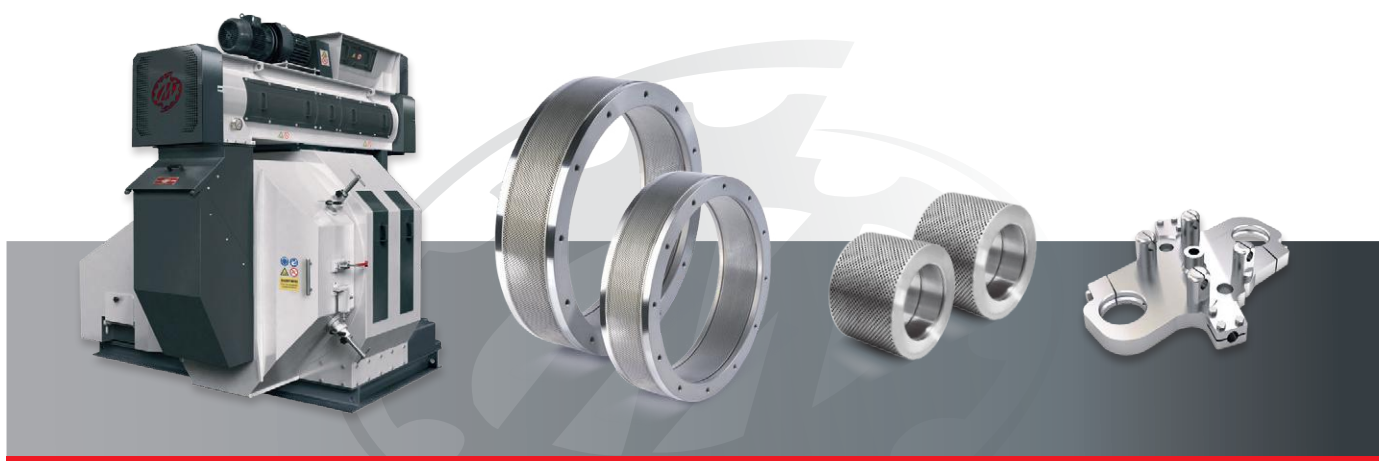
meet them with many projects. All stressed the high quality of exchanges and the development prospects for agriculture that they allow to be envisaged. Many visitors, both French and foreign, came to SPACE looking for suppliers and advice that will enable them to make our agriculture ever more efficient and sustainable in order to meet the global food challenge.

The animal presentations and competitions provided a unique genetic showcase for visitors. The strict sanitary framework imposed by SPACE on exhibiting breeders and the derogation of official authorities, allowed these presentations and competitions to take place in a configuration almost identical to that foreseen before this uncertain health context due to the EHD and Ovine Catarrhal Fever

epidemics. The competitions were of a very high standard, with beautiful animals, as well as the "Meat Excellence" auction and Genomic Elite auction which are now references at international level. The Supreme Championship, unique in the Exhibitions' world and crowning the judges' favourite of all competitions, this year has awarded a "Pie Rouge" cow, after having rewarded a Jersey, a Normand and a Prim'holstein in previous years. This diversity is the best proof of the excellence offered by SPACE animal presentations regardless of breed. This year's honour breed, the Limousin and the Prim'Holstein as part of the Challenge France offered all genetics enthusiasts exceptional moments of professionalism and quality.

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Osool currently import day-old PS chicks from Aviagen to allow the company to sustain its annual broiler hatching egg production capacity. This collaboration is of great importance to the local market as it addresses logistical challenges and costs, and also mitigates health risks associated with poultry imports. Local production will

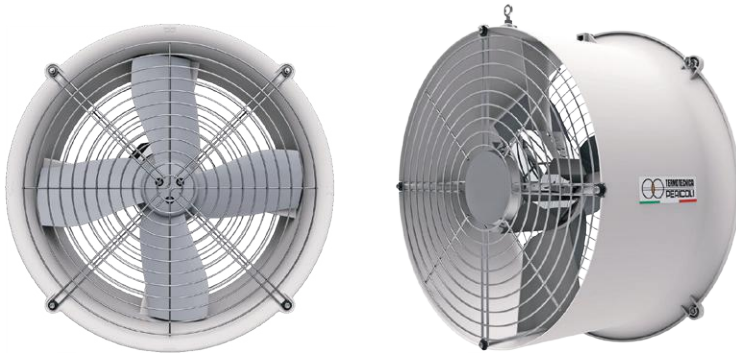
enhance poultry self-sufficiency in Oman, and safeguard against potential disease transmission.

Bulent Tanyildizi, Aviagen MENA Business Manager, signed the agreement alongside Dr. Hadi Mohsen Al Lawati, CEO, Osool Poultry, and assisted in formulating a plan to integrate Aviagen's customer support expertise.

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FRIESLANDCAMPINA LAUNCHES PILOT TO ACCELERATE REGENERATIVE AGRICULTURE

FrieslandCampina is working towards sustainable dairy farming with a focus on animal health and welfare, climate, soil, water and nature. Regenerative agriculture is one of the promising routes to a future-proof form of business for member dairy farmers. Customers also see opportunities and are willing to invest in regenerative agriculture. 'This is why, with the Regenerative Agriculture Pilot, we are committed to accelerating the development of this form of agriculture,' said Guus van Laarhoven, sustainability manager at FrieslandCampina.

Regenerative agriculture in dairy farming aims for a natural balance between the production factors of cow and soil. It combines sometimes ancient knowledge with modern means and techniques. The farming practices contribute to healthy soil, clean water and diverse nature. This strengthens the balance between the carrying capacity of the earth and food production.

The pilot brings together a diverse group of 20 FrieslandCampina member dairy farmers from the Netherlands, Belgium and Germany in a study group. Based on practical experience, they will develop knowledge, experience and insight about the effects of regenerative farming practices over the next few years. This will also focus on practical and financial feasibility of measures.



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Greeneration, a modern vertical farm in Dubai, has secured strategic partnerships with some of the city's most esteemed chefs and restaurants, enhancing the fine dining experience for discerning guests who come to UAE for a gastronomic journey. Leveraging modern farming technologies, Greeneration supports sustainability, reduces environmental impact, and

delivers fresh, locally sourced ingredients that are essential for Dubai's culinary scene.

Greeneration's advanced vertical farming techniques ensure that all products are fresh, pesticide-free, and ready to eat. These high-quality ingredients include over 70 customizable varieties of microgreens, edible flowers, and specialty leaves such as Shiso, Oxalis, Watercress, and

Tagetes, as well as popular microgreens like Pea Shoots, Basil, Mustard, and Arugula.

"We are thrilled to partner with top chefs and restaurants in Dubai," said Roman Ulyanov, Founder of Greeneration. "Our mission is to provide the finest locally grown ingredients, supporting sustainability and elevating the dining experience with our unique and flavourful products."



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BRENNTAG SPECIALTIES EXPANDS VALUE-ADDED SERVICES CAPACITY FOR ANIMAL NUTRITION

Brenntag, the global market leader in chemicals and ingredients distribution, announced the opening of a new facility for Animal Nutrition solution products. The production includes Animal Nutrition products based on 'Neubacid Soft' technology, allowing feed producers to no longer have to compromise between safety and efficacy but helping animal performance and fitting in non-antibiotic diets.

The state-of-the-art facility was completed in July 2024 and started full-scale operations in September. The site in Mouscron is in a strategically valuable geographical location: logistically well connected - close to ports and highways - and close to the customers, in the heart of the region to be supplied. While mixing and blending capabilities have now been consolidated in Mouscron, the site in Grez-en-Bouère, France, will also continue to operate as a central storage hub for the French Animal Nutrition sector.

The Mouscron facility significantly enhances Brenntag's flexibility and capacity, leading to improved delivery capabilities and larger purchasing volumes - particularly advantageous in times of raw material shortages. The new facility has been built to the highest quality standards and has already received GMP+ certification, ensuring that all operational processes meet the stringent requirements of the Animal Nutrition industry.

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X-SEED VENTURES AND ARMADILLO PARTNER TO ESTABLISH LOCAL ASSEMBLY FACILITY FOR EXPEDITION RVs IN THE UAE

X-SEED Ventures LLC, a leading investments and business consultancy firm based in the UAE, has signed a Memorandum of Understanding (MoU) with Armadillo Speciality Vehicles Ltd, a renowned manufacturer of high-end expedition recreational vehicles (RVs), at the 21st edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX). This strategic partnership marks a significant

step towards assembling Armadillo's RVs locally in the UAE, with plans to serve the Middle East, Africa, and Eastern European markets.

Under the esteemed patronage of His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region, ADIHEX serves as a dynamic platform that promotes local and international collaboration across diverse industries,

including RVs and motorhomes.

The joint venture will establish an exclusive local assembly facility, leveraging Armadillo's expertise in manufacturing premium RVs and X-SEED's experience in facilitating foreign investments and raising local capital. By setting up this local production facility, the partnership aims to enhance regional access to state-of-the-art RVs designed for the most demanding environments.



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Barrinate Farms is an agriculturally commercial oriented organization with its head office in Nairobi. The organization's prime objective is to provide Agricultural Training & Extension services to small scale farmers, organization and other related Department of social services in 2009.

Vision

To be a regional centre of excellence on training and extension services on quality of agricultural produce for export.

Mission

To provide appropriate technologies and skills to small holder farmers through competitive Agricultural Training & Extension Services for improved productivity incomes, livelihood & nutritional status of the community.

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📍 Unipen Flats, 2nd Fl, Argwings Kodhek Rd, Hurlingham Shopping Centre Nairobi - Kenya

✉ barrinatefarms@gmail.com

🌐 <https://barrinatefarms.co.ke>

2024 TAIWAN SMART AGRIWEEK AND INTERNATIONAL FISHERIES EXPO SUCCESSFULLY CONCLUDED

Taking center stage from September 11th to 13th 2024, the show draws over 18,000 trade visitors from 40 countries including Brazil, El Salvador, Indonesia, Malaysia, Philippines, etc. Held at TaiNEX 1, Taipei, Taiwan, the show gathers 384 exhibitors from 20 countries during the 3-day show, showcasing over 2,000 innovative technologies and solutions in both agriculture & aquaculture sectors.

