

Towards the 115th edition of Verona's International Agriculture Show (26-29 January)

AT FIERAGRICOLA, NEW DIGITAL AGRICULTURE AND AGRO-ENERGY SHOWS

The cross-sectional format with machinery, zootechnics, vineyards and orchards, renewables, conferences and training is confirmed

Verona, 3rd August 2021. The 115th edition of Fieragricola, the biennial show scheduled to take place in Verona from 26th to 29th January 2022, welcomes the sustainability challenge and strikes back with two specific and highly innovative areas: the digital agriculture show and the agro-energy show, thus extending its exhibition offer and making Veronafiere's international show even more transversal and in line with the objectives of ecological transition, waste and environmental emission reductions, food security and food safety.

The various areas at Fieragricola 2022 will therefore go beyond the usual layout that sees agricultural machinery, zootechnics and high added value productions, such as vineyards and orchards, agro-chemicals, fertilizers, seeds and services for the primary sector, exhibited together, and move towards new agricultural frontiers that, first and foremost, require a new cultural model, as global climate policies, the European Green Deal, the Common Agricultural Policy (CAP) 2021-2027, which will come into force as of 1st January 2023, have made very clear.

Digital agriculture. From drones to sensor technology, from IoT solutions to systems for mapping the terrain and crops, from tools for interconnecting machinery and farm vehicles to management software, opportunities for agriculture are in constant evolution, with a sector that is worth about 540 million Euros in Italy (figure for 2020, +20% compared to 2019) and over 13.7 billion dollars on a global scale.

New technologies are increasing fast and becoming more and more widespread due to the solutions that digitization ensures in terms of a rational use of resources, the chance to reduce emissions (and respond to the aim of achieving zero emissions by 2050), production process transparency and the possibility to certify every step along the supply chain. The benefits of agriculture 4.0 will also reflect on employment due to the need for specialized figures able to interpret the big data collected from agricultural precision machinery and tools.

Alongside the exhibition offer, Fieragricola will try to guide its visitors (farmers, contractors, agro-technicians, agronomists, veterinary surgeons) in choosing the most suitable solutions for the various production models, also by staging meetings, conferences and in-depth moments to further educate the users. The show is organized in collaboration with Image Line, leader in digital agriculture innovation.

Agro-energies. The 115th edition of Fieragricola will also spotlight renewable energies from agricultural sources, a tool that is becoming increasingly more essential in primary sector activities both as a source of multi-functional revenue and as a strategy to support the circular economy and ecological transition.

To be precise, Fieragricola will focus on two segments of agro-energy which, in recent years, have managed to adapt well to the needs of Italian farming companies: firstly, biogas and biomethane, an advanced front in the valorisation of zootechnic waste and agricultural

refuse, and secondly, agro-voltaic systems, a solution that the Academy of Georgofili also recommended in the past in reference to recovering farmsteads and rural buildings.

Recovery and Resilience Plan resources (RRP). In addition to CAP funds (almost 50 billion Euros assigned to Italy for the period 2021-2027), the National Recovery and Resilience Plan (NRRP) also provides resources for the green transition, digital transformation and agriculture, with particular focus on circular economy and sustainable agriculture; on renewable energy, hydrogen, networking and sustainable mobility in relation to the development of agro-voltaic and biomethane systems; on conserving water resources; on tourism and 4.0 culture; on social infrastructure, families, communities and the non-profit sector.

The new vision of agriculture at Fieragricola. The farming sector must necessarily achieve numerous goals to respond to a global population that is set to exceed 9 billion people in 2050: increased production, food security, improved yields, reduced environmental impact, climate change solutions, water conservation, the fight against abandoned rural areas and hydrogeological instability, production quality and fair incomes along the agro-food supply chains.

The 115th edition of Fieragricola will try to provide solutions, interpretations and innovative tools able to face the ongoing changes through conferences, workshops and debates organized with sector stakeholders in order to offer the broadest possible vision without forgetting educational and business aspects.