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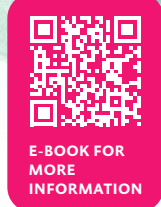
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MESSE
ESSEN

MYPLANT & GARDEN MIDDLE BRINGS THE FIRST ITALIAN B2B GREEN INDUSTRY FAIR IN DUBAI FROM NOVEMBER 15 TO 17, 2025

The new fair is made possible thanks to close collaboration with IEG Middle East offices, a solid and established presence in Dubai's trade fair scenario. The organizers aim to tap into new commercial channels and enter a market with growing potential, driven by a clientele particularly attentive to sustainable development and the enhancement of biodiversity at a local level. On a larger scale, it is also supported by being the main logistics hub in the region and one of the most important in the world.

"The choice of IEG to increasingly focus on international markets," explains CEO Corrado Peraboni, "is further confirmed with this first edition of

Myplant & Garden Middle East, the first Italian B2B green trade show that will be held in Dubai, a market full of potential for this sector. An international opportunity was also part of what was promised to operators in this sector at the time of the acquisition. The choice of Dubai also aligns with the path already established with JGT Dubai (Jewellery, Gem & Technology) and Dubai Muscle Show, Dubai Active, and Dubai Active Industry. The group's strategy, aiming to position itself more and more as a global player, is to create spin-offs of its most significant events in the most interesting areas for the various products. Our commitments abroad are

growing, looking at non-European markets with greater potential, and Myplant & Garden Middle East is part of this strategic development plan."

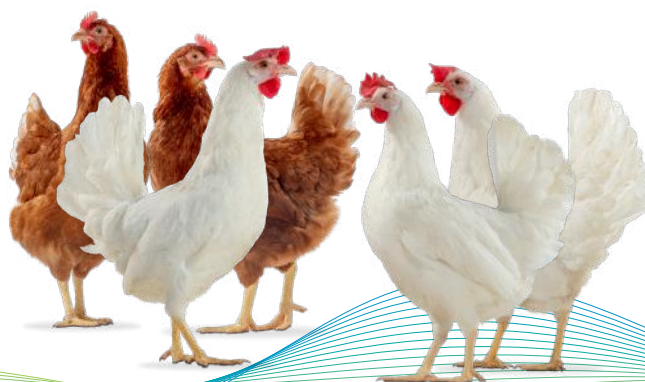
"In expectation of the tenth edition of Myplant," say the organizers, "we have decided to go to Dubai physically to showcase the quality of a high-level trade fair offering. In 2023, the Gulf Cooperation Council countries - Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Oman, Qatar - imported about \$390 million worth of plant material. The UAE, with \$145 million, and Saudi Arabia, with \$130 million, lead the ranking, and the sentiment is positive for the coming years."

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AED 6.2 BILLION IN DEALS CONCLUDED AS GLOBAL FOOD WEEK WRAPS UP IN ABU DHABI

Global Food Week witnessed intensive trade activity, with total deals signed over the three days amounting to AED 6.2 billion, reflecting a 59% growth compared to the previous edition's AED 3.9 billion. Over 1,600 meetings were held between buyers and exhibitors from across the globe, discussing additional deals worth AED 1.7 billion. Several Memorandums of Understanding (MoUs) and agreements were also signed, underscoring the event's pivotal role in promoting international collaboration and advancing the global food and beverage sector.

The event, held under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President of the UAE, Deputy Prime Minister, Minister of the Presidential Court, and Chairman of the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), was organised by ADNEC Group in collaboration with ADAFSA. The event

attracted significant investments and strategic partnerships that bolstered regional and global food systems, cementing Abu Dhabi's position as a hub for agricultural innovation and supporting global efforts toward sustainable solutions for food security for future generations.

The Abu Dhabi International Food Exhibition provided participants access to a wide network of investors and one of the fastest-growing global food and beverage markets. It served as an effective commercial platform to showcase the latest innovations and products to regional and international stakeholders.

The event drew 34,437 visitors, achieving a remarkable 103% growth from the previous edition's 16,899 visitors. It also featured 1,900 companies and brands, a 46% increase, with 600 new exhibitors from 67 countries – a 42% rise in participation compared to the last edition.

HER HIGHNESS SHEIKHA SHAMMA AL NAHYAN VISITS ICBA TO BOOST SUSTAINABLE AGRICULTURE

Her Highness Sheikha Shamma bint Sultan bin Khalifa Al Nahyan, President and CEO of the UAE Independent Climate Change Accelerators (UICCA), visited The International Center for Biosaline Agriculture (ICBA), to gain insights into its pioneering research and strategic initiatives designed to address critical challenges in agriculture and environmental sustainability.

Dr. Tarifa Al Zaabi, Director General of ICBA, welcomed Her Highness and expressed the center's gratitude for the visit. Dr. Al Zaabi outlined ICBA's strategic vision and highlighted its significant contributions to global food security through innovative research in biosaline agriculture and impactful partnerships.

Her Highness shared her perspectives on the importance of capacity development and

knowledge transfer, particularly for women and local communities. She emphasized the need to leverage scientific research to create scalable solutions that address climate change and support adaptation efforts.

Her Highness Sheikha Shamma bint Sultan bin Khalifa Al Nahyan, said: “To confront the challenges posed by climate change, we must ensure that communities—especially women and local leaders—are equipped with the knowledge and resources needed to adapt and thrive. By investing in capacity development and fostering knowledge exchange, we empower individuals and communities to take informed actions. Scientific research plays a critical role in this process, helping us to design scalable, impactful solutions that not only mitigate climate risks but also enhance resilience at every level.”

BAYER, ORBIA NETAFIM EXPAND COLLABORATION TO ADVANCE DIGITAL FARMING TECHNOLOGY



Orbia's Precision Agriculture business Netafim and Bayer announced an expansion of their strategic collaboration, starting with new digital farming solutions for fruit and vegetable growers. By simplifying primary data collection and delivering a system that can generate tailored recommendations from that data, the new solutions aim to help growers maximize crop production and optimize their use of resources, thus minimizing the impact on the environment.

While adoption of digital tools has

increased in recent years, those currently available in horticulture are not addressing growers' needs holistically. Many vegetable and fruit growers experience challenges when switching between multiple software applications, and the siloed nature of today's solutions are adding complexity to daily activities, rather than simplifying them. As part of the companies' expanded collaboration, Bayer has developed a new digital platform called HortiView to simplify primary data collection and sharing for the cultivation of fruits and vegetables, enabling growers to benefit from an ecosystem of connected agronomic services that support data-driven decisions and market access.

"Digital technology offers tremendous value in horticulture, but those digital tools rarely work together, and it's been extremely difficult for growers to use their

own data in data models that can help them optimize crop production use," said Chris Pienaar, Fruit & Vegetable Digital New Value Lead for Bayer's Crop Science division. "Bayer and Orbia Netafim can address these pain points and provide growers with a platform that can generate tailored recommendations specific to their unique environments, cultivation practices, and crops."

A small group of grower advisors are currently using the new solutions and providing feedback to inform broader availability in the future. By combining their respective strengths, Orbia Netafim and Bayer aim to benefit horticultural customers with insights powered by primary data, helping them optimize decision-making, maximize crop production, save on agricultural inputs, and drive operational efficiency.

VOG - HOME OF APPLES ORGANIC ASSORTMENT ON SHOW IN DUBAI

The Middle East is a high-potential market for organic products and a key area for economic relations between Europe and Asia. This is why VOG – Home of apples took its range of organic apples to the Organic & Natural Products Expo in Dubai on 18-20 November.

The Consortium's presence at the Dubai trade fair was consistent with its strategy to develop the organic segment, for which it currently produces 35,000 tonnes of apples with a wide assortment of varieties and brands capable of meeting the needs of every market for 12 months a year.

"The Organic & Natural Products Expo is an important

event for consolidating and developing our network of relations in the Middle East, Africa and Asia," explains Klaus Hölzl, Sales Manager of VOG. "Once again we had the opportunity to meet lots of retailers, wholesalers and hospitality industry professionals who have dealings with the segment, and they showed a lot of interest in our assortment, one of the widest in Europe as regards organic apples."

VOG is already present in the Middle East with various Marlene® Bio and Biosüdtirol branded organic varieties, such as the Gala, the Granny Smith and the Red Delicious, but at the Organic & Natural Products Expo the Consortium also received

lots of interest in the organic versions of growing brands in the area like Pink Lady® Bio, Kanzi® Bio, Natyra® and RedPop® Bio.

"As is the case with integrated production, our role in the organic segment is to support our business partners with our wide product assortment and extensive expertise, helping to satisfy the needs of present and future consumers," explains Hannes Tauber, Marketing Manager at VOG. "Through our participation in international trade fairs, also in the organic segment, we are able to showcase brands that put the values and lifestyles of consumers at the centre, fostering the growth of the category and promoting retailers."

FARMERP EMPOWERS MIDDLE EASTERN AGRIBUSINESSES WITH ADVANCED AI AND ML SOLUTIONS

FarmERP, a global leader in Digital ERP Solutions for Agribusinesses, is set to transform the Middle Eastern agricultural landscape with its advanced digital platform powered by latest AI and ML based offerings - FarmGyan. These comprehensive technology solutions are specifically designed to tackle the region's unique agricultural challenges, representing a significant advancement in boosting crop health and increasing yields for local agribusinesses and to mitigate climate challenges.