Under the guide of the new theme "S.M.A.R.T" – Sustainability, Market, Advance, Resilience, and Technology – focuses on adaptation and involvement of technologies and innovations in tackling current agriculture & aquaculture climate-resilient & sustainable agricultural practices. This also drives the kick-off of "Agri-Next Talk" which allows over 50 industry speakers and leaders to share their insights and expertise in tackling current challenges with over 800 forum attendees.

In addition to an exciting development, the event's organizer- My Exhibition Co., Ltd. formed a strategic partnership with Singapore's Constellar Exhibition to advance agritech and aquaculture collaboration between Taiwan and Singapore. Along with Innovate 360—a leading agritech startup accelerator—aims to elevate Asia's agricultural ecosystem to new heights.

MENA HOME TO 15 MOST WATER-SCARCE COUNTRIES REQUIRING FURTHER INNOVATION TO ENSURE WATER SECURITY

The Middle East and North Africa (MENA) region faces an unprecedented water crisis, with 15 out of the 20 most water-scarce countries located in the region. At the same time, reports suggest that by 2030, the amount of water available per capita in the MENA will plummet below the absolute water scarcity threshold of 500 cubic meters per person. To address these critical issues, much more collaboration, R&D efforts and innovative technology transformation are needed, while innovative water-sourcing solutions play a crucial role.

This was highlighted by Amro Asmael, Head of Marketing at Ma Hawa, during

a panel discussion at the Arab Water Forum, happening as a part of the World Utilities Congress 2024 at the ADNEC, Abu Dhabi. The panel addressed the potential AI and other technologies in the future of water resource management under the theme, "Digital Transformation & AI for Smart Water Management."

"As far as AWG technology is concerned, we offer sustainable machines that provide from 20 litres to 6000 litres of pure drinking water per hour. The UAE consumers are one of the most tech-savvy, early adopters of innovative technology; thanks to this, we are seeing burgeoning demand for our solutions. However, this

presents innovators with a challenge to balance supply and demand. For example, in just one and a half years of establishment, we already have three factories and are still scaling up to meet the demand," Amro commented at the panel discussion.

"I believe AI and automation can further accelerate innovation and proliferate the uptake our water solutions not only because they make it user friendly, but also monitor operational efficiencies. If you take our smart machines, they notify you when it is time to change filters and monitor minerals in water and automatically operate without any intervention when the water level is low," he added.



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MARTIN LISHMAN INTRODUCES NEW SHROUDED BOOM FOR THE NANO-SPRAY

Responding to a clear market need for a breakthrough solution in small-scale spraying, leading compact sprayer manufacturer Martin Lishman introduced the Nano-Spray: an ultra-compact, 36-litre, fully electric self-propelled sprayer designed to deliver a high-precision spray application without impacting fine turf.

Since its launch in November 2023, the Nano-Spray quickly gained popularity among sports turf professionals and small

contract businesses.

Continuing Martin Lishman's commitment to customer feedback and product development, the company is now proud to introduce a new shrouded boom option for the Nano-Spray.

In an industry where precision is paramount, concentrating the applied liquid to a specific area and eliminating spray drift are crucial benefits. The shrouded boom not only ensures

accurate application but also allows for spraying near sensitive boundaries and in challenging weather conditions, whilst also minimising the risk of exposure to the operator or bystander.

"When a customer approached us with the idea of adding a shrouded boom to the Nano-Spray, we didn't hesitate to begin the project," explains Joel Capper, Managing Director of Martin Lishman Ltd.

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NUTRECO ANNOUNCES OPENING OF FIRST CELL FEED PRODUCTION FACILITY

Nutreco announced that it has completed construction on the world's first dedicated food-grade powder production facility for cell feed in Boxmeer, The Netherlands, and brought it up to commercial operation. This facility produces the first cell feed product developed specifically for the cell-cultured meat industry.

This development is one way in which Nutreco is working towards its purpose of Feeding the Future. To feed the global population in 2050, we need to produce more food than we do today – a momentous challenge for the industry and the world.

At Nutreco, in addition to our passion for the aquaculture, animal nutrition and companion animal industries, and our expertise in helping our customers increase their productivity and reduce their environmental footprints, we are committed to playing a key role in the development of new solutions and have taken the next step on our innovation journey with this new facility. This new food-certified production facility is a first for the industry and a first for Nutreco.

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The combination of different tools permits to prepare the soil in one passage, both on minimum (15 cm working depth) to deeper tillage (up to 45 cm) according to the farmer's needs.

FEATURE

Front Straight Anchors	Open the soil by working from 15 to 45 cm
Double Star Rollers	Break the clods and residues
Rear Cage Rollers	Levelling for a perfect soil

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AGRA ME TO HOST MIDDLE EAST'S LARGEST AGRICULTURE EVENT FOCUSED ON FOOD SECURITY, RESILIENCE, AND REGENERATIVE PRACTICES

- *The event will offer unmatched networking opportunities, connecting industry leaders and professionals from October 7-8, 2024, at Dubai World Trade Centre, Dubai, UAE.*
- *The agricultural trade show will host over 6,000 decision-makers from more than 180 countries.*
- *150+ exhibitors will showcase innovations in horticulture, vertical farming, aquaculture, veterinary products, and sustainable agriculture.*

Under the patronage of the UAE Ministry of Climate Change and Environment, AgraME, the Middle East's longest-running agriculture, animal, and aquaculture farming exhibition and conference, is set to host its largest edition yet. Taking place from 7-8 October 2024 at the Dubai World Trade Centre, the event will focus on building a more resilient and sustainable agricultural ecosystem in the region.

Aligned with the UAE's 2030 National Vision, which prioritises sustainable food production and the integration of modern technologies, AgraME aims to enhance local production and ensure food security. Co-located with AgroFarm Middle East, a global brand specialising in animal farming, the event fosters collaboration, enabling

attendees to connect with the right professionals and network with a diverse range of buyers and partners under one roof.

The exhibition will feature a wide array of sectors, including Agriculture, Aquaculture, Horticulture/Vertical Farming, Livestock Health & Nutrition, and Veterinary Equipment & Supplies, ensuring comprehensive industry engagement. A key focus this year is advancements in animal healthcare, essential for sustainable agriculture and livestock welfare. With the growing demand for animal-based products across the Middle East and Africa, AgraME addresses the increasing need for advanced veterinary services in the expanding animal farming sector. Alan Kelly, Commercial &

Strategy Director at Informa Connect, stated: "As the UAE continues to make significant strides towards achieving its ambitious food security goals, Informa Connect, along with AgraME, is proud to be at the forefront of these advancements. By showcasing the latest innovations in agriculture, aquaculture, and animal health, we aim to work closely with the UAE government to support its vision of becoming a global leader in food security by 2051. This event serves as a critical platform for fostering collaboration, driving industry growth, and reinforcing our commitment to a resilient and sustainable agricultural future for the region."

For the first time, AgraME will host the Regenerative Agriculture Middle East Conference, bringing together visionary agricultural leaders and experts for in-depth discussions on advancing food security, ecosystem restoration, and sustainable practices. The event will open with an address by the UAE Ministry of Climate Change and Environment, followed by key topics such as innovations in regenerative agriculture technology, strategies to combat desertification, and establishing global partnerships to drive future growth and resilience in the region.

Ahmed Khalil, Portfolio Director of AgraME, commented: "With two decades of experience organising leading agricultural events, we are committed to bringing cutting-edge technologies and sustainable solutions to the Middle East. The 16th edition will spotlight pressing issues like food security, resilience, and

regenerative practices, aligning with the UAE's national strategy to achieve agricultural self-sufficiency. AgraME is not just an exhibition—it's a platform for innovation, collaboration, and long-term partnerships that will help shape a resilient and sustainable agricultural future for the region."

Balco Australia, a leader in the hay export industry, joins AgraME as a key sponsor. Established in 1990, Balco plays an active role in building a global agricultural supply chain that adds value for all stakeholders.

Rob Lawson, CEO of Balco Australia, remarked: "Balco Australia is excited to contribute to the agricultural advancements in the UAE. Our leadership in Australian hay exports, quality testing, nutritional analysis, and hay grading consistently raises the standards for oaten hay. The UAE market is a key focus for us, and we look forward to discussing its significance with our customers at AgraME. This event provides a valuable opportunity to engage with industry leaders and showcase

our commitment to excellence."

AgraME 2024 is free for visitors. Attendees will have the opportunity to meet with 150+ exhibitors, and those looking to upgrade their experience can attend Regenerative Agriculture Middle East, the co-located premium conference, by securing a Premium Delegate Pass for USD 699. This pass grants access to an international gathering of over 300 professionals, featuring 22+ dynamic discussions led by industry experts, with access to the exhibition floor and free seminars. Additionally, delegates will benefit from private meetings with VIPs and industry leaders and receive a one-year Streamly subscription for ongoing access to event recordings and valuable content.

AgraME 2024 is the ideal platform for both visitors and exhibitors to generate new business, increase brand exposure, and network with global brands. Don't miss this opportunity to explore the latest technological developments set to revolutionise agriculture in the Middle East.





SAUDI AGRICULTURE 2024 INTERNATIONAL TRADE SHOW TO WELCOME 27,000+ VISITORS



The 41st edition of the Saudi Agriculture international exhibition for Poultry, Livestock, Dairy, Agriculture, Food, Aquaculture, Packaging, Agro-industry, Honey and Dates is the largest B2B event for the agriculture sector in the Middle East region. The exhibition is to be held from 21 – 24 October 2024 at the Riyadh International Convention & Exhibition Centre in Riyadh, Saudi Arabia. Saudi Agriculture 2024 will be welcoming over 27,000 visitors and showcasing leading technologies, products and solutions, cutting-edge engineering and agricultural innovations.

Products, technology and services from over 400 international and local exhibitors will be on show. The exhibition incorporates three specialist shows under its umbrella. The 29th international trade show for Agro Food & Organic Food, Ingredients, & Technologies, the 12th edition of Saudi Food Pack and the 6th edition of Saudi Aquaculture. Saudi Agriculture is

the largest Agriculture B2B event serving the region, meeting the needs of the high-growth agricultural sector.

