

## **FIERAGRICOLA VERONA, THE 115<sup>TH</sup> EDITION SCHEDULED FOR 26<sup>TH</sup> - 29<sup>TH</sup> JANUARY 2022**

### **Transversal event for increasing multi-functional farming**

**Verona, 22<sup>nd</sup> February 2021.** Boost agricultural productivity, improve the added value of the supply chains, strengthen internationalization and reduce environmental impact through new technologies with a growth strategy that includes training. The future of farming looks beyond sustainability and the 115<sup>th</sup> edition of [Fieragricola](#), the international trade fair organized by Veronafiere, scheduled to take place from 26<sup>th</sup> to 29<sup>th</sup> January 2022, confirms its exhibition transversality where innovation is the event's recurring theme.

Over the years, the farming sector has become progressively more organized, aiming at multi-functionality and trying to rationalize company management to improve competitiveness.

The future – according to Fieragricola – imposes new challenges, such as creating a network and new forms of cooperation, expanding digitization and technologies for increasingly more efficient and smarter farming. At the same time, production methods will obviously need to be more responsible and not only take into account soil regeneration practices, water and environmental resources but also embrace an ethical approach to the entire earth-to-table cycle, in line with the European Farm to Fork and Biodiversity strategies outlined in the Green Deal project.

*«These trends,» explains Giovanni Mantovani, CEO of Veronafiere, «open new prospects linked to the social role of agricultural firms as centres of aggregation in rural areas, not to mention interaction with the landscape and the future development of alternative agricultural methods, such as vertical and urban farming, with renewed potential for local trade that will flank international agro-food exchanges.»*

**The cornerstones of Fieragricola.** In 2022, Fieragricola will once again feature exhibition areas for the various sectors including mechanization, livestock farming, renewable energy, seeds, agrochemicals, vineyards and orchards, green area maintenance and forestry, as well as a dynamic section for exhibiting machinery in motion.

**The zootechnic offer is growing in Verona.** In answer to requests from breeders and exhibitors, Fieragricola will be developing the livestock farming area even further, thus confirming Veronafiere's leading role in promoting sectors that involve milk, meat, pigs, poultry, animal feed, nutrition and animal health and wellbeing.

In addition to the ring for Friesian and Italian Brown cattle shows, Fieragricola will extend the offer regarding product transformation and cheese-making technologies and will favour supply chain communication.

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