Recognizing the critical pain points faced by agribusinesses in the Middle East, FarmERP has implemented substantial

improvements within its Climate Smart Advisory feature of the FarmGyan platform. These developments focus on optimizing crop management practices, promoting sustainable operations, and integrating advanced carbon reporting systems tailored to the specific needs of the region. With these upgrades, FarmERP is committed to empowering agribusinesses to achieve higher productivity while navigating environmental concerns.

The enhanced technology is engineered to ensure the optimal use of vital resources like water chemicals, fertilizers and labour while improving food safety and traceability. By incorporating real-time monitoring tools

mapping farm to fork business processes, FarmERP equips farmers and agribusinesses with the necessary insights to proactively address food security challenges and optimize resource utilization to improve profitability.

With deep expertise in the region's weather patterns, FarmERP has been a leading provider of technology solutions to some of the largest agricultural and food supply chain companies in the UAE, Saudi Arabia, and Oman, extending its reach across the MENA region. These enhancements will empower agribusinesses to effectively navigate regional challenges and seize growth opportunities, positioning FarmERP at the forefront of innovative technological solutions.

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TOPCON INTRODUCES SMART FEEDING PLATFORM THAT ENHANCES WORKFLOW EFFICIENCY AND DATA COLLECTION FOR DAIRY AND BEEF PRODUCERS



Topcon Agriculture introduces the TMR Flex Pro feeding system, designed to allow dairy and beef producers to easily manage the feeding process and have real-time insight in key aspects such as dry matter, refusals and pen deliveries.

“Feeding represents 50-60% of operational cost on the dairy or beef farm. In addition to accuracy, elements such as flexibility and time are critical

to this, in particular on the larger farms. The modular TMR Flex Pro system has been developed together with farmers to improve the daily workflow — on-the-go — in a more practical and convenient way. A self-explanatory interface for simplified operations reduces the learning curve and ensures ease of use for individual operators and feeding teams. The system allows multiple users to collaborate seamlessly during the loading and delivery process, enhancing visibility, efficiency, and productivity,” said Wim De Wit, senior vice president and segment leader of nutrition

and weighing technologies at Topcon Agriculture. “Ingredient tracking functionality enhances inventory control, and the system’s unique refusal recording and substitution feature reduces feed waste, improving sustainability and farmers’ return on investment.”

The system is comprised of the Digi-Star FD1 tablet, a data transfer device, and the TAP FEED Pro/Feedlot subscription. It is designed to maximize efficiency in feed management, allowing producers to reduce costs and optimize resource utilization. The system offers enhanced data visibility and monitoring capabilities, providing farmers with valuable, data-driven insights for better planning and decision-making.

DSM-FIRMENICH OPENS ANIMAL NUTRITION & HEALTH MANUFACTURING PLANT IN EGYPT

Formally inaugurated on 12 September 2024, the facility reflects the company’s commitment to meet increasing demand from mid-range and large livestock farms and feed millers for premixes and innovative feed additives. The new production unit will serve customers in Egypt, the Middle East, Southern Europe and Africa. By enhancing supply reliability and delivering top-quality products, it will offer dsm-firmenich’s customers greater peace of mind—underscored by the firm’s commitment to excellence.

The new facility, covering an area of 10,000 square meters, is equipped with modern infrastructure and advanced technology from Bühler Technologies, incorporating an integrated plant control system with

bar coding. With an annual production capacity of 10,000 tons, the plant is designed to meet the highest standards of production efficiency, food safety, quality, and environmental sustainability. It adheres to the highest international quality and safety standards applicable to specialty feed ingredients.

The plant will process a diverse range of specialized animal nutrition products, including vitamins, minerals, and innovative feed additives.

Strategically located in Sadat City, the facility offers excellent logistical advantages, ensuring efficient delivery to customers in the feed



and animal protein sectors both domestically and internationally. This new plant, marking the 50th production facility in dsm-firmenich’s global network, will strategically enhance the company’s production capacity. It will enable dsm-firmenich to more effectively meet the needs of its expanding customer base while also fostering local economic growth.

ALMARAI SELECTS SIG AS STRATEGIC PARTNER FOR 5-YEAR EXPANSION PLAN

Almarai, the Middle East's leading dairy and food company, has selected SIG as a strategic partner for its five-year expansion plan aimed at strengthening market leadership and driving sustainable innovation.

Over the coming five years, SIG is set to support Almarai's objectives through flexible manufacturing solutions that align with their sustainability goals. The strategic alliance underscores a shared commitment to environmental

responsibility, and the two companies are exploring new packaging innovations that will enhance Almarai's operational and geographical impact.

This move builds on two decades of successful partnership, during which Almarai and SIG have jointly pioneered product innovations and advanced packaging solutions across the region. Together, they have set benchmarks in quality, adaptability, and environmental responsibility, enhancing

Almarai's product portfolio and expanding its reach in key markets.

To commemorate their two-decade journey, Almarai and SIG are launching a campaign, "Pioneering Together for 20 Years," which will spotlight the strength and impact of their partnership. The campaign will highlight SIG's advanced packaging solutions, symbolizing the ongoing evolution of Almarai's product portfolio and underscoring the partnership's commitment to innovation for the region's consumers.

SALIC EXPANDS ITS GLOBAL INVESTMENT PORTFOLIO WITH UKRAINIAN COMPANY MHP SE

SALIC, a subsidiary of the Public Investment Fund, stated that it has acquired a 12.60% stake in MHP SE, the globally renowned Ukrainian leader in the grains, edible oil, and poultry sectors, adding it to its international investment portfolio. This strategic move aligns with SALIC's ongoing efforts to expand its global business and build an integrated and efficient value chain that connects global and local markets.

SALIC emphasized that securing access to strategic commodities from primary sources is a core objective of its vision to be a global leader in the agri-food sector. This effort aligns with the company's strategy to integrate its local and international investments, driving growth and sustainability in food security. SALIC noted that the Black Sea region is recognized for its vast fertile agricultural lands, making it one of the ideal areas in the world for grains production and related products.

MHP SE currently manages more than 300,000 hectares of agricultural land and produces 2 million tons of grains, 800,000 tons of poultry and meat, and 400,000 tons of edible oil annually.

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SHARJAH SUSTAINABLE CITY ENGAGES 300 UNIVERSITY OF SHARJAH STUDENTS IN SUSTAINABLE AGRICULTURE WORKSHOP

Sharjah Sustainable City – the first sustainable master-planned residential community developed by Sharjah Investment and Development Authority (Shurooq) in partnership with Diamond Developers, joined forces with the University of Sharjah's College of Fine Arts and Design (CFAD) to promote sustainable agriculture among students.

As part of this collaboration, the city recently participated in the Sustainability Day celebrations hosted by CFAD under the theme 'Beyond the 17 Sustainable Development Goals.' During the event, experts from the city conducted a special workshop titled "Plant Your Pot," where approximately 300 students,

faculty and staff learned about creative sustainable agriculture practices.

Commenting on the occasion, Carl Atallah, Director of Marketing & Communications at Sharjah Sustainable City, said: "We are delighted to partner once again with the University of Sharjah's College of Fine Arts and Design and share our knowledge with students. The workshop exemplified how collaborations can promote sustainability and generate interest among the younger generation while harnessing their creative potential. As the world faces several challenges posed by climate change, using creativity and art is one of the most effective means to promote

sustainable agriculture and cultivate change among future generations. This aligns with our broader efforts to promote eco-friendly practices beyond our city and engage with a wider range of stakeholders, including youth."

For her part, Professor Nadia M. Alhasani, Dean at CFAD, said: "We were pleased to have Sharjah Sustainable City join us in celebrating Sustainability Day and promoting sustainable agriculture among our students. Their creative workshop aligned perfectly with our theme, 'Beyond the 17 Sustainable Development Goals,' which aimed to raise awareness and push the boundaries of sustainability."

FRUIT ATTRACTION 2024 ACHIEVES RECORD FIGURES WITH A 13% INCREASE IN TRADE VISITORS

Fruit Attraction closed its 16th edition on 10 October with an all-time high in participation levels. A total of 117,370 professionals from 145 countries attended the event, an increase of 13% over the previous year.

Organised by IFEMA MADRID and FEPEX, with the presence of Andalusia as Guest Region, the Fair registered the participation of 2,201 exhibitors from 59 countries, and an occupation of 70,254 net square metres of fruit and vegetable offer,

for the first time, distributed over 10 halls of the trade fair centre, representing an increase of 10% in both parameters over the 2023 edition. These figures have converted Madrid into the world fruit and vegetable capital as well as ratifying Fruit Attraction as a fundamental tool for the global fruit and vegetable business.

The international segment accounted for 45% of total occupancy, attracting participation from 59 countries and expanding its exhibition area by 22.5%.

Once again, the Fresh Produce Area, aimed at fruit and vegetable producers and traders, stood out as the most representative segment of the fair, occupying 70% of the space and experiencing an increase of 6% over the previous year. The Auxiliary Industry Area accounted for 24%

of the fair, showing a growth of 4%. The Fresh Food Logistics Area also stood out, with an increase of more than 26%. As a new feature this year, Hall 1 hosted Innova&Tech, an area focused on innovation, research and technological development companies bringing together, among others, the Biotech Attraction and Smart Agro sectors.

One of the most highly rated aspects by the attendees was the quality and professionalism of the international visitors, which grew by 24%, representing 49% of the total number of trade fair visitors. Once again this year, the largest number of visitors came from Europe, especially from Italy, France, the Netherlands, the United Kingdom, Portugal and Germany. The most notable were also those from Peru, Chile, South Africa, Morocco and Brazil.