Held under the patronage of the Saudi Arabian Ministry of Environment, Water and Agriculture, the exhibitions' long history demonstrates its unprecedented, sustained success. International and local buyers can source their needs under one roof. The trade show will bring businessmen, industry professionals, decision-makers and sellers together to develop their businesses at the centre of the largest market in the Middle East. The exhibition offers an ideal platform for widespread collaboration between farm owners, local and international business leaders actively participating to develop and grow the sector.

With the rapid advancement of agro-tech to provide better yields, sustainable farming practices and ensure Saudi food security, the latest advancements in agricultural technologies and solutions will be on show at Saudi

Agriculture 2024. Drones, IoT applications, AI solutions, robotics, vertical farming, and other technologies that enhance planning and control for smart farming will be a major focus to continue the transformation of Saudi Arabia's agricultural sector.

To support the Ministry of Environment, Water and Agriculture's transformation strategies, the trade show organiser, Riyadh Exhibitions Company is repeating the successful Saudi International Agricultural Forum. The co-located conference will offer a series of educational keynotes, panel discussions and workshops that put agricultural technology and food security at the centre of the program. The 41st edition of Saudi Agriculture, the largest and longest running multi-faceted agricultural trade show in the Middle East promises to be a greater success in 2024.

For more information, visit
www.saudi-agriculture.com

BioTwine by Hilaturas Mar

COMPOSTABLE Greenhouse Support



Hilaturas Mar, as a leader in **sustainable textile solutions** since 1983 from Spain, is proud to present **BioTwine**, an innovative cord for greenhouse crops such as peppers, tomatoes, cucumbers, etc. BioTwine, developed in response to growers' needs, is made from **high-tenacity natural cellulose**, providing a unique combination of **strength and durability** while remaining environmentally friendly. It holds certifications for **Home Compost, Industrial Compost, and Biodegradable Soil**.

BioTwine passes **rigorous quality checks** to ensure superior performance. Available in **various specifications**, this solution for supporting crops, **enhances brand reputation, reduces plastic waste, saves costs** (reduce labor costs and waste taxes by composting everything together with plant waste), **improves your profitability** and supports a greener future.

For more info, visit: www.hilaturasmar.com

or by email: rafaelbarcelo@hilaturasmar.com



Rafael Barceló

Manager & Product Development



*Our global clients trust Hilaturas Mar due to our **dedication to innovation, quality, and reliable performance** in horticulture. BioTwine is more than just a twine— it's a step towards a **better, more sustainable future** for your greenhouse crops. Join the movement and **make the choice for excellent performance and environmental responsibility**.*



Peat Moss and Peat Substrates for the professional horticulture

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

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

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



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

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

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

Our products

Peat mixture for propagation: Of German origin:

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

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

Of Baltic origin:

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

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

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



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

Peat moss potting substrate for horticultural production

Of German origin

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

Of Baltic origin

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

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

Potting mixtures for perennials and plants in nursery containers.

Of German origin

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

Of Baltic origin:

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

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

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

Mixtures suitable for organic farming of German origin:

Seedling / transplanting

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

Potting / Container

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

Peat mixture for the cultivation of small fruits:

Strawberries and raspberries

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

perlite for medium coarse potting, pots 8-13 cm

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

Blueberries

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

Peat specialities

- **Hansatorf® 0-40 mm:** Baltic Blond Peat for soil improvement and growing on teens.
- **Florabalt® 0-5 mm:** finely sieved blonde peat of Baltic origin for the manufacture of fine growing substrate and pot.
- **Florabalt® 0-7 mm:** finely sieved blonde peat of Baltic origin for the manufacture of fine growing substrate and pot.
- **Florabalt® 7-20 mm:** medium-sieved Baltic blond peat for medium-sized and pot substrate
- **Florabalt® 10-20 mm:** medium-sieved Baltic blond peat for medium-sized and pot substrate
- **Florabalt® 10-30 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot
- **Florabalt® 20-40 mm:** coarsely sifted blond peat of Baltic origin for the manufacture of coarse structure growing substrate and pot

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EIMA 2024: INNOVATIVE SOLUTIONS FOR AGRICULTURE AND GREEN CARE IN THE UNITED ARAB EMIRATES

The 46th annual EIMA International event was presented recently in Dubai. Both the agricultural technology sector and the gardening machinery market are growing in the United Arab Emirates. This incremental trend is expected to continue through 2027. The Bologna exhibition offers operators in the Middle Eastern country technologies capable of satisfying every production need in the primary sector. The focus of the EIMA Green showcase and on gardening machinery.

Sales of agricultural machinery in the United Arab Emirates have been growing since 2021 and, according to the forecasts of analysts at ExportPlanning, will continue to increase by 4.4% annually, at least until 2027. The demand for agricultural technologies, which last year generated a purchase volume in excess of € 262 million, is mainly satisfied through the use of imports. China (€ 81.8 million), the United States (32.2 million), Japan (20.1 million), Italy (20 million) and the United Kingdom (15.3 million), the main suppliers of the Middle Eastern country account for 62% of the agricultural machinery demand. The data on the performance of the agricultural machinery sector in the United Arab Emirates were shown in Dubai during a press conference dedicated to the presentation of EIMA International, the world exhibition

of agricultural machinery to be held in Bologna from 6 to 10 November. Held in front of an audience of journalists and highly qualified operators, the conference was promoted by the Consulate General of Italy in Dubai, the Italian Trade Agency office in Dubai and FederUnacoma, the Italian Federation of agricultural machinery manufacturers which is the organizer of EIMA International, and with the participation of the Consul General of Italy in Dubai, Edoardo Napoli, the director of the ITA office in the United Arab Emirates, Valerio Soldani, the deputy director of FederUnacoma, Fabio Ricci, and the operational secretary of Comagarden (the association that represents the manufacturers of gardening machinery), Federica Tugnoli. Projections of the company ExportPlanning up to 2027 - it was stated during the meeting -

indicate that Italy will further strengthen its market share in the Middle Eastern country, overtaking Japan to become the third largest foreign supplier of agricultural machinery.

The partnership between Italy and the United Arab Emirates," highlighted the Consul General of Italy in Dubai, Edoardo Napoli, "is already solid, but offers further growth opportunities, thanks to the expansion of this market (and neighboring ones, easily reachable from Dubai) and the variety and quality of Italian production in all sectors, including mechanics and technologies for agriculture and machinery for gardening and green maintenance. The Ministry of Foreign Affairs, both at central level and through the diplomatic-consular network abroad, as also demonstrated by this press conference, is at the forefront to promote commercial relations and knowledge of the value of Made in Italy. I am sure that several qualified operators will reach Bologna for the EIMA and EIMA Green shows from the Emirates and I am confident that on that occasion they will be able to directly experience the quality of the innovation and the reliability of the Italian offer in the sector."



EUROTIER 2024: ATTRACTIVE EXHIBITOR AND TECHNICAL PROGRAM AT THE WORLD'S LEADING TRADE FAIR FOR PROFESSIONAL LIVESTOCK FARMING

EuroTier 2024, the world's leading trade fair for professional animal husbandry and livestock management, will kick off with an attractive exhibition and technical program, numerous market leaders and leading industry experts. The high level of visitor and exhibitor interest continues, underlining the importance of the world's leading trade fair. DLG's visitor survey conducted in July reflected that 61 percent of respondents were already certain that they would visit EuroTier in Hanover, months before the trade fair opening. From 12 to 15 November 2024, the DLG (German Agricultural Society), as the organizer, will offer visitors a comprehensive technical program with themed spotlights, expert stages, conferences and industry events on 220,000 square-meters of exhibition space, reflecting this year's guiding theme: "We innovate animal farming". EnergyDecentral, which takes place in parallel, focuses on the possibilities of decentralized energy generation. EuroTier will also host the Inhouse Farming - Feed & Food Show: the global B2B meeting place for self-contained agricultural and food systems of the future.



With the high number of exhibitors across 13 entire halls on some 220,000 square meters of exhibition space along with a top-class international technical program, EuroTier will once again be the highlight of the international livestock sector in November. EuroTier 2024 features the World Poultry Show, which will feature a full range of international poultry farm solutions.

The exhibition covers the latest developments in cattle, pig and poultry production including the cross-industry topics of alternative proteins, genetics, feed and operating resources, husbandry and feeding systems, digitalization, Artificial Intelligence

(AI) and automation. Milking and cooling technologies, animal housing, manure removal and transportation also feature.

"EuroTier 2024 will provide answers to the challenges facing the international livestock sector. This is reflected in the guiding theme 'We innovate animal farming'. The current topics of animal welfare, sustainability, automation, robotics and digitalization are the focus of the exhibition and technical program of the world's leading trade fair. We observe a high level of interest in new trends and innovations which in turn shows the importance of EuroTier as a leading trade fair for investments," says Ines Rathke, EuroTier's project manager, DLG.



September-October 2024



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IYRIS PARTNERS WITH HYMA PLASTIC IN EGYPT

Iyris (formerly RedSea), the global, sustainable AgriTech business pioneering heat reduction solutions for covered agriculture, announces a strategic partnership with Hyma Plastic, the market leader of Agricultural Polyethylene film products in Egypt.

'The manufacturing, supply and distribution agreement' appoints Hyma Plastic as the exclusive manufacturing, and distribution partner of iyris' award-winning SecondSky greenhouse covers in Egypt.

This partnership ensures Egyptian customers can benefit from the heat blocking technology offered by SecondSky with a strategic partner capable of making this product available through its world class manufacturing capabilities and local distribution network.

Simon Stockil Growth Director, EMEA at iyris, commented:

"We are excited to announce our strategic partnership with Hyma Plastic in Egypt to make heat blocking greenhouse film technology

more accessible to the Egyptian market. This agreement and partnership secure an accelerated deployment of SecondSky AGRI greenhouse films to growers and farmers across Egypt and aligns with our mission to provide relevant, scalable, sustainable solutions to address the unique challenges faced by farmers in hot climates."