'AL DAHRA – EGYPT' ANNOUNCES ITS STRATEGIC PLANS TO ENHANCE FOOD SECURITY AND SUPPORT THE LOCAL ECONOMY

'Al Dahra – Egypt', one of the largest and most innovative strategic investors in the sustainable agriculture sector, has announced its plans to bolster food security and support the local economy in Egypt. This announcement was made during a press conference where the company showcased its business scale and strategy aimed at producing and exporting high-quality food products and animal feed.

'Al Dahra – Egypt' owns 67,000 feddans with over 40,000 feddans of irrigated land, distributed across four farms in three strategic locations in Toshka, East Owinat, and Salheya. Additionally, the company owns a 20MW solar power station. It produces a diverse range of essential crops, including wheat, sugar beets, corn, animal feed and citrus fruits, underscoring its pivotal role in supporting Egypt's food security. The company has also

successfully become the largest private-sector producer of wheat over the past three years. Since its inception, 'Al Dahra – Egypt' has slashed the import bill by over \$250 million, delivering 450,000 tons of wheat to government silos and producing more than 300,000 tons of corn and sugar beet. By exporting crops like citrus fruits to Europe and Southeast Asia, it not only bolsters the local economy but also helps meet Egypt's foreign currency needs.

VIETNAM AND MIDDLE EAST COUNTRIES READY TO BOOST AGRICULTURAL TRADE

During Prime Minister Pham Minh Chinh's visits, Vietnam and the UAE, Saudi Arabia and Qatar, have reached significant economic, trade and investment cooperation agreements.

These agreements represent a breakthrough in the pillars of cooperation on food, Halal and emerging fields, including the digital economy, green economy and circular economy.

In particular, Vietnam and the UAE signed a Comprehensive Economic Partnership Agreement (CEPA), with the UAE committing to a gradual tariff reduction on 99 per cent of Vietnamese exports. In return, Vietnam will gradually remove tariffs on 98.5 per cent of UAE exports.

Once effective, the CEPA will create enhanced export opportunities for Vietnamese agricultural products.

In Saudi Arabia, Vietnam's key agricultural exports saw strong growth in the first nine months of 2024. Fruit and vegetable exports reached US\$10.9 million, marking a 51.4 per cent increase, while rice exports hit \$22.7 million, up by 43.7 per cent, and pepper exports totalled \$12.5 million, a 34 per cent increase.

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SAUDI INNOVATORS PARTNER TO LAUNCH THE NATIONAL FOOD PRODUCTION INITIATIVE

lyris, the sustainable AgriClimate Tech business, and Red Sea Global, the regenerative tourism destination developer, announced the National Food Production Initiative (“NFP Initiative”) in partnership with other leading Saudi Public and Private Sector National Champions.

This pioneering NFP Initiative, bringing together Saudi-developed innovation and technologies, has regenerated unproductive agricultural land, building a 0.75 hectare sustainable farming facility in Bada, Saudi Arabia. The facility includes a greenhouse incorporating leading Saudi-based agriculture technology

and uses a scalable model which could radically transform the lives of Saudi farmers, empowering them to regenerate harsh climate agriculture in regions where the impact of climate change has made cultivation increasingly challenging.

The NFP Initiative was made possible with the generous participation and collaboration between Saudi Arabia-based partners: SABIC, Red Sea Global, Napco National, Tamala, King Abdullah University of Science and Technology (KAUST), University of Tabuk



and Terraxy – all making vital contributions to the successful completion of the project.

The project was developed with the joint objectives of supporting local farming communities to regenerate unproductive land, reinvigorating their economy and reducing the reliance on imported produce and food miles traveled in supplying rural communities.

GLOBALSTAR PARTNER SPOTTER ACHIEVES MILESTONE OF OVER 30,000 SATELLITE IOT COLLARS DEPLOYED ACROSS CENTRAL ASIA



Globalstar Europe Satellite Services Ltd., a wholly owned subsidiary of Globalstar, Inc. (NYSE American: GSAT) the next-generation mobile satellite and

communications service provider, announced that value added reseller Spotter has seen sales of its satellite IoT-enabled horse tracking collar more than double in the last 24 months.

Mongolia-based Spotter has reached a milestone of over 30,000 Horse Tracker collars deployed, enabling the reliable monitoring of free-roaming horses across Mongolia, Kazakhstan and Kyrgyzstan. Describing sales uptick of nearly 160% since October 2022, Spotter Co-Founder Tsogbadrakh Surenjargal said, “The growth has been phenomenal.”

There’s a growing understanding among the horse owning community of the value and reliability of the satellite IoT technology solution, according to

Surenjargal. “People are becoming aware that terrestrial telecoms infrastructure like mobile networks are simply unable to provide the ubiquitous and always-on tracking capability of satellite.”

“For people across Central Asia, horses are their livelihood as well as the living embodiment of their history and culture; we’re incredibly proud that Globalstar satellite IoT technology is helping owners track and safeguard their precious animals in one of the world’s most desolate landscapes, and in the most extreme climatic conditions. Many congratulations, again, to our partners at Spotter,” commented Mark O’Connell, Globalstar General Manager for EMEA & APAC.

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HUETE GREENHOUSES TO BUILD NEW HIGH-TECH GREENHOUSE IN JAPAN FOR LETTUCE CULTIVATION

J. Huete Greenhouses will lead the implementation of a new one-hectare multi-tunnel greenhouse to be built in Japan for hydroponic lettuce cultivation.

This project, which will feature NFT gutters as a production system, represents a significant advance in agricultural production technology, combining a robust structural design with advanced technological solutions for climate control and automation, all adapted to local requirements and regulations.

The greenhouse will feature a reinforced multi-tunnel structure, which is made up of galvanized steel posts, foundation plates and additional beams for optimal stability. Designed to maximize efficiency, the greenhouse incorporates high-strength gutters

with anti-condensation technology, which not only ensure efficient drainage, but also act as an essential longitudinal reinforcement for the structure. This system is designed to withstand adverse weather conditions, ensuring greater durability of the installation.

The facility will be equipped with a PVC pipe system for collecting rainwater, as well as double horizontal screens designed for energy savings. These screens, made of materials with high resistance to oxidation and UV rays, moderate temperatures between day and night, creating a uniform microclimate inside the greenhouse and optimizing the transmission of diffuse light.



The greenhouse will feature a climate control system, including state-of-the-art weather stations and sensors to measure wind speed and direction, temperature and humidity, and other critical environmental parameters. This system is complemented by management software that automates climate settings and allows operators to monitor and adjust greenhouse conditions in real time, ensuring maximum crop yield and quality.

EVONIK CELEBRATES 50 YEARS OF METHIONINE PRODUCTION IN ANTWERP

As a gateway to the world, the Antwerp (Belgium) site has played a major role in Evonik's global methionine business for 50 years. Together with the Wesseling site in Germany, Antwerp now forms the European pillar of Evonik's global production network for MetAMINO® (DL-methionine), an essential amino acid used for animal feed. The specialty chemicals company used the anniversary as an opportunity to celebrate and an occasion to appeal to EU policymakers.

"The global success story of MetAMINO® began in Antwerp. Key production standards were developed here which are the basis for our global asset hubs. Today, methionine is essential in modern animal husbandry, supporting sustainable animal

protein production—whether it's poultry, eggs, or milk—helping to feed the global population," said Thomas Wessel, Chief Human Resources Officer and Labor Director of Evonik.

To ensure a successful future for European production sites like Antwerp, Evonik's management is engaged with industrial policymakers. "Industry is the basis of our prosperity in Europe. If European production sites are to survive in the face of global competition, policymakers must ensure competitive framework conditions," said Johann-Caspar Gammelin, president of Evonik's Nutrition & Care division. This is why Evonik, in February, signed the Antwerp Declaration for a European Industrial Deal with more than 70 other industry leaders.

Evonik serves growing global feed markets from three world-scale production hubs in three different parts of the world: Antwerp, Mobile (Alabama, USA), and Singapore. Annual global production capacity for MetAMINO® has reached more than 700,000 metric tons.

"Only Evonik has a global production network for methionine for animal feeds, ensuring the greatest possible supply security – even in uncertain times like today," said Dr. Gaetano Blanda, head of Evonik's Animal Nutrition business line.

Evonik continuously invests in its methionine production network to grow with its customers and to reduce the ecological footprint of manufacturing – in Antwerp and globally.

MUNTERS ACQUIRES HOTRACO AND STRENGTHENS ITS POSITION IN EUROPE

Munters has signed an agreement to acquire Hotraco (NL), a leading developer of control systems and sensors for the agricultural sector, strengthening Munters FoodTech portfolio. It marks another step in the strategy to create a digital ecosystem built around data capture platforms and software that supports a more efficient and sustainable food production.

Hotraco is a leading provider of premium controllers and systems for automation, targeting the global agricultural technology industry mainly within poultry, layer and greenhouses. In addition, Hotraco provides solutions for crops storage, expanding Munters offering within the food supply value chain to

a new segment.

"The acquisition is fully in line with our digital strategy for FoodTech and Munters continued M&A agenda. It is a perfect complement to our market leading offer. I am delighted to welcome Hotraco employees to the Munters family", says Klas Forsström, President and CEO of Munters.

Munters is building a comprehensive ecosystem centered on data capture platforms such as controllers, sensors and IoT combined with advanced supply chain optimization software for AI-driven analytics.

"This supports our vision to provide insights driving optimization across the entire value chain to improve yield,

sustainability, transparency and animal welfare. With an installed base of 45,000 controllers across 50 countries, predominantly in Europe, Hotraco strengthens our European presence. It expands the amount of data integrated into our data ecosystem around the global food supply chain", says Pia Brantgärde Linder, President of business area FoodTech.

Hotraco's net sales for FY 2023 amounted to approximately MSEK 465 (MEUR 41). The company was founded in 1974, employs 140 people and has its headquarter in the Netherlands.

The acquisition will be financed through existing credit facilities and is expected to be completed during the fourth quarter 2024.

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ICARDA AND ODISHA AGRICULTURE PARTNER TO REVITALIZE FORGOTTEN CROPS AND BOOST LIVELIHOODS

Growing pulses in India is crucial for bolstering food security due to their climate resilience, pest resistance, and vital role as a protein source for nutritional security. These pulses, integral to Indian culinary traditions like dal, highlight a deep cultural connection, emphasizing their importance in the nation's food culture. ICARDA's Food Legume Research Platform in Amlaha has tirelessly worked for decades, providing improved germplasm of lentils, kabuli chickpeas, faba beans, and

grass peas with enhanced iron and zinc content, promoting sustainable intensification of cereal-based cropping systems. Through years of effort, ICARDA has introduced 28 climate-smart, high-yielding pulse varieties in India, including 19 lentils and 14 kabuli chickpeas, tailored for cultivation across diverse agro-ecological zones.

Building on decades of successful pulses research, ICARDA and the Government of Odisha, represented through the Directorate of Agriculture &

Food Production, signed a Memorandum of Agreement (MoA) on September 30, 2024, to implement the Intensive Agriculture Program (Pulse Sector). This initiative aims to revive and intensify forgotten crops, focusing on promoting pigeon pea and field pea cultivation by introducing suitable varieties, strengthening community-level seed systems, and enhancing capacity-building and market linkages to boost production and increase farmers' income in the state.

HOW DATA-DRIVEN IRRIGATION PRACTICES IN UAE FARMS REDUCED ITS WATER CONSUMPTION BY 40%

At the Regional Forum for Data and Community Development 2024, organised by the Department of Statistics and Community Development (DSCD), a forum titled 'Meliha Farms: Food Security Sustained through Data', was given by HE Dr. Khalifa Al Tunaiji, Chairman of the Department of Agriculture and Livestock, Sharjah. The event underscored that data-driven solutions are critical for the UAE to achieve complete food security.

"By leveraging data, Sharjah overcame several environmental

challenges to launch a successful farming project in Mleiha, which today has gained attention from experts and global media", HE Dr. Khalifa Al Tunaiji, Chairman of the Department of Agriculture and Livestock, Sharjah, told his audience during a talk at the debut edition of Regional Forum for Data and Community Development.

"Despite scepticism around the project's feasibility due to the region's climate, we relied on data to guide us through to success, guided by the vision and scientific and academic expertise of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah," the chairman stressed.

Tunaiji explained how data was used to select resilient wheat seed varieties from KSA suitable for the local

climate and a sophisticated data-driven platform to monitor water usage, crop yields and irrigation needs. "This allowed us to conserve 40% of water, which is critical in a region with scarce resources", he said.

"Without data, we would have been stuck in a trial-and-error approach, but with these tools, we could predict outcomes and avoid costly mistakes", the Chairman further explained.

Meliha Farms has become a model of smart farming, with a control centre equipped with sensors, satellite thermal imaging, and AI-driven analysis providing accurate data on crops and livestock.

Data integration at the farm extends beyond crops to include livestock management. Smart sensors have been placed on cows, allowing Meliha Farms to monitor their temperature, heart rate, reproductive cycles, and overall health. This has improved the cattle's milk production.



TRELLEBORG TIRES REVEALS ITS FIRST AGRI RUBBER TRACK ART1000

Trelleborg Tires introduced its first Agriculture Rubber Track, ART1000, at Italy's EIMA exhibition, along a wide selection of products and services designed for modern farming.

The ART1000 represents the latest in specialized solutions from Trelleborg Tires, addressing the evolving needs of this industry, by increasing productivity and preserving soil.

The ART1000 leverages Trelleborg Tires' technological expertise to bring its very first Agriculture Rubber Track designed for high-horsepower machines.

Built to last, the ART1000 optimizes vehicle efficiency and performance, providing extra strength and long lasting durability. ART1000 tracks are engineered for exceptional versatility and mobility of farm machinery, regardless of working

conditions. Its track design features advanced tread bars that minimize soil compaction, promoting healthy root growth and nutrient absorption. The high self-cleaning capability results in increased traction and improved ride quality in demanding high-pull applications, maximizing overall performance and reducing operating costs. This revolutionary new technology, developed from Trelleborg Tires' extensive experience in tire manufacturing, ensures superior performance compared to the competition. With its high-quality rubber compounds and cutting-edge engineering, ART1000 provides high wear and cut resistance, ensuring durability for the most rigorous agricultural challenges.

CASE IH QUADTRAC 715 TAKES TRACTOR OF THE YEAR 2025 PRIZE

The Quadtrac 715, the new top model in the Case IH tractor range, has won the Tractor of the Year 2025 HighPower Category for models of 300hp+, on the first day of EIMA 2024 in Bologna, Italy.

The latest Quadtrac development, a heavy-duty mechanical suspension with hydraulic cushioning bringing additional comfort and productivity benefits to all MY2025 models, has already been recognized with an EIMA Technical Innovation Award. Bigger drive wheels maximize

power transmission and provide more lug engagement, while a larger footprint boosts traction and reduces soil compaction. This is aided by double-axis mid-rollers that equalize pressure across each track, eliminating point loading. Greater comfort allows operation at higher field speeds, enhancing workrates. Service time is minimized through automatic track tensioning, elimination of undercarriage greasing points, clear-view oil caps and maintenance-free bushings and pins.



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CRYSF FARMS AND ALESCA TECHNOLOGIES CULTIVATE NEW STRATEGIC PARTNERSHIP TO DEPLOY 500 VERTICAL FARMS ACROSS THE MIDDLE EAST



UAE's Crisp Farms, the world's only business that provides turnkey vertical farming for the hospitality industry, has announced a strategic partnership with agritech veteran Alesca Technologies to deploy 500 modular vertical farms over the next five years across the Middle East. The partnership will significantly improve the efficiency of vertical farming, while providing more than 130

varieties of fresh produce year-round for Crisp's corporate clients.

Crisp Farms currently grows fresh produce for some of the most prestigious hospitality groups, and this partnership

will allow the company to significantly expand their unique 'Farming-as-a-Service' offering to more hotels and resorts.

The 'Farming-as-a-Service' model combines the on-site installation of a bespoke vertical farm with a multi-year operational agreement to grow a mix of fresh produce based on the customer's daily F&B needs. Alesca will also install

AI-powered monitoring and automation systems into Crisp's existing and future vertical farms to continue improving the productivity and efficiency of the farms.

Typically, Crisp's vertical farms use 90% less water and 99% less land than traditional agriculture. By building farms in-situ, hospitality customers can reduce their carbon footprint, with no logistics or distribution requirements, and no spoilage. Crisp guarantees that no pesticides, herbicides, fungicides or genetically modified crops are ever used. Once harvested, produce can be served to customers in under an hour, providing exceptional quality, nutrition and flavour.

EUROPEAN RICE CAMPAIGN LAUNCHES IN THE UAE



The "EUROPEAN RICE" campaign is making its debut in the UAE, bringing a series of engaging activities, events, and content to promote the superior quality, sustainability, and versatility of rice grown in the European Union. This initiative aims to elevate the profile

and competitiveness of EU rice in this important market, targeting consumers, food industry professionals, nutritionists, and influencers through a range of promotional efforts.

The campaign will include various activities, such as B2B dinners,

exclusive events and participation in the Gulfood Exhibition to connect key stakeholders, including importers, distributors, retailers, and chefs, with EU rice producers.

To further extend its outreach, the "EUROPEAN RICE" campaign will implement a dynamic social media strategy, utilizing Instagram and other digital platforms to share inspiring content, including recipes, cooking tips, and educational materials on the traceability and sustainability of European rice.

For more information about the "EUROPEAN RICE" campaign, upcoming events, and social media activities, please visit our website or follow us on our social media channels:

For more information, visit www.europeanrice.eu

Solving Agricultural Challenges With Targeted Performance



AgroSolutions



Welcome to Huber AgroSolutions, a family of solutions

We are a global group of companies dedicated to solving agronomic challenges for small and large growers alike.

Through innovation and experience, we create products designed to deliver exceptional results, one crop at a time, while maintaining a strong focus on plant nutrition and customer success worldwide.

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PRODUCTS

MARKETING
PRODUCTS IN

90

COUNTRIES
GLOBALLY

OFFICES AND
TEAMS IN

16

SEPARATE
COUNTRIES

MORE
THAN

500

EMPLOYEES
WORLDWIDE



IPM ESSEN TO BE LAUNCHED IN 2025 WITH A NEW HALL CONCEPT

New locations for FDF World, IPM Discovery Center and Horticulture

From 28 to 31 January 2025, some of the special shows will be presented in different halls at Messe Essen than before. Due to the occupancy of Hall 1A by the Landgard Spring Order Days, the themed areas that were previously located in this hall will change their positions. In future, the Horticulture Infocenter will be located in Hall 4, while the IPM Discovery Center and FDF World with the show stage will move to Hall 5.