SecondSky AGRI greenhouse films block near infrared heat radiation. The technology has already been successfully tested and proven under extreme climate conditions in Egypt, including a 25ha installation in a government owned site run by international grower, Lokal Harvest.

SecondSky extends the growing season and can reduce energy and water consumption by over 30% which has delivered a payback to farmers within a single crop cycle.

Aly Samy Fahmy, Deputy CEO at Hyma Plastic - Hyma Foam, commented: "Our customers' crops suffer from major heat stress

in their greenhouses, and our ability to add a globally recognized heat blocking technology to our AGRI product portfolio is an increasingly essential innovation needed to secure yield, quality and profitability for our customers.

Our business strives to be at the leading edge of innovation when it comes to the product portfolio we offer, and in SecondSky we know the simplicity of deployment conceals a highly innovative drop-in solution."

With increased customer demand for iyris products across Egypt, iyris' partnership with Hyma Plastic follows its Memorandum of Understanding with Magrabi Agriculture - the leading Egyptian fresh produce provider to 60 countries - earlier this year.

iyris' sustainable agriculture technologies are now deployed and used by growers in eleven countries across five continents and are now available in Egypt in AGRI products by HYMA PLASTIC.

For more information, visit www.iyris.com

BOOSTING PRODUCTIVITY OF LEAFY GREENS

Green Automation Group designs, develops, manufactures, and markets fully automated hydroponic growing systems for commercial hydroponic leafy greens production. Their systems are highly efficient and sustainable, enabling growers to achieve high plant density and harvest more plants from same area. The growing systems are designed for commercial hydroponic lettuce and herb production in greenhouse or indoor operations of 1 acre and above. These systems are highly automated, ensuring the entire growing cycle can be completed without human intervention. The Green Automation systems utilize NFT as the chosen hydroponic system, combined with their proprietary gutter and fertigation system, providing plants with water, oxygen, and nutrients in precise amounts. Space and energy

efficiencies are result of always giving plant just the right space it needs. In beginning of growing the seedlings are closely together in multiple levels. In this phase not that much space or light is needed, however temperature needs to be well under control making it ideal case for indoor growing. While plant grows it becomes more tolerant to warm temperatures, but on the other hand it also requires more space and light to grow so number of growing levels are reduced while space for each plant is increased also in two other dimensions to achieve optimal and cost-effective growth.

Green Automation has designed germination towers that maximize the early-stage productivity of its fully automated growing system. Towers create a perfect environment and more space for germinating while using less resources such as

electricity for cooling. This also increases yields and introduces more flexibility to the growing process. After sowing, the gutters with seeds are transferred via conveyor belts and a series of lifts directly to the germination towers. After germination, the plants are automatically moved and placed on the growing line for their subsequent journey via greenhouse to harvesting.

For more information, visit www.greenautomation.com





QUICK RESULTS, HEALTHY SOIL: TRY HYBRID FERTILIZER

For years, the debate has raged among farmers: Which fertilizer is best for crops and soil — organic or chemical? Some argue that chemical fertilizers harm the soil, while others claim organic options are too slow. So, who's right? What if we told you that you no longer have to choose? Kohshin Engineering has the perfect solution for everyone—whether you're a farmer looking for the ideal fertilizer for your crops or a fertilizer producer wanting to satisfy your customers.

Introducing the Soilath Blender — our innovative hybrid fertilizer production machine. This innovative equipment combines the strengths of both organic and chemical fertilizers to create a powerful blend.

What's a hybrid fertilizer?

It's a clever mix that gives you the best of both worlds. Organic fertilizers improve soil health and reduce erosion, while chemical fertilizers deliver quick results. Together, they provide a balanced, effective solution that boosts soil fertility without depleting it.

How does the Soilath Blender work?

It's incredibly user-friendly. The machine calculates and mixes the perfect proportions to achieve your desired NPK levels automatically. Simply load your organic and chemical fertilizers, set your target, and the Soilath Blender handles the rest.

Why choose the Soilath Blender for your business?

It's all about flexibility and results. Whether you're producing fertilizer for your own crops or customizing products for your customers. The result? Better yields, happier customers, and improved profits.

Is it labor-intensive?

Not at all! The Soilath Blender does the hard work for you. Just load the ingredients and set your desired outcome—it's that easy!

Say goodbye to the fertilizer debate and hello to the future of farming with the Soilath Blender.

For more information, visit www.kohshin-s.jp

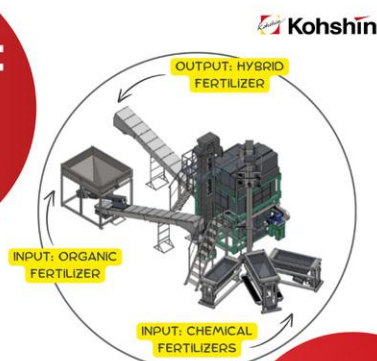
Soilath Blender:

the ideal way to satisfy your clients' fertilizer needs

I NEED NPK
10-10-10

I NEED NPK
8-8-8

I NEED NPK
5-5-5



Organic fertilizer +
Chemical fertilizer
= HYBRID FERTILIZER

HUBER AGROSOLUTIONS: YOUR PARTNER FOR SUSTAINABLE AGRICULTURAL GROWTH



In today's rapidly evolving agricultural landscape, farmers and agronomists need more than just products - they need reliable partners committed to the success of their crops. Huber AgroSolutions, the agriculture division of J.M. Huber Corporation, proudly takes on this commitment by bringing together some of the most respected names in agriculture: Biolchim, Cifo, Miller, Ilsa, Matécsa Kft, and West Coast Marine Bio-Processing.

With a portfolio of over 950 products available in 90 countries, Huber AgroSolutions is a trusted partner for industry specialists, offering innovative solutions in plant nutrition and protection aimed at enhancing crop productivity and fostering sustainable and profitable agriculture. Operating globally with the support of over 500 dedicated professionals, the company's mission is clear: *help farmers achieve sustainable growth*. Whether you're looking to boost yields, improve soil health, or adopt more eco-friendly cultivation methods, Huber AgroSolutions provides high-performance, science-backed products to meet your needs.

In an era marked by climate

change, which threatens agricultural stability, the company aims to support growers in finding practical and effective solutions to these challenges. Huber AgroSolutions' vision for the future of agriculture revolves around sustainability, ensuring that today's farming practices benefit not only the current global population but also future generations. By

WITH HUBER AGROSOLUTIONS, YOU CAN TRANSFORM THE CHALLENGES OF MODERN AGRICULTURE INTO CONCRETE OPPORTUNITIES FOR GROWTH & SUCCESS.

blending productivity with responsibility, Huber AgroSolutions leads the way

toward more eco-compatible and efficient agricultural practices, striving to maximize crop performance in every agronomic context while safeguarding the environmental heritage.

What sets Huber AgroSolutions apart is its ability to combine global expertise with local knowledge, ensuring that solutions are tailored to the specific needs of growers. By working closely with farmers, agronomists, and distribution partners, the company is able to address crop challenges with precision, delivering measurable and long-lasting results. Whether facing unpredictable climate conditions, restoring soil fertility, or improving harvest quality, Huber AgroSolutions is constantly by the side of farmers to successfully overcome every challenge.

You can explore its full range of solutions and learn more about its mission, vision, and brands by visiting www.huberagrosolutions.com



FOUNDATION OF SUCCESS

For over 90 years, Lambert Peat Moss has offered a wide range of horticultural products ranging from different grades of Canadian sphagnum peat moss to an assortment of ready-to-use professional peat-based substrates. Our special way of screening and mixing our different grade of professional peat will allow you to work with a very specific media that will provide exactly what is needed depending on your personal specifications. Crops, containers or tray sizes, type of irrigation management, location, or time of year - all these details are useful in determining which product is right for you.

The physical characteristics of germination or growing

substrate of any type are the basis of your success. With that in mind, the process for us at Lambert starts in the peat bog even before the harvest stage. Focusing on harvesting procedures and field preparation planning is paramount. The integrity of the peat fibers is best preserved when the peat bog is disturbed on a limited basis. Consulting the weather forecast and intuition is very important. No one can predict an unexpected thunderstorm, so it's wise to play it safe. We don't want to harrow the peat bog and then have rain because that will ruin the preparation, forcing us to redo it and break the fibers, creating fine particles that will later reduce the drainage and porosity.

When the harvest is

complete, the quality of peat should be as good as possible. This is the time when the care we took earlier will reward you. We are fortunate to work on young peat bogs which allows us to harvest fibrous peat. Much fewer fine particles and dust than in older peat bogs because the peat gets finer the deeper you go. That's the reason why we take such care of these peat bogs. Durability and sustainability are crucial. These fibrous peat fibers will give you structure in the mix, allowing for porosity and air space, which is the main quality you want to obtain. Then, these harvested peat piles will be ready for the screening step and final usage.





Each grade of screened peat is dedicated to a specific end use, from Ellepot's line of very clean mixes to very coarse, high porosity ones, including extra-coarse nursery mix. Between the two, many different options are offered in the category of germination or for any production purposes. We also offer product for those who choose to grow organically by targeting and certifying some mixes with an OMRI certification as organic production is now a trend that will last.

It's also always preferable for you to share as much detail as possible to allow our sales representative to suggest the best options for each stage of your crops. Sometimes a small

operation will prefer to work with a single product to keep it simple, but it is rare that one size fits all. Selecting the best mix available for each step will make your life easier by eliminating at least one possible source of adjustment. If further fine tuning is required, we specialize in custom blends with many options to make you totally comfortable with the finished product. Weather variation, fertilization and watering are possible sources of changes. If you can rely on the perfect fit of the mix and the consistency of it, you can concentrate on the rest of your production needs.

Additionally, Lambert Peat

Moss has developed a large, efficient, and versatile distribution network ready to deliver the product to your door in an incomparable timeframe. The constant commitment to improve and optimize our customer service allows Lambert to adapt quickly to the requirements of our customers. The competence and dedication of our personnel ensure that it remains competitive, at the cutting edge of technology and at the forefront of the markets by offering products of incomparable quality.

Lambert... At the root of your success since 1928.