"With the targeted allocation of special shows and forums to the existing exhibition areas, we are creating added value for the trade visitors, which ultimately also benefits our exhibitors," explains Oliver P. Kuhrt, CEO of Messe

Essen. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the Trade Fair Advisory Board, adds: "The modified hall concept scores points with short distances and a mix of products, special shows and communication areas."

From 2025, gardeners will receive first-hand specialist information and professional advice on all operational issues in the Horticulture Infocenter in Hall 4. The Central Horticultural Association of Germany, the conceptual partner of IPM ESSEN, its regional and sub-associations and specialist groups will present themselves here and invite visitors to a personal exchange at the joint stand. In addition to the Horticultural

Technology Innovation Center with specialist lectures from industry and research, the Educational Show will also provide information on new scientific findings in Hall 4 in future. The Novelty Showcase with the exhibition of all the plant innovations submitted in the race for the title of "IPM Novelty 2025" will also show what top performance horticulture is capable of.

The exhibition areas in the halls will remain unchanged and will offer trade visitors good orientation as usual:

- Plant area: Halls 1, 1A, 2, 5, 6, 7, 8 and Galeria
- Technology area: Halls 3 & 4
- Floristry and Furnishings area: Hall 5

For more details, visit www.ipm-essen.de



RECORD VISITOR NUMBERS ECHO THE SUCCESS OF SAUDI AGRICULTURE 2024 AND THE SAUDI ARABIAN AGRICULTURAL INDUSTRY



Saudi Agriculture 2024, the exhibition for the agricultural sector concluded on Thursday 24th October 2024 on a high note. The exhibition in Riyadh, recorded an unprecedented turnout of 27,773 visitors. The exhibition consolidated its position as the largest event in the agricultural sector in the Middle East.

The exhibition, held under the patronage of the Ministry of Environment, Water and Agriculture at the Riyadh International Convention and Exhibition Centre, kicked off on 21st October. It featured over 370 companies from 29 countries. With the enormity of the Saudi Arabian agricultural industry and its exceptional growth that will reach over \$31 Billion by the end of 2024, \$70 Billion in government and private investment is driving the transformation of the sector.

There was little surprise that the exhibition created a new record in attendance by both local and foreign visitors and exhibitors. The event reflected the importance of the largest agricultural industry in the Middle East, with the 41st edition of Saudi Agriculture as its hub.

Saudi Agricultural 2024, saw the signing of multiple agreements with local and foreign investors and organisations. These were aimed at knowledge transfer, investment in new technologies, water and food security measures and on creating partnerships that will enhance the transformation and the development of low-carbon sustainable agricultural solutions.

The 42nd edition of Saudi Agriculture will be held from 20th – 23rd October 2025 at the Riyadh International Convention and Exhibition Centre, Riyadh, Saudi Arabia.



Peat Moss and Peat Substrates for the professional horticulture

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

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

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



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

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

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

Our products

Peat mixture for propagation: Of German origin:

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

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

Of Baltic origin:

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

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

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



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

Peat moss potting substrate for horticultural production

Of German origin

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

Of Baltic origin

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

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

Potting mixtures for perennials and plants in nursery containers.

Of German origin

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

Of Baltic origin:

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

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

Mixtures suitable for organic farming of German origin:

Seedling / transplanting

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

Potting / Container

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

Peat mixture for the cultivation of small fruits:

Strawberries and raspberries

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

perlite for medium coarse potting, pots 8-13 cm

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

Blueberries

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

Peat specialties

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

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AGRA MIDDLE EAST 2024 SUCCESSFULLY CONCLUDED AT DUBAI WORLD TRADE CENTRE

inaugurated by H.E. Eng. Dawoud Al Hajri, Director General of Dubai Municipality, Agra Middle East 2024 successfully brought together thousands of professionals, decision-makers, and innovators. The energy was palpable as the biggest names in crop farming, animal farming & health, aquaculture, horticulture, and agritech united for this event. Agra Middle East also welcomed H.E. Yoo Jeh Seung,

Ambassador of the Republic of Korea to the UAE, on day one at the Korea Pavilion. He explored the innovative solutions showcased by companies at the KOTRA Pavilion, emphasizing Korea's commitment to advancing sustainable agricultural practices and technologies in the region.

The Japanese delegation, led by H.E. Jun Imanishi, Consul-General of Japan in Dubai, also made a significant impact at

AgraME 2024, engaging actively with exhibitors and exploring new avenues for collaboration. Their keen interest in innovative agricultural solutions and sustainable practices was evident as they interacted with various companies, sharing insights and building valuable connections.

AgraME 2025 is scheduled to take place at Dubai World Trade Centre from October 6-7, 2025.





EIMA INTERNATIONAL: THE “INNOVATION FACTORY” BREAKS ALL RECORDS



The economic situation is slowing down the agricultural machinery market at a global level, but the EIMA exhibition, which ended on 10 November in Bologna, suffered no setbacks and hit an all-time high attendance record. Over 346,000 attendees, including 63,000 foreign guests from 150 countries, came to learn about the most innovative technologies for every type of agriculture. The demand for mechanization remains potentially very high – explain the organizers of FederUnacoma – and the agricultural world needs to immediately recognize the innovations and plan its investments accordingly.



EIMA International set a new record and closed the 2024 event with 346,800 attendees, of which 63,100 were foreign guests from 150 different countries. The data is proof that the Bologna agricultural machinery exhibition is a true international reference event, and has paid off nicely for

the 1,750 exhibiting industries that chose EIMA to showcase their range of new products and future "concepts". Over 60,000 models of vehicles, equipment and components – from tractors to combine harvesters, from soil processing equipment to treatment and harvesting machines, from forestry

equipment to gardening and greenery maintenance equipment – were on display before a crowd of economic operators, farmers, contractors and technicians, as well as students and enthusiasts. The spotlight was on robots, drones, digital technologies and artificial intelligence





systems that represent the new frontier of agromechanics, and which are already capable of responding to the challenges of food security, environmental sustainability and climate change. "At EIMA we welcomed visitors from all over the world," explains Mariateresa Maschio, President of FederUnacoma, the Italian federation of manufacturers that organized the exhibition, "and we tried to analyze the evolution of demand in the traditional markets of Europe and America, in the emerging markets of India and China, and in the newly mechanized

markets of Southeast Asia and Africa." "Every region of the world has different agricultural models - adds the President of FederUnacoma - and the task of the agromechanical industry is to offer tailor-made solutions." "Our exhibition took place during a difficult time for the market, which is affected by the unfavorable economic situation, uncertainty on international markets and the transition to a new incentive system - said Simona Rapastella, General Manager of FederUnacoma - and yet the exhibition saw no crisis and had an extraordinary outcome." "Anyone who works in agriculture knows that new technologies are indispensable - she added - and that it is necessary to get to see them up close and plan investments accordingly and, in short, to get to the heart of the 'innovation factory' and become active participants."



"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 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

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

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





FROM 2% GDP SAVINGS TO 40% WATER REDUCTION: ESTONIA'S AGRI-TECH IMPACT ON THE GCC



Estonia's agri-tech sector stands as a beacon of innovation, integrating sustainable farming practices with advanced technology to meet the global challenges of food security and environmental responsibility. This small yet agile country has leveraged its tech-forward mindset and deep-rooted respect for nature to become a leader in agri-tech, creating solutions that resonate globally, particularly in regions where food security is a priority. For the Middle East and North Africa (MENA) region, where food production and sustainability are essential in meeting the demands of growing populations and changing climates, Estonia's agri-tech offers transformative potential. The organic food market in the UAE, for example, is projected to grow at a compound annual growth rate (CAGR) of 9.8% from 2021 to 2027.

At the heart of Estonia's agri-tech value proposition is a commitment to efficiency, precision, and sustainability. Estonian companies like eAgronom, which recently



raised €5 million in funding and received dedicated grants from Enterprise Estonia to support product development and innovation, have pioneered data-driven solutions that optimise farm productivity and introduce financial incentives for sustainable practices. With the support of €5 million in recent funding and grants from institutions like Enterprise Estonia, eAgronom has developed carbon credit programs that enable farmers to adopt environmentally friendly methods while generating new income streams. This dual focus on profitability and

sustainability aligns well with the Gulf region's goals to build resilient food systems that are both economically viable and eco-conscious. eAgronom's approach combines greenhouse gas monitoring with tailored sustainability plans, making it a valuable partner for regions seeking to balance agricultural needs with environmental stewardship.

Complementing eAgronom's innovative solutions is TFTAK (Centre of Food and Fermentation Technologies), which extends Estonia's agri-tech impact across



the entire value chain. TFTAK exemplifies Estonia's sustainable agriculture and food production approach through projects prioritising circular economy principles and cutting-edge biotechnology. One standout initiative involved transforming apple pomace waste — a byproduct of apple juice production—into a health-promoting, high-fibre smoothie. This project reduced waste and introduced a scientifically proven product to improve gut health. TFTAK's success in valorising waste into valuable products aligns with the GCC's growing emphasis on reducing environmental impact and maximising resource efficiency. For regions with limited arable land and high food import dependencies, TFTAK's innovative model of turning agricultural byproducts into market-ready solutions offers a roadmap for sustainable growth.