For more information, visit
www.lambertpeatmoss.com



DPD REVOLUTIONIZES DATE PALM PRODUCTION WITH ADVANCED BIOTECHNOLOGY AND GLOBAL REACH

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

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



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

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

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



Date Palm Production ■

**"WE CAN ARRANGE
WORLDWIDE DELIVERY BY
AIR-FREIGHT, WITH ALL
SHIPMENTS BEING
ACCOMPANIED BY FULL
SHIPPING DOCUMENTATION."**

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

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





"GROW BEYOND THE SOIL: UNLEASHING THE POWER OF GROWINBAGS™ FOR MODERN AGRICULTURE"

In today's rapidly evolving agricultural landscape, innovation isn't just about the latest machinery or high-tech solutions—it's about rethinking how we grow. One of the most profound shifts in sustainable and scalable farming practices comes in the form of GrowinBags™. These versatile, easy-to-use tools are changing the game for nursery growers, urban farmers, and large-scale producers alike.

Why GrowinBag™?

GrowinBags™ provide a flexible, efficient alternative to traditional soil-based

growing. They can be placed in virtually any location—whether it's on a sprawling farm or a small urban garden—giving farmers and hobbyists alike the freedom to cultivate wherever space allows. In a world where land is increasingly scarce, GrowinBags™ unlock new opportunities for growth in unconventional spaces.

Benefits of Growing in GrowinBags™

• Superior Root Health:

Traditional pots often result in root circling, which can limit plant growth. GrowinBags™ allow roots to air-prune, leading



"Embrace the future of growing—embrace GrowinBag™."



to healthier, more robust plants. The breathable fabric encourages natural root development, allowing oxygen to penetrate and excess water to drain.

- **Water Efficiency:** GrowinBags™ offer superior drainage compared to plastic pots or traditional garden beds. The breathable fabric prevents waterlogging, reducing the risk of root rot and minimizing water wastage—an essential advantage in areas where water conservation is key.

- **Scalability and Flexibility:** GrowinBags™ come in a variety of sizes, catering to the needs of every grower. From small plants to large trees, their portability and ease of use allow for adaptable growing operations. They're especially popular in nurseries, where growers can easily move plants as they mature.

• Eco-Friendly and Reusable:

Made from environmentally sustainable materials, GrowinBags™ are reusable season after season, reducing the need for plastic pots and contributing to more sustainable growing practices.

Understanding How to Use GrowinBags™

Success with GrowinBags™ starts with understanding the basics. The bags should be filled with a well-draining, nutrient-rich soil mix. Placement is also key—while they can be moved around, it's important to ensure that plants receive adequate light and airflow. And because GrowinBags™ allow water to drain freely, growers should monitor moisture levels closely, making adjustments based on weather and plant type.



The Future of Growing

As the agricultural industry faces mounting pressures from climate change, population growth, and land limitations, growers are being called upon to think differently. GrowinBags™ provide an innovative solution that is both scalable and sustainable. They represent a small shift that can yield large results—whether you're a large nursery owner looking to optimize space or a home gardener searching for a better way to grow.

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

SHAPING THE FUTURE OF AGRICULTURE: HIGH-TECH TIRES FOR POWERFUL, AGRICULTURAL MACHINES



As the race for food production intensifies and farmers worldwide become less dependent on labor, adopting larger agricultural machines, the demand for specialized tires is bound to grow.

But which kind of tires can enhance productivity while safeguarding the agricultural environment?

According to Barczyk, tire manufacturers have historically proposed various solutions to achieve this balance, but so far nothing has proven as effective as Very High Flexion (VF) Tires.

These specialized tires can either carry the same load as a standard radial tire with 40% less inflation pressure or carry 40% more load at the same inflation pressure. This capability translates to fewer

trips, resulting in reduced fuel consumption, shorter working times, and, most importantly, less soil compaction—ultimately leading to increased crop yields.

Trelleborg Tires, whose commitment to innovation in agricultural tires spans decades, has successfully implemented the VF technological standard in several products. However, as Barczyk emphasizes, “adopting the VF standard alone isn’t enough to satisfy the growing demands of modern agriculture.” This recognition has spurred tire manufacturers to develop a comprehensive approach to tire design. Beyond VF technology, they now incorporate a range of advanced features tailored to specific agricultural vehicles and applications.

In Trelleborg Tires’ case, for instance, tells the manager, “the TM1000 ProgressiveTraction® tire was developed specifically for tractors, boasting a tread devised to increase the transmission power and operating efficiency of the machine while minimizing soil compaction through a ‘wing effect’ on the tire design, meant to maximize the available tread.”

Furthermore, following the growing professional and extensive use of modern spraying machines, Trelleborg Tires also developed the TM150, designed with the objective to ensure a 5 to 8 % larger footprint compared to standard series tires, resulting in great benefits in terms of crop yields.

Last but not least, with the Trelleborg TM3000, the tire player also responded to the challenge posed by combine harvesters, which are also becoming bigger and are working in more critical environments due to new plants and extreme weather conditions. This tire tread pattern, together with an advanced carcass design, maximizes the tire’s load capacity at low inflation pressure, preserving the soil and its organic components while limiting mechanical damage from compaction.

For more information, visit www.trelleborg-tires.com

CASE IH PROVES THAT 2024 IS THE 'YEAR OF THE COMBINE'

Case IH continues to celebrate 2024 as its 'Year of the Combine' by officially launching the Axial-Flow 160 and 260 series, available for the 2025 harvest. This launch follows the successful preview of these models at Agritechnica 2023. Looking ahead, Case IH will further expand the AF Series lineup with additional model unveilings later this year.

The Year of the Combine 2024 was marked by the introduction of the Axial-Flow 160 and 260 series at Agritechnica 2023. Now available for order, these combines are engineered to enhance productivity and precision. The 7260 (498 hp with a 11,100 or 14,400-liter grain tank), 8260 (571 hp with a 14,400-liter grain tank), and 9260 (634 hp with a 14,400-liter grain tank) come equipped with advanced dual larger, higher-resolution Case IH Pro 1200 terminal displays, offering full connectivity and

automated features. Key among these is Harvest Command™, which automatically adjusts combine settings based on operator-defined performance criteria.

For the first time, the new Axial-Flow 160 series (including the 400 hp 6160 with a 10,570-liter grain tank and the 460 hp 7160 with a 12,500-liter grain tank, the largest in its class) integrates Harvest Command™ automation within this power and size category, ensuring consistent results regardless of the operator's experience. Both series also feature Safeguard Connect, combining Case IH support services like warranty, pre-season checks, FieldOps, remote monitoring, training, and support. Building on the momentum of the 160 and 260 series launch, Case IH has begun introducing new combine models at the highest output levels.

Earlier this year, the new AF11, designed for the North

American market, made its debut at the National Farm Machinery Show in Louisville, Kentucky. Most recently, at the Farm Progress Show in Boone, Iowa (August 27-29), Case IH unveiled two additional models: the AF9 and AF10.

The AF Series is equipped with a comprehensive suite of precision technologies, including dual Pro 1200 displays, Harvest Command™ combine automation, and RowGuide Pro™. In addition, the introduction of Connectivity Included for Axial-Flow 160, 260, and AF Series models enables seamless transmission of yield and machine data directly to the new Case IH FieldOps™ app, offering farmers a complete data management solution for their operations.

The new AF series will make its official European debut at EIMA 2024 in Bologna, Italy, from November 6-10.





All plants emit natural chemical root signals to uptake moisture and nutrients from the surrounding soil. RDI's microporous smart-tape responds to these chemical signals delivering precision irrigation to the root zone.

RDI is a highly efficient irrigation system centred on a nature-driven, plant-responsive, smart microporous tape.

RDI system is the newest technology in irrigation, a breakthrough innovation after drip systems. Discover how a subsurface irrigation system responds to plant root signals, delivers water and nutrients dynamically and at a very low flow precisely where and when it is needed.

This simple system not only reduces water waste and fertilizer usage but also enhances plant growth, creating a seismic shift in the world of irrigation. Surpassing conventional drip irrigation in water-efficiency use, RDI's technology slashes water and fertilizer use by an impressive 50%, while nurturing soil health and biodiversity.

The need for the ultimate climate-smart solution propelled RDI's expansion from the United States to the Middle East, adapting the technology for use in challenging desert climates and regions with limited water resources to revitalize non-arable land and help farmers thrive in the harshest conditions while promoting high-value, nutritious crops, reducing their carbon footprint at lower input costs.

RDI is now well-established in Europe, Africa, Mexico, South America, Australia, and India.

Since its groundbreaking debut in 2019, RDI Irrigation has been on a remarkable journey, reshaping the irrigation industry worldwide.

Image: Dragon Fruit Nethouse in Portugal





RDI System

THE AI FOR IRRIGATION

But the story doesn't stop there... RDI is also tackling one of the most pressing global challenges – climate change. Reforestation and the reversal of desertification are possible with RDI. By restoring green spaces in water-scarce regions, RDI helps mitigate the heat island effect in urban areas and can create carbon sinks, providing a multifaceted solution to some of the most urgent environmental issues of our time.

The system's longevity is equally remarkable. With the ability to stay underground for years, RDI minimizes plastic waste and drastically reduces the need for regular replacement, unlike traditional drip systems.

And it's not just about water and soil – RDI's approach also supports biodiversity, enabling a diverse range of plants to flourish along a single tape line, encouraging a more balanced and sustainable ecosystem.

The RDI root-driven irrigation system is an innovation that has far-reaching impacts on water conservation, soil regeneration, and climate change across various sectors from crop production to landscape management... all contributing to the global effort to create a future that is livable for generations to come.



Al khatim, UAE



South of Portugal

The dual crises of climate change and food security leave the world grappling with global threats of water scarcity, degraded soil, and lower crop production. As we inch closer to the tipping points, the risk of crossing these critical thresholds may take us to the point of no return. How can we halt this downward spiral and start restoring the planet's resources?
In irrigation, RDI holds the key to unlock a sustainable future.

- www.responsivedrip.com
- info@responsivedrip.com
- MFG: Bradenton, FL, USA
- MFG: Kezad, Abu Dhabi, UAE
- Ph: + 971 2 666 6156



WISECONN: KEEP IT SIMPLE, THE CONTROL IS IN YOUR HAND

WiseConn, a pioneer in agricultural technology, has established itself as a global leader in irrigation automation. With 18 years of experience, the company is at the forefront of innovation, operating in 15 countries and automating over 5,000 systems.

At the core of WiseConn's system are its smart nodes, essential hardware components that serve as the communication hubs between field-based sensors and actuators, and their awarder platform DropControl. These nodes collect data from a variety of sensors, including soil moisture sensors, weather stations, and plant sensors, providing real-time insights into field conditions.

WiseConn's smart nodes enable precise control over irrigation systems. By executing irrigation programs and managing valves, pumps, and other actuators, these nodes ensure that water is

delivered efficiently and effectively to crops. This level of control helps minimize water waste, reduce energy consumption, and optimize water use, labor, energy, and fertilizer applications.

This comprehensive irrigation management system offers a holistic approach to optimizing water usage, encompassing everything from water sources to field-level operations. DropControl's advanced capabilities include controlling filter stations, VFDs, fertilizer injection systems, and water quality, while also monitoring soil moisture, weather conditions, and plant health.

WiseConn's commitment to openness extends beyond its software platform. The company's smart nodes are designed to be compatible with a wide range of sensors and actuators, providing growers with flexibility in choosing the most suitable equipment for

their specific needs. This interoperability enhances the system's versatility and adaptability to various agricultural settings.

Beyond its technological prowess, WiseConn's success is also attributed to its strong emphasis on customer support. The company works closely with local irrigation distributors, providing them with training, supervision, and ongoing support to ensure the successful implementation and maintenance of its systems. This collaborative approach ensures that growers receive the necessary guidance to

maximize the benefits of irrigation automation.

By combining cutting-edge technology, a customer-centric approach, and a deep understanding of the agricultural industry, WiseConn is driving significant advancements in irrigation efficiency and sustainability. As the company continues to expand its reach and innovate, it is poised to shape the future of agriculture for years to come. The future of farming is now, irrigate precisely with WiseConn.

For more information, visit www.wiseconn.com



"The most complete irrigation management system available. A user-friendly solution for monitoring and control"



RICE MILLING SOLUTIONS



For rice millers, AGI provide:

- Recommendation of suitable machinery and accessories for complete rice mills
- Rice mill Process flow and Plan layout
- Supply of machinery, accessories, and other required material
- Coordination with suppliers & contractors
- Installation of plant and machinery
- Total engineering support and monitoring of the rice mill project progress
- Trial run & commissioning of the rice mill plant with committed results
- Training and development of operating staff

For more information, visit
www.aggrowth.com

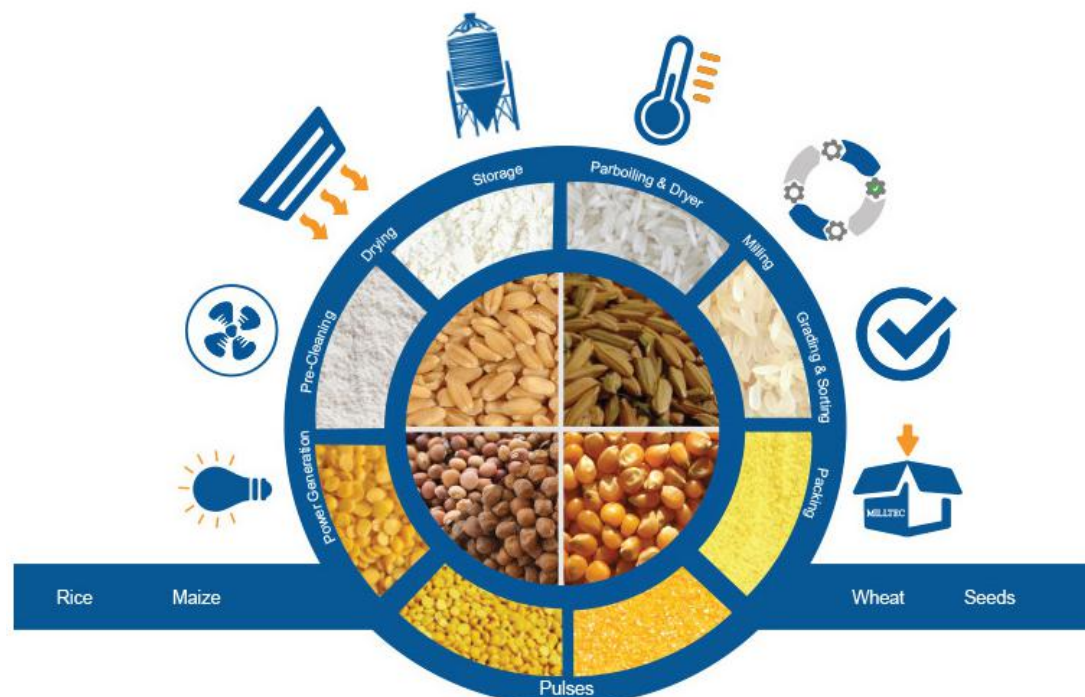
AGI Milltec Rice milling machines are designed to provide higher yield and profitability.

AGI innovative rice processing solutions minimize in-process waste, reduce manpower, and maintain hygienic standards in food processing. AGI offers customized project solutions from the concept stage to the production stage, keeping the costs at a minimum, and assuring on-time delivery.

AGI design, manufacture, and supply a complete range of rice milling machines including cleaning, husking, whitening, polishing, grading, sorting and packaging machines to meet rice processing requirements. AGI rice milling process helps rice millers improve productivity and reduce operating costs. AGI state-of-the-art manufacturing facility, innovative R&D team, quick delivery, and excellent after-sales service has helped us become a leading player in the rice milling industry.

Why AGI Milltec Rice Milling Machines?

- Quality of rice produced – Rice miller can command a premium price
- After-sales support – 24 hour response time and 48 hour resolution time
- Low maintenance and operating cost





TAILOR-MADE SOLUTIONS FOR YOUR FARM: QUALITY FORAGE AND AROMATIC HERBS HARVESTING

For over 75 years, Bonino has been committed to helping farms like yours improve production quality and operational efficiency. We offer innovative forage harvesting machinery and customised solutions for harvesting aromatic and medicinal herbs or leafy vegetables, designed to meet the specific needs of your farm.

If you are looking to produce top quality milk and meat, feeding fresh grass forage is the ideal choice. Bonino Trisystem self-loading cutter wagons allow you to better manage the collection and distribution of grass by cutting, loading and unloading it directly to the places of feeding without the need for grazing. All automatic and adaptable to your farm needs, ensuring your cattle receive a complete and nutritious diet.

For those growing herbs and medicinal or leafy plants, we offer tailor-made machines to meet your specific needs: from the type of plant to the sowing system, from the harvesting area to the final use of the product. With Bonino, every detail is designed to make your work more efficient and your results better.

Choose Bonino, the Italian partner at your side, with solutions designed to grow your business and take it to the next level.

*For more information, visit
www.boninoitaly.com*





nafosa

HEALTHY FORAGE WITH MAXIMUM 12% MOISTURE

Nafosa began its journey in the business world in 1940, and today it stands as the largest company in the dehydration sector in Europe.

The company operates 4 dehydration plants in Spain and 2 more in Argentina, managing approximately 40,000 hectares of land with a production capacity of over 400,000 tons.

Nafosa provides healthy forage with maximum 12% moisture including Alfalfa, cereal straw, oaten hay, alfalfa pellets, sugar beet pulp pellets, etc...

Moreover, in order to provide a complete service to our customers, **Nafosa** is constantly developing new commercial lines.

Nafosa has a highly experienced team in the sector, currently consisting of around one hundred direct collaborators and three hundred indirect

collaborators, all committed to innovation, quality, and service.

TRACKING SYSTEM | the integration of our production, logistics, sales, and after-sales teams

- BATCH SELECTION
- ANALYSIS OF EACH BATCH- Dairy One
- SHIPMENT DATA SENT- All the data at your disposal for improved traceability.
- LOADING REPORT- Our transparency policy taken to the maximum.
- COPY OF DOCUMENTS- Expedite the dispatch of your goods and save money.
- AN AFTER-SALES DEPARTMENT AT YOUR SERVICE



KEY STRENGTHS

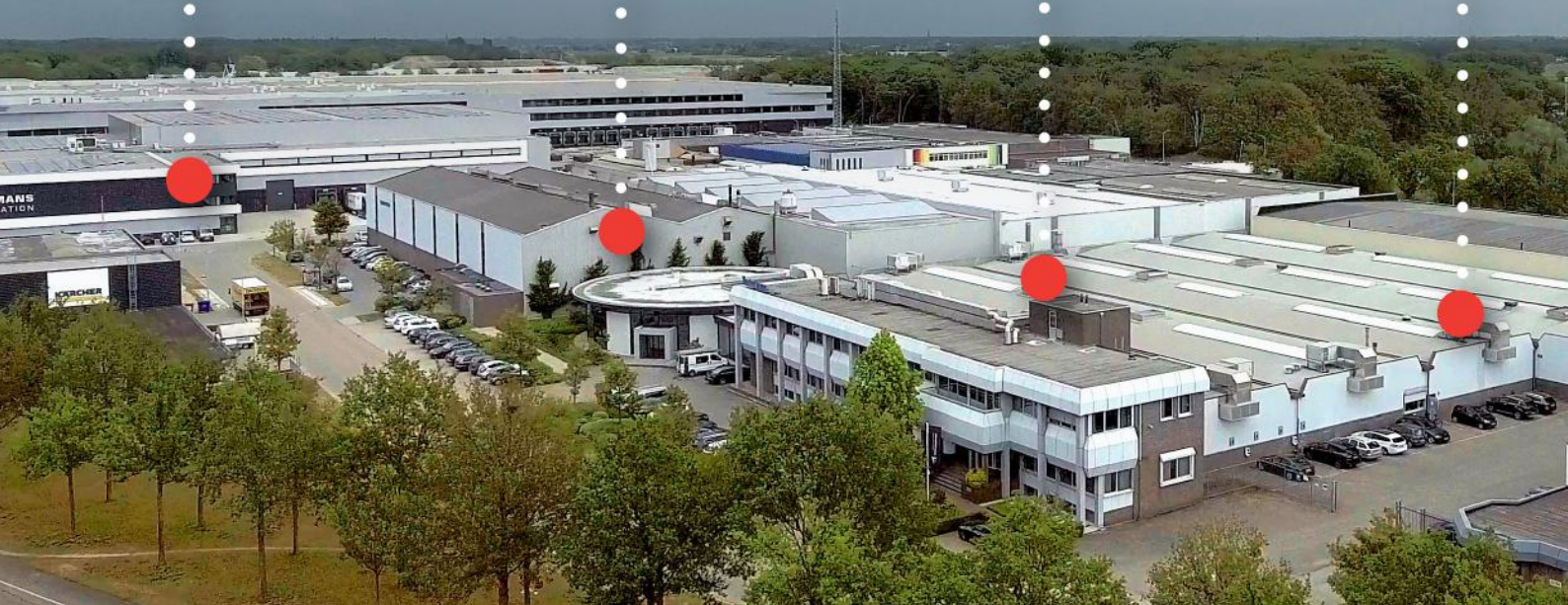
- **TEAM:** An in-house agronomic team with extensive experience.
- **CONTROLS:** Biosecurity and quality controls in our laboratories.
- **CONTINUOUS IMPROVEMENT:** Constant technological upgrades in our production processes.
- **CERTIFICATION:** HACCP, GMP+, ECO, ORG.
- **COMMITMENT:** A deep commitment to sustainability and clean energy in all processes.
- **ANALYSIS:** Forage and raw material analysis services. Maximum reliability.
- **TRACEABILITY:** Full traceability from field to port of destination.
- **TRANSPORTATION:** **Nafosa** has all the necessary logistical transport means for international shipments.