Estonia's agri-tech innovations extend beyond farm management to address the full value chain, from field to market. The country has a

rich history of collaboration between research institutions, government agencies, and private enterprises, which has driven cutting-edge advancements in precision farming, indoor agriculture, and bio-based products. Estonian agri-tech companies have developed water-saving solutions suitable for dry climates, reducing water usage in farming by up to 40%. These innovations are essential for regions like the Gulf region, where water scarcity and land limitations demand efficient use of resources. Estonian startups are leveraging artificial intelligence, machine learning, and IoT technology to optimise water usage, enhance crop resilience, and minimise waste. This adaptability is particularly beneficial in the GCC, where limited arable land and fluctuating weather conditions require resilient agricultural systems that can thrive despite environmental constraints.

One of Estonia's core strengths is its commitment to environmental responsibility and sustainable resource management. Estonia is among the few countries worldwide that meet the World Health Organization's air quality standards, and its focus on clean, organic produce is reflected in its agricultural practices. Nearly 23% of Estonia's farmland is certified organic, one of the highest percentages in Europe. This emphasis on organic farming translates into products that are not only healthier but also more sustainable, reducing the reliance on chemical inputs and preserving soil health. For GCC consumers who are increasingly concerned with product origin and environmental impact, Estonia's dedication to clean agriculture offers a compelling reason to consider partnerships and imports; this is especially noteworthy given that Estonia is one of only seven countries worldwide that meets the World Health Organization's air

quality standards.

The integration of digital platforms in Estonia's agri-tech sector has further revolutionised farming practices, allowing for real-time monitoring and decision-making. In fact, the use of digital solutions, such as e-signatures, saved Estonia around 2% of its GDP annually. The country's digital governance experience has laid a strong foundation for these systems, enabling seamless data exchange and transparency throughout the supply chain. This level of traceability aligns with the GCC's interest in transparent and safe food sources, as governments and consumers are placing a premium on accountability in food production. Using blockchain technology and secure digital platforms, Estonian agri-tech companies provide partners in the Gulf region with robust data on product origin, production methods, and environmental impact, ensuring that imported Estonian products meet high safety and quality standards.

As the GCC continues to prioritise food security and sustainability, Estonia's agri-tech solutions are well-positioned to support these objectives. Through partnerships and knowledge-sharing, Estonia can contribute significantly to the Gulf region's agricultural resilience, helping to enhance food production capacity and reduce dependency on imports. With its focus on sustainable practices, advanced technology, and collaborative innovation, Estonia's agri-tech sector embodies a forward-thinking approach that speaks to the shared goals of environmental sustainability and economic growth. As Estonia's reach in the GCC market expands, the opportunities for joint initiatives and transformative progress in agriculture and food security are bound to flourish, creating a future where technology and nature work hand in hand to feed the world responsibly.

5 REASONS TO DIGITIZE AGRONOMIC FIELD TRIALS

Rising field trial costs and stricter regulatory requirements are significantly increasing the expense of developing new crop protection products. This trend underscores the urgent need to reassess and improve field trial methodologies.

Agriculture, the oldest industry in human history, often relies on traditional practices, however, modernization is essential when tradition hinders progress. Advanced digital solutions offer a way to streamline field trials, accelerating time to market and reducing the number of required trials, substantially cutting costs. In this article, Ron Baruchi, CEO of Agmatix highlights five costly challenges digitization can address.

Agricultural field trials are fundamental in developing new crop varieties and synthetic and biological crop protection products. Yet, traditional trial management

methods are plagued with inefficiencies, data integrity issues, and extensive data processing times. These challenges significantly inflate the costs of bringing new products to market – and for many, make it simply impossible to develop new products. A Crop Life International study reveals that the cost of developing a new crop protection product has surged from \$152 million in 1995 to \$301 million today, with approximately 30 percent of these costs attributed to field trials.

This highlights a pressing need for agronomists to adopt solutions to

improve efficiencies, streamline data analysis and reduce field trial costs. Advanced digital solutions in the form of field trial management platforms can assist greatly with this, but what challenges exactly do they solve?

1) Eliminating Inefficiencies

Redundancy in trial management is a major issue. It's common for uncoordinated teams to unknowingly conduct similar or identical trials, leading to duplicated efforts and increased operational costs. A study by the University of Florida found that inefficient scheduling and resource use increased operational costs by 20 to 30 percent due to overlaps and misallocated resources. A centralized field trial management system accounting for all available resources and required trials can streamline scheduling, eliminating overlaps and avoiding unnecessary expenditures.

Poor communication and inefficient use of historical data often lead to repeated trials. Redundancies can inflate costs by 20-30 percent and consume significant resources. As agronomic trials depend on land, labor, and specific growing conditions, it is likely that field trial redundancies have an even higher cost. Designing models and protocols through a shared platform can minimize these redundancies, optimizing both R&D and marketing demonstration trials.

2) Ensuring Data Integrity

Undefined protocols in field trials lead to variations in data collection methods, causing inconsistent data and formats across teams. This inconsistency makes it difficult to compare data and interpret results. A cloud-based platform can resolve these issues by enabling the creation and sharing of standardized protocols which can be easily shared across the team. This ensures the collection of consistent and reliable data for actionable insights.

Manual data entry further increases the risk of human errors, which undermine data integrity. Comprehensive field trial platforms allow agronomists to input data directly into a digital notebook, allowing the data to be instantly verified. An advanced system would also be able to flag potential errors or outliers, ensuring accurate data.

3) Accelerating Insights

Data silos, in which vital data is scattered across several platforms and formats, delay critical insights. Consolidating data from several platforms is time-consuming and hinders timely decision-making. A unified data management system can provide real-time insights, enabling faster, informed decisions that accelerate product development. Contrary to some beliefs, implementing these systems doesn't require a complete overhaul of existing systems or processes, as



most digital platforms integrate seamlessly with existing solutions and can process data from other platforms and programs.

Not only this, but a digital platform makes analytics easily accessible to marketing managers by allowing them to independently analyze product performance. From this, they can create visual proof points such as charts and graphs, allowing them to demonstrate product efficacy and create compelling marketing materials.

4) Harnessing Legacy Data

Many agronomists and growers have valuable historical trial data which often remains untapped. Previously, many programs wouldn't be able to combine data sets collected with different methods - but this is no longer the case. According to a report by the Food and Agriculture Organization (FAO), effective use of legacy data can help to improve decision-making capabilities by 30 to 40 percent. This demonstrates the need for historical information within data analysis, aiding accurate predictions on crop production, soil health, and weather patterns, as well as identifying potential cost-saving opportunities and risks.

5) Managing Outsourced Trials

Outsourcing trial work introduces

logistical challenges, including limited access to raw data and the inability to monitor progress, potentially resulting in delays and disrupted product certification. A robust field trial management tool can provide real-time data access and monitoring, ensuring trials stay on track and any issues are promptly addressed.

The Path Forward

The agricultural industry faces pressure to innovate with fewer resources. Adopting advanced field trial management systems is crucial for improving efficiency, data integrity, and decision-making speed – and crucially, making product development a more cost-effective process. This in turn will enable faster product development, certification and release – and potentially, enable the commercial launch of solutions that might never have reached the market without these lower cost trials. Advanced field trial management systems are already allowing growers to increase yields, reduce waste, and produce more 'profitable' food with less land. By streamlining these processes, we can make significant strides in addressing global food shortages, ensuring a more sustainable and food-secure future.

THE GROWING IMPORTANCE OF AGRICULTURAL DISINFECTANTS IN MODERN FARMING

By: Ajay Mhatale

Agricultural disinfectants have emerged as a fundamental tool in safeguarding both land and animals from diseases and contaminants that can lead to economic losses and lower yields. By killing harmful bacteria, viruses, fungi, and parasites, these disinfectants ensure a safer, more productive environment for farming.

Market Segmentation by Form

Agricultural disinfectants come in four main forms: liquids, powders, gels, and granules. Liquid disinfectants dominate the market due to their ease of application and effectiveness in large-scale agricultural settings. They are especially favored for sanitizing equipment and surfaces quickly and efficiently, covering wide areas in a short period. Powder disinfectants, on the other hand, are often used when a longer shelf life is desired, as they can be stored for extended periods without losing their potency. They are typically applied to surfaces or mixed into water for cleaning purposes. Gels and granules are increasingly being used for more targeted disinfection in specific areas, such as feeding zones or high-traffic areas on livestock farms.

Global Market Growth Drivers

First, there is a growing awareness of food safety, both among consumers and regulatory bodies. As a result, there is

increasing pressure on farmers to maintain hygienic conditions to ensure the quality and safety of their produce. Second, the prevalence of diseases that can affect both crops and livestock is on the rise, making disinfectants a crucial part of disease prevention strategies. Finally, as the global population continues to grow, there is a need for higher agricultural productivity to meet the increasing demand for food.

Trends Shaping the Agricultural Disinfectant Market

One of the most significant trends shaping the agricultural disinfectant market is the move towards eco-friendlier and biodegradable products. As environmental concerns become more prominent, both consumers and regulators are pushing for sustainable farming practices that reduce the impact of chemicals on the environment. This has led to the development of disinfectants that are not only effective but also break down more

easily in the environment, minimizing their long-term ecological impact. Additionally, there is a growing interest in organic farming, where natural disinfectants are favored over synthetic chemicals.

Future Outlook and Forecast

The future of the agricultural disinfectant market looks promising, with steady growth expected over the next several years. As the global population continues to increase, so too will the demand for food, putting pressure on farmers to adopt more efficient and sustainable farming practices. Agricultural disinfectants will play a crucial role in helping farmers meet this challenge by providing a means of controlling diseases and ensuring a healthy environment for both crops and livestock. With ongoing innovation and a shift towards eco-friendly products, the market is poised for continued expansion.