For more information, visit
www.nafosa.es

"COMMITTED TO DEVELOPING A MORE SUSTAINABLE AND HUMAN ACTIVITY"



Ventilation Solutions



YOUR GLOBAL SPECIALIST IN PREMIUM AXIAL FANS

At Vostermans Ventilation, we develop, produce and distribute axial fans for the agricultural market. We are a Dutch, family-owned business founded in 1952. With a passion for technology and commitment to our customers, we deliver high-quality axial fans that meet our customer's ventilation needs and requirements.

The R&D department develops our motors and impellers and production takes place at our own state-of-the-art factories. Because we design and develop everything in-house, we're able to create the perfect motor-impeller combination. Quality always

comes first, because we understand that reliability is vital in the agricultural industry.

As we are a manufacturer, we can combine different impellers and motors. This results in a broad range of axial fans for a variety of applications. Depending on the application, we are able to develop a fan that performs better at high pressure, is extra efficient, and can move a lot of air over a long distance.

The ultimate motor-impeller combination not only ensures better performance, but also a minimal motor load, which improves the service life. To be able to guarantee you the best quality, all combinations are

tested extensively during our rigorous test programs.

Multifan

Vostermans Ventilation manufactures the premium brand Multifan. Known worldwide as being energy efficient and very reliable, Multifan is the right choice if you're looking for a ventilation solution you can count on. We take local laws and regulations, specific market requirements, the local situation and specific customer requirements into account.

Circulation fans

The range of circulation fans offers a solution for every indoor climate challenge. We



offer fans that are specifically designed to evenly distribute air in an energy-efficient way. Vertical or horizontal airflows improve temperature and

humidity differences, creating a uniform climate.

In addition, we offer circulation fans that ensure that animals or people are kept cool. A solution that can help prevent heat stress and keep animals healthy.

Exhaust fans

Choosing natural ventilation can, result in an insufficient air exchange or temperature change. A problem which can be easily solved with the help of mechanical ventilation, using fans.

Our exhaust fans are used in, among others, dairy barns, poultry houses, greenhouses and industrial applications. Each industry has its own challenges, requiring different ventilation methods. It is always important to ensure sufficient ventilation, taking into account temperature, occupancy, humidity and other gases or substances.

Flexible solutions

The product portfolio was created by listening carefully



to the wishes and needs of our customers worldwide. Since the entire development and production process stays in-house, we're able to deliver tailor-made solutions for any ventilation challenge you face.

Save more energy

The Multifan fans are optionally available in extra energy-efficient ECplus and Vplus versions with infinitely variable speed control. For every 20% reduction in speed, the energy consumption is halved. In order to protect sensitive electronics in a controller, it is placed in a separate housing rating of at least IP65. This is essential to guarantee reliability in the most extreme environments.

Contact your specialist in air!

If you have any questions regarding our products or its applications, want to receive product information or need advice from our specialists; please do not hesitate to contact us. You can visit our website at

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FROM BONES TO SHELLS



By: Dr. Elisabeth Holl
Senior Technical Manager

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Dr. Eckel Animal Nutrition

When it comes to success in production, the egg definitely comes first: High production level, good reproductive performance and persistency with excellent eggshell quality are key indicators for profitability in laying hen operations. For breeder operations, only clean and well-formed eggs without visible cracks will guarantee healthy and uniform chicks. In fresh

consumer eggs, inadequate shell quality will lead to direct losses in sales revenue and increase the risk of image loss at the consumer level. And strong eggshells are also necessary to avoid breakage and losses during handling and transportation. So basically, the entire success of a production depends on the quality of the eggshell. But what does quality depend on and how can it be influenced and improved?

Nutrition - and more

There are several influencing factors for eggshell quality, including genetics, age, husbandry, and management practices. However,

nutrition also plays a crucial role. To protect animals and production, the first step is to improve the animals' gut health. Nutritional strategies place particular interest on innovative feed additives that can support gut health and promote well-being. Organic acids with their antimicrobial mode of action are a cutting-edge tool for increasing animal performance and profitability. But to ensure optimal gut health and protection from pathogens, it takes more than that.

In layer husbandry, two periods are especially critical. The first one is the pullet phase when the long bones are formed. Around one third of the calcium required for the eggshell during the laying cycle is supplied by mobilisation from the medullary bone. Calcium derived from bone is needed during the final stages of shell formation as this takes place during the night when the birds do not feed. Good bone quality developed early in life is therefore essential to maintain skeletal integrity and eggshell quality in older hens.

The second is the post peak period where egg size tends to



Dr. Bernhard Eckel



Dr. Elisabeth Holl

increase but at the cost of eggshell quality. Extended laying cycles of over 75 up to 100 weeks place a lot of pressure on the nutritional requirements for performance and egg quality. In both periods, success is closely linked to the same factor.

It's the calcium, hen

Calcium is the most important mineral to secure good bone and eggshell quality. But a calcium-rich diet is not sufficient. The digestive system also must be able to absorb the calcium so that it is available to the animals' organism for bone formation and eggshell production. For this, intestinal health and pH value are of crucial importance. An appropriate pH level ensures that calcium dissolves effectively in the digestive system, making the absorbed calcium available, while gut health is key for effective digestion and nutrient absorption.

Considering older hens, however, calcium absorption may not be the only limiting factor. The primary reason being the ageing of uterine cells which produce the eggshell. Oxidative stress causes fatigue of the uterine cells which subsequently may not be able to utilise the available calcium, leading to a higher risk of thin eggshells, osteoporosis, and low performance. Nutritional support can be given in the form of feed additives that improve gut health and reduce oxidative stress like PreA.

It takes two to get high eggshell quality

PreAcid is more than just any acidifier. By combining organic acids with the prebiotic GlucoFence complex, PreAcid protects the animal against pathogens, stimulates a positive microflora and provides a maximum of butyric acid in the

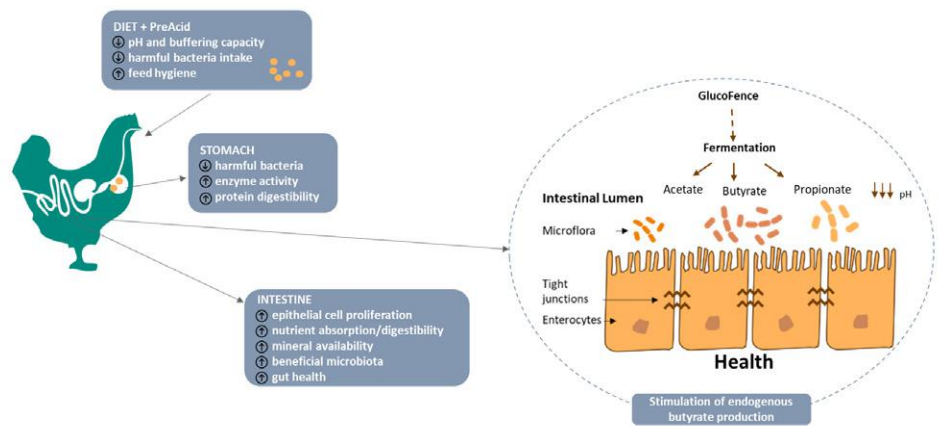


Figure 1: The prebiotic acidifier PreAcid modulates microflora composition, enhances volatile fatty acid production, and promotes overall gut health

gut – an important factor for optimal gut health. The relationship between microbial community and its metabolism and animal performance is both complex and dynamic. Bacteria in the small intestine utilise the same nutrients that are absorbed and metabolised by the host. Therefore, a reduced bacterial load in this section of the gastrointestinal tract and consequently a decreased competition for nutrients explains the mode of action of organic acids in improving performance of the animals. Calcium solubilisation and absorption can also be

supported by the organic acids which reduce gastric pH, thereby stimulating enzyme activity and nutrient digestibility.