HARNESSING TECHNOLOGY FOR OPTIMAL CROP GROWTH IN QATAR'S ARID CLIMATE

This article highlights the major Europrogress installation completed in Doha, Qatar

The covered surface is about 5 hectares and it is composed by a production plant and a nursery plant, it contains very high technological equipment inside in order to produce young plants and tomatoes inside hydroponic gutters.

The production plant is composed by 5 blocks of 1 hectare of Multiart 12,80 m greenhouse model and the nursery plant is 1000 square meters composed by 2 bays of Multiart 9,60 m. A technical zone is also placed near the production plants to stock necessary materials and facilitate works among the greenhouses.

A very important structural element of this greenhouse is the height that reaches the 8 m.

This characteristic, higher than in traditional greenhouses, brings several advantages.

On the one hand, it improves air circulation, helping to maintain a stable temperature inside, a major asset in the arid climate of Qatar.

Europrogress multiart is the suitable model to include equipment, thanks to its important structural element and wide range of optionals.

On the other hand, this height allows more natural light to be captured, which promotes optimal crop growth by boosting photosynthesis.

This allows to save energy costs, thanks to a reduction in the use of artificial cooling systems.

The greenhouse is also equipped with



ventilation systems, high pressure misting (fog transmitter) and ridge openings (butterfly valve). They use the natural principles of thermodynamics to maintain ideal climatic conditions without consuming excessive energy, while respecting strict environmental standards.

Another advantage of this greenhouse is the use of an intelligent irrigation system, based on sensors that adjust the water supply according to the real needs of the plants.

This technology, particularly suited to desert areas, ensures efficient management of water resources while maximizing production.

The customer is really happy of the high technological level of the greenhouse that allows to manage different types of crops, offering versatility that guarantees regular and quality harvests, whatever the climatic conditions.

For more information, visit www.europrogress.it

SUCCESSFUL STUDY TOUR WITH UAE FOOD DISTRIBUTORS, JOURNALISTS, AND INFLUENCERS TO POLAND

*From September 24 to 28, 2024, a delegation of food distributors, importers, influencers, and journalists from the United Arab Emirates (UAE) visited Poland, invited by the National Association of Processors and Producers of Organic Products "Polska Ekologia." This initiative was part of the "EU Organic Food - Good Choice" campaign, co-financed by the European Union and focused on the UAE market. At the POLAGRA Fair, the group explored advancements in EU organic farming and engaged in B2B meetings. "During the study tour, we visited numerous organic food production sites, uncovering EU standards in sustainability, certification, and quality while forging valuable business connections," said **Jessie Jorge**, editor of *Gulf Agriculture* (www.gulfagriculture.com) and a dedicated member of the delegation.*

From September 24 to 28, 2024, a delegation of food distributors, importers, influencers, and journalists from the United Arab Emirates (UAE) visited Poland. The delegation was invited by the National Association of Processors and Producers of Organic Products "Polska Ekologia" as part of the promotional and informational campaign "EU Organic Food - Good Choice," co-financed by the European Union and targeted at the UAE market.

During the study tour, the delegation attended one of the most significant events for the food and HoReCa sectors in Poland – the POLAGRA Fair in Poznań. At the fair, the guests visited the stand of the Polish Ministry of Agriculture and Rural Development and the National Support Center for Agriculture (KOWR), as well as selected stands of

European food companies.

One of the main highlights of the tour in Poznań was a seminar dedicated to organic farming in the European Union. Experts gave presentations on topics such as organic food processing and production ("Polska Ekologia"), the status and prospects of organic farming (Ministry of Agriculture and Rural Development), accreditation in organic farming (Polish Centre for Accreditation), and the transformation of food systems (IDFS Sp. z o.o.). After the presentations, a panel discussion took place, followed by a series of B2B meetings with European organic food producers, which provided opportunities not only for exchanging experiences but also for establishing valuable business contacts.

The delegation members also had the opportunity to visit facilities producing organic food, including producers of freeze-dried



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organic food and mills specializing in organic flour production. They were introduced to the high standards and principles of sustainable production, certification processes, and the quality of organic products from the EU.

Additionally, throughout the study tour, the guests enjoyed European cuisine specialties prepared with organic ingredients at selected renowned restaurants. They also participated in a specially organized cultural and artistic program.

Due to the high interest in the study tour and the limited number of spots, another edition has been scheduled for December. Media and companies interested are invited to contact us for further details.

**For more information on the
"EU Organic Food - Good Choice"
campaign, please visit:
www.euorganicfood.eu**



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ARBO PLANTING BAGS BY MARTEX: INNOVATIVE, DURABLE SOLUTIONS FOR MODERN NURSERIES

Since 1994, Martex has been producing the innovative ARBO planting bags, a product developed with patented technology to revolutionize the horticultural and agricultural industries. Built on a legacy of quality and customer satisfaction, Martex—a family-owned business—has perfected its ARBO bags by blending materials like polypropylene, polyethylene, and PLA. This unique combination yields advanced, durable products suited to diverse climates and specific nursery requirements.

Commitment to Quality and Sustainability

One of Martex's guiding principles is ensuring reliability through locally sourced materials. All components used in ARBO bags are produced in Europe, maintaining strict quality standards and ensuring high durability. Martex serves nurseries in over 32 countries worldwide, including regions as varied as South Africa, Kazakhstan, the UAE, and New Zealand.

ARBO bags are engineered to provide extensive UV protection (ranging from 500 to 750 kLy), resulting in a lifespan of up to seven years, even in harsh outdoor conditions. Lightweight yet robust, the bags are available in vibrant colors and come with thoughtful design elements like easy-grip holders and zippered hoods to protect plants from weeds. The bag's various shapes and elastic material allow ample space for root growth—an advantage over traditional plastic pots.

Versatility and Convenience

ARBO planting bags are adaptable to diverse planting scenarios, suitable for use above or below ground. Designed for easy transport, whether manually or mechanically, they won't damage vehicle interiors. Each ARBO bag model caters to a specific nursery need, such as fruit trees, palm trees, forestry, and orchard operations. Moreover, the bags are ideal for landscaping recultivation, helping keep areas clean by containing plant debris and waste.

Available in a range of sizes with round or square bases, ARBO bags can also be customized on



Jerzy Marek Strenkowski,
Founder



Janusz Strenkowski,
Chairman





request to meet unique customer needs.

ARBO Planting Bag Models: Tailored for Every Nursery's Needs

- **STRONG:** Made with high-density materials for heavy-duty tasks.
- **STANDARD:** The original, reliable model with Martex's hallmark durability.
- **BLUEBERRY:** Designed for fruit plantations, offering exceptional water drainage.
- **BIO:** Biodegradable and compostable, ideal for eco-friendly farming with the same ARBO resilience.
- **BIO-STRONG:** A compostable option for intensive use.
- **HEDGE:** Stiffened sidewalls perfect for vegetable and fruit crops.
- **FOREST:** Specialized for transporting forest tree seedlings.

A Trusted Partner for Nurseries Worldwide

The ARBO line caters to nurseries producing a range of plants, including palm trees, fruit trees, forest trees, alley trees, and decorative shrubs. Martex's products are thoroughly tested and certified by leading agricultural institutes across Europe, with certificates readily available to clients upon request.

For nurseries seeking durable, adaptable planting solutions, Martex ARBO planting bags provide unmatched quality, resilience, and convenience—backed by years of expertise and a commitment to innovation in agriculture.

For more information, visit www.arbo.pl



LINDSAY TO PROVIDE EFFICIENT WATER MANAGEMENT AND TECHNOLOGY SOLUTIONS IN THE MENA REGION

Lindsay Corporation (NYSE: LNN), a leading global manufacturer and distributor of irrigation and infrastructure equipment and technology, announced that it has entered into a multi-year supply agreement to provide Zimmatic™ irrigation systems and the Company's FieldNET™ remote management and scheduling technology in the MENA region. The project, valued at more than \$100 million in revenue, is the largest in Lindsay's history and is part of a broader strategy to support localized food production in the region.

"This partnership demonstrates Lindsay's ability to execute large-scale and complex projects that

address the critical needs of our customers, and enhances their ability to increase food production, conserve limited water resources and improve quality of life," said Randy Wood, Lindsay President and CEO. "Our global team members work tirelessly to support our customers, and as leaders in water management and innovation, we look forward to executing this project and partnering to help address food security in the region."

FieldNET technology provides a project-wide view to monitor and control pivots, and customized recommendations based on millions of agronomic data points synthesized with artificial intelligence for unprecedented accuracy through

"IN AREAS WHERE AVAILABLE WATER IS LIMITED, LINDSAY'S FIELDNET TECHNOLOGY ALLOWS GROWERS TO DO MORE WITH LESS."

FieldNET Advisor™. In areas where available water is limited, Lindsay's FieldNET technology allows growers to do more with less.

Gustavo Oberto, President of Global Irrigation for Lindsay, commented further, "Lindsay's proven ability to provide this integrated solution, at scale, positions the organization to drive meaningful impact on food security and expansion of agricultural production in the region. We are proud to have earned the trust of our partners to provide precision irrigation solutions that help maximize production, conserve valuable and scarce resources and expand the region's potential."

Pivot shipments for this project will begin in the fiscal fourth quarter of 2024 and are expected to continue through 2025.

For more information, visit www.lindsay.com



The ASEAN Livestock Disinfectant Market will witness a 6.4% CAGR during 2024-2032, driven by increasing demand for disinfectants, especially on surfaces that are challenging to sanitize. Heightened awareness regarding animal hygiene, combined with government mandates on livestock disinfection, is set to propel the market expansion.

Livestock disinfectants are crucial chemicals in preventing diseases in livestock by eliminating microorganisms, including viruses, bacteria, and fungi. These chemicals also act as antiseptics. They are applied in water, directly on animals, and on dairy equipment to prevent diseases. A diverse range of disinfectants, such as iodine, aldehydes, hypochlorite, and hydrogen peroxide, are used in livestock applications.

The ASEAN livestock disinfectant market is segmented based on livestock, product, and region.

The poultry segment is anticipated to generate USD 80.33 million by and maintain a 6.4% CAGR during the forecast period. Disinfectants play a pivotal role in cleaning poultry farm equipment, managing poultry manure, and maintaining hygiene around poultry sheds. This underscores the growing demand for such products. Procedures like the prompt disposal of sick or deceased birds, thorough sanitation of poultry houses and equipment, and consistent hygiene maintenance are vital in poultry production. These practices, coupled with the prevalent use of disinfectants like peracetic acid and chlorine dioxide for poultry disinfection and sterilization, are expected to drive market revenues.

Global Forecast (2024 – 2032)



MARKET STATISTICS

Market Value(2023)

\$166.23 MN

Market Value (2032)

\$276.38 MN

CAGR (2024-2032)

6.4%



COUNTRY STATISTICS

Indonesia CAGR (2024-2032) **7%**



SEGMENT STATISTICS

Quaternary ammonium compound (QAC) segment

Market Size (2032): **>\$65.77 MN**

Poultry segment

CAGR (2024-2032): **6.4%**



DRIVING BIOSECURITY: ASEAN LIVESTOCK DISINFECTANT MARKET TO SURGE BEYOND USD 276 MILLION

In 2023, the quaternary ammonium compound (QAC) segment commanded a 28% market share and is projected to exceed USD 65.77 million by 2032, boasting a CAGR of 8.2%. The rising demand for QACs, attributed to their potent antimicrobial properties, is a significant driver for market growth. Beyond their primary use as sanitizers and cleansers for food surfaces, QACs are instrumental in cleaning dairy equipment. The surging demand for meat, milk, and other dairy products, coupled with stringent hygiene standards and the heightened risk of

pathogen spread in cattle sheds, underscores the growing reliance on disinfectants. This trend is poised to bolster the ASEAN livestock disinfectant market share.

By 2032, Indonesia livestock disinfectant market is set to reach USD 42.2 million, with a projected CAGR of 7%. Technological advancements are making waves in livestock disinfectant landscape. Recent innovations spotlight eco-friendly disinfectants, leveraging advanced compounds like nanotechnology and bio-based ingredients. These not only enhance pathogen elimination but also reduce environmental impact. The integration of automated disinfection systems, bolstered by IoT technologies, is refining operations and monitoring in livestock facilities. Factors driving this growth include heightened awareness of livestock health, strong government support for biosecurity measures, and an intensified focus on sustainable agricultural practices.

TURNING CHALLENGES INTO OPPORTUNITIES WITH COMPOSTING



The growing challenge of manure management

With the growth of the poultry industry, farms face increasing challenges in managing significant volumes of manure and organic waste. Improperly handled, this waste can lead to the spread of disease and environmental contamination. When untreated manure is applied to soil, it can elevate salinity levels, which degrades soil health and hinders crop productivity. High salinity disrupts plant growth, ultimately impacting farmers' yields and profitability. Developing better ways to manage manure is essential for a sustainable future.

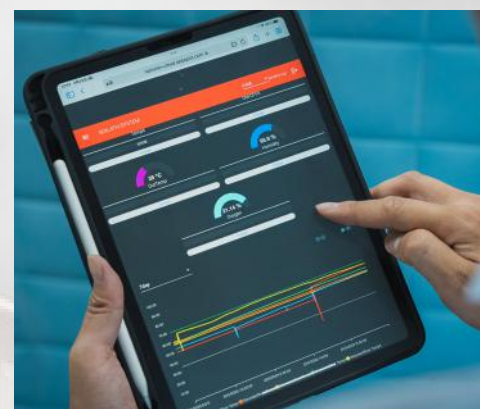
From manure drying to composting

Drying manure has been a common practice in different countries around the globe. It is also believed that dried manure has some benefits, but what

about its serious limitations? When dried manure gets wet, it returns to its original state, with a bad smell. Additionally, drying manure causes salts to become more concentrated. High salt levels in soil can harm plants, damage soil structure, and make it harder for crops to grow. Because of these issues, dried manure is not ideal as organic fertilizer.

Why composting is better than drying

Composting manure stabilizes key nutrients, like nitrogen, ensuring their gradual release into the soil. This slow-release process allows plants to absorb nutrients over time, minimizing nitrogen leaching—an issue often seen with dried manure applications. Furthermore, composting enriches the soil with organic matter, enhancing moisture retention, which is particularly beneficial in arid regions. Unlike dried manure,



composted manure prevents salt accumulation, supporting robust root development and fostering healthier soil conditions that enable crops to thrive.

Moreover, composting significantly mitigates the unpleasant odors typically associated with untreated or dried manure, transforming them into a natural, earthy smell as the organic materials stabilize. Composting also generates fewer greenhouse gases, helping to reduce



pollution and promote cleaner air, contributing to both environmental quality and community well-being.

How composting benefits farmers

For farmers, composting offers several practical and financial benefits. Turning manure into compost helps reduce waste management costs and keeps farms in line with environmental standards. Some farmers may also use composting to gain organic certification, which can open up new market opportunities. With composting, farmers have been able to sell organic fertilizer, creating an additional source of income.

Moving forward with innovative composting technologies

Kohshin's commitment to improving manure management has led us to the development of our advanced

composters that are designed to revolutionize manure management by transforming waste into nutrient-rich compost with unmatched efficiency. These machines create the ideal conditions for aerobic bacteria, accelerating decomposition and delivering faster processing times. With their ability to control odors, save space, and enhance soil health, our composters are the ultimate solution for sustainable waste management.

Complementing these machines, the Soilath System takes composting to the next level. This advanced technology monitors the conditions within the pile and optimizes bacterial activity, ensuring superior compost quality while minimizing bad smells.

Together, our composters and the Soilath System offer a highly efficient, eco-friendly alternative to traditional manure drying methods. By choosing

aerobic composting, you're not just improving waste management — you're investing in better soil, healthier crops, and a more sustainable future for agriculture.

Our mission: promoting sustainable agriculture through composting

As a company rooted in Japan's strong tradition of eco-consciousness, our mission is to bridge the gap between the poultry and agriculture sectors. By providing innovative manure treatment solutions, we aim to create a system where both industries can benefit.

Together with our partners and clients, we are creating a circular agricultural system where manure is no longer waste, but a resource that enriches the soil and supports sustainable farming practices for the future.

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

SAUDI ARABIA'S POULTRY FARMING IN 2024: TRENDS AND INDUSTRY DEVELOPMENTS

Article By:

Mathews Mathew, Editor

Poultry farming is a key component of Saudi Arabia's agricultural sector, playing a crucial role in the Kingdom's push towards food security and economic diversification as part of the Vision 2030 initiative. By focusing on reducing reliance on imports and boosting local food production, Saudi Arabia is making significant strides in modernizing its poultry industry. In 2024, the industry has seen notable advancements driven by new technologies, sustainability initiatives, and government policies.

Growth of the Poultry Sector

The growth of the poultry industry in Saudi Arabia has been substantial over the last decade, and 2024 is no exception. According to the Ministry of Environment, Water, and Agriculture (MEWA), Saudi Arabia produced over 900,000 metric tons of poultry meat in 2023, with further growth projected for 2024. This expansion is vital in meeting the demands of the Kingdom's growing population, where chicken remains a staple protein source.

In line with Vision 2030, Saudi

Arabia aims to achieve 80% self-sufficiency in poultry production by 2025, up from approximately 70% in 2023. The government's support through subsidies, infrastructure development, and partnerships with private companies has been pivotal in driving this growth. A combination of modern farming practices and significant investments is helping Saudi poultry farmers enhance productivity while addressing the challenges of a rapidly growing market.

Technological Advancements

In 2024, the most significant trends in Saudi poultry farming are centered around technology and automation. Precision agriculture tools and smart farming practices are revolutionizing poultry production. These technologies help reduce labor costs, increase operational efficiency, and improve overall animal welfare.

The integration of artificial intelligence (AI) and the Internet of Things (IoT) in poultry farming allows real-time monitoring of flock health, feed consumption, and environmental conditions. These innovations enable farmers to quickly identify health issues, optimize feed and water usage, and maintain ideal living

conditions for the birds. Furthermore, automated feeding and climate control systems in smart poultry houses ensure efficient resource use, aligning with the Kingdom's sustainability goals.

Sustainability and Animal Welfare

Sustainability is a growing focus within Saudi Arabia's poultry sector in 2024, driven by both global environmental concerns and local policy shifts. Waste management is becoming a central issue, with many farms adopting recycling and bioconversion technologies that transform waste into organic fertilizers or energy. These circular economy practices help reduce the environmental footprint of poultry farms.

Animal welfare is also receiving increased attention. In 2024, Saudi poultry farmers have taken steps to adhere to higher welfare standards, including better space allocation, ventilation, and biosecurity measures to limit the use of antibiotics. These initiatives are supported by the government's efforts to implement stricter regulations aligned with international animal welfare guidelines.

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