For optimal results, however, a second step is needed. PreAcid offers a two-step approach to promote high eggshell quality. It combines supplemented butyric acid and the in-situ production of endogenous butyric acid by prebiotic gluconate. The stimulation of short-chain fatty acid production by microbial fermentation decreases intestinal pH, helping mineral solubilisation and absorption

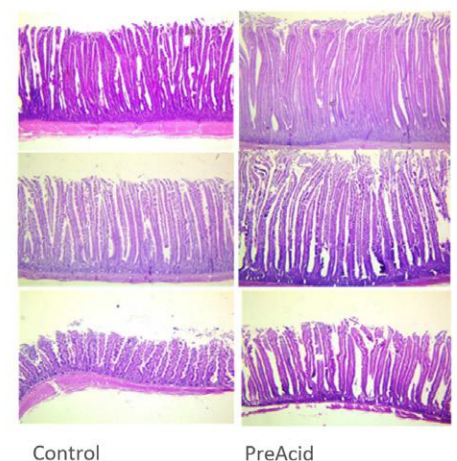
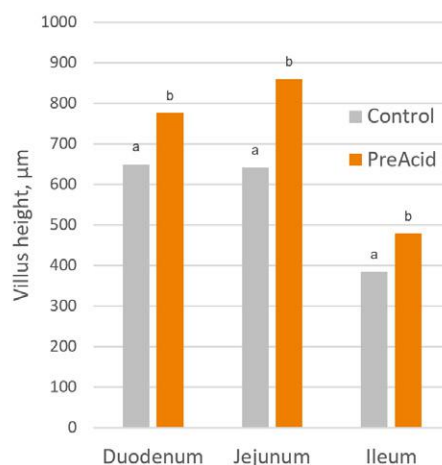


Figure 2: PreAcid significantly increased villus height in challenged birds

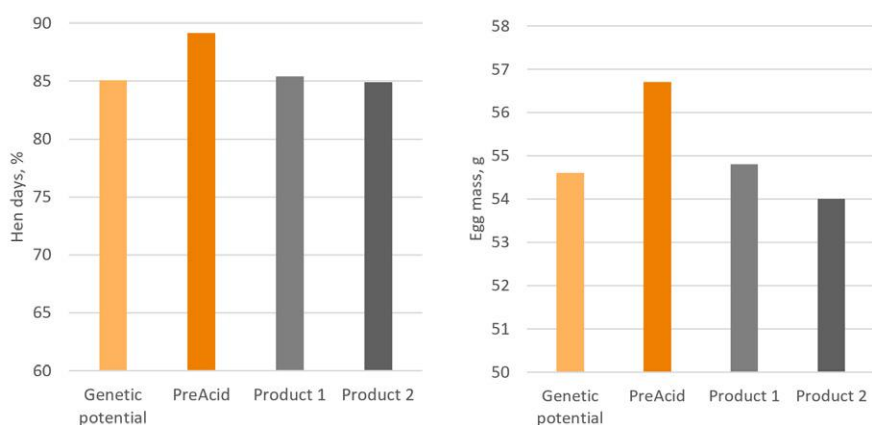


Figure 3: PreAcid improves performance in older layers

(figure 1). Prebiotics also stimulate the expression of Ca-binding proteins and the release of bone modulating factors.

Visible success

The role PreAcid plays in improving epithelial integrity could be demonstrated in a trial with broilers infected with E. Coli and Salmonella. Here PreAcid significantly improved villus growth despite the infection (figure 2).

Strong villi increase the surface area of the intestinal wall and thus the absorption of feed nutrients including calcium, supporting the animals especially in times of stress.

Short-chain fatty acids, specifically butyric acid, obtained from bacterial fermentation have

also been linked to beneficial health effects outside the digestive tract. These include their ability to modulate gene expression and thereby influence intracellular signalling pathways involved in the maintenance of redox homeostasis. The protective role of butyric acid against oxidative stress and inflammatory processes therefore makes PreAcid's mechanism of action and its positive effect on intestinal health so interesting for application in older laying hens.

In a trial with commercial layers (ISA Brown) from week 70 to 73, PreAcid was compared with two commercial feed additives, one of which was based on plant extracts and butyric acid while the other had antioxidative activity. The

performance of the layers was compared to the genetic goal for this breed at that age. While egg weight was not different between the groups and corresponded to the expected value, layers supplemented with PreAcid laid more eggs and consequently had a higher egg mass than the other groups (fig.3).

PreAcid not only improves persistency of lay but also eggshell quality. In a test with layers in Germany, adding PreAcid succeeded in reducing the percentage of broken eggs to just one percent. In addition, PreAcid led to better laying performance. A visibly better eggshell quality could be observed after two weeks of using PreAcid in older layers with recurring shell gland inflammation in Taiwan (figure 4).

Performance and quality start in the gut

For high eggshell quality, optimal gut health and animal welfare, and efficient and sustainable production, it is best to start in the gut. With PreAcid, laying hens receive optimal gut health support right from the start. The prebiotic approach in combination with organic acids utilises antibacterial activity and the beneficial effects of butyric acid in the intestinal tract to improve digestion, nutrient absorption and health of the animals ensuring long term success.

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



Figure 4: Visibly better eggshell quality with PreAcid: (1) Before and (2) after using PreAcid (image: courtesy Ting Chen, Brilliant Nutrition, Taiwan)

IMMUNE-COMPLEX VACCINES PAIR WITH VECTOR VACCINES TO COOL IBD CHALLENGES

When it comes to protecting flocks from infectious bursal disease (IBD), poultry producers and veterinarians have several strategies available, including immune-complex vaccines that may be included in a rotation strategy with recombinant HVT-IBD vaccines.

Immune-complex vaccines provide unique attributes in the IBD protection toolbox. These vaccines contain an IBD virus vaccine coated by antibodies, which must first degrade before the vaccine virus is released in the bird, delaying the stimulate a robust immune response compared with classic live vaccines.

Often used in cases of high field-virus pressure, immune-complex vaccines are useful for “cooling down the house” and keeping the field pressure low for subsequent flocks, said Leticia Frizzo da Silva, DVM, PhD, senior principal scientist, Zoetis.

They do this by colonizing the bursa and blocking early replication of the field virus. The introduction and repeated use of immune-complex vaccines can repopulate a house with the vaccine virus, creating a “diluting” effect, she added.

Over time, this approach can replace the field virus to the point where the farm mostly has the vaccine virus.

Vector and live vaccine comparisons

Because of the way the immune-complex vaccine is manufactured,

it cannot be immediately neutralized by maternally derived antibodies as conventional live vaccines can, said Frizzo da Silva.

This delayed release brings at least three major advantages:

1. The robust vaccine-induced active immune response reduces the high chance of neutralization of vaccine virus by maternal antibodies.
2. The onset of immunity is naturally adapted to when each individual bird is ready to respond, due to the active vaccine-induced immunity starting as passive immunity decreases.
3. The immunosuppression often seen with the use of conventional live vaccines is reduced. Whether the birds are vaccinated in ovo or at day of age,

the immune-complex vaccine gradually dissociates in the bird's body and releases the live vaccine virus, which stimulates a robust immune response without being immediately neutralized by maternally derived antibodies.

Vectored IBD vaccines – based on herpesvirus of turkey (HVT) – and immune-complex vaccines have complementary roles. While vectored HVT-IBD vaccines cushion the bursa better and tackle clinical disease effectively, they cannot replace field virus to reduce the environmental load or lower the overall infection pressure in the long run. This makes rotation of the two approaches a sensible option, said Frizzo da Silva.

For more information, visit www.zoetis.com



SHEARWELL DATA - CELEBRATING MORE THAN 30 YEARS



Shearwell Data is an animal identification and software management business. Being farmer owned, Shearwell understands farmers' needs and challenges. The team are committed to supplying and developing products to support livestock farming businesses. The product range includes ear tags for sheep, goats

and cattle, electronic (EID) readers, software and handlings systems, all designed and built to withstand a hard day's work out on farm.

In 2002 Shearwell developed the SET Tag. Available in 11 colours and multiple print options, SETTags are renowned for their quality and efficiency and their covered pin, ensures excellent retention. These lightweight, one-piece ear tags are durable and easy to apply, ideal for the identification of sheep and goats. Now also available in drums to apply with the TurboTagger, five times faster than our single applicator!

Shearwell is the first company in the world to offer a metal EID tag for cattle. The METTag combines EID capabilities with stainless steel. The METTag has been designed around the very popular Ketchum metal tag, which is well-liked by livestock

farmers around the world due to its retention capabilities. The development of this revolutionary product is testament to the expertise within the Shearwell business.

Shearwell has been a pioneer in Electronic Identification, initially for management information and we could never have envisaged it being used as widely and extensively as it now is. It has been an enlightening journey, meeting many people along the way with a desire to use detailed knowledge and technology to help manage and improve their farming business. Shearwell celebrated its 30th Anniversary in 2022, quite an achievement for a family, farmer owned business whose mission has and continues to be "Working to help the livestock farmer"

For more information, contact
kirsty.howieson@shearwell.co.uk
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"FROM SMALL BEGINNINGS TO THE INTERNATIONAL SCALE OF BUSINESS WE NOW RUN, IT HAS BEEN AN EXCITING JOURNEY TO DATE." RICHARD WEBBER, DIRECTOR





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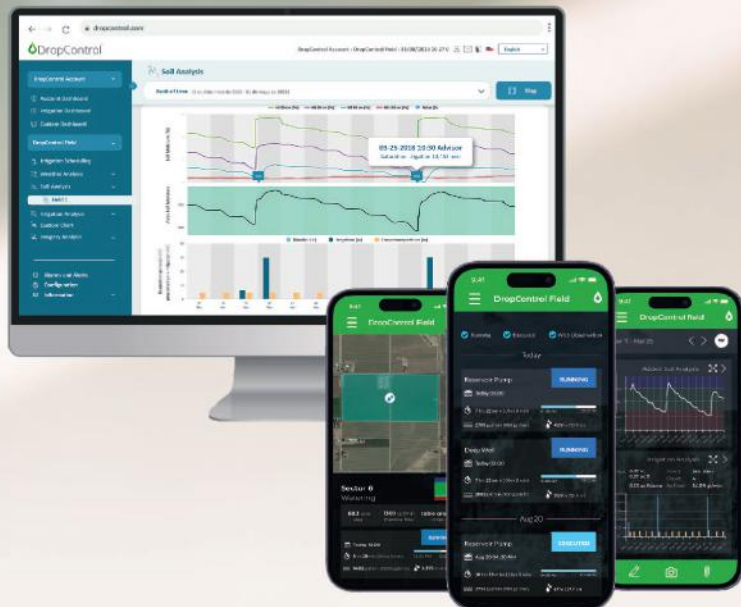
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