

PRESS RELEASE

SMART TECHNOLOGY AND DIGITAL SOLUTIONS DRIVE THE AGENDA OF THE FIRST EUROPEAN EDITION OF THE GLOBAL FORUM FOR INNOVATIONS IN AGRICULTURE IN THE NETHERLANDS

Utrecht, The Netherlands, 24 May 2017 - The first European edition of the Global Forum for Innovations in Agriculture, GFIA Europe, welcomed an international audience to the Netherlands where smart technology and digital solutions drove the agenda as the accelerators to the future of sustainable agricultural innovations.

As the world's largest showcase of sustainable agriculture innovations, GFIA Europe featured more than 150 solutions with the potential to transform farming and saw collaboration between thousands of the world's most influential people in industry; science and government coming together to discuss policy, strategy and solutions for a food secure future.

GFIA Europe was opened by HE Martijn van Dam, Minister of Agriculture of the Netherlands, followed by a keynote address from Professor Louise O Fresco, President of the Executive Board, Wageningen University and Research. Louise O. Fresco discussed the new challenges of digitalization and genetics for the future of food and stated that 'We need to evolve the food chain from a linear to a circular pattern so that waste and emissions become new resources.' In his speech, Liam Condon, President of the Crop Science Division of Bayer AG, also stressed the importance of digital technology in agriculture: "Digitalisation will help increase agricultural productivity while reducing the environmental footprint of farming. This will contribute to satisfying the growing global demand for food."

A highlight of the event was a glass-walled 'Run Live Truck' by SAP Netherlands and Waterwatch Solutions, which was home to a team of developers working together to build a crop disease alert for farmers during the event.

Maarten Schans, Sector Specialist Agrifood at the Netherlands Foreign Investment Agency (NFIA), partner in the Invest in Holland network, commenting at the close of the event said: 'It was a great pleasure and honour to host the first GFIA Europe edition and welcome industry stakeholders from across the globe to the Netherlands. GFIA Europe has been an inspiration with collaboration between stakeholders, a never ending supply of new digital and technology solutions, engaging and well-attended programme of presentations and workshops as well as supporting deals being brokered.'

He added: 'We need to share knowledge and the success of GFIA Europe is that it has provided the perfect platform to bring the industry together to learn from each other. The Invest in Holland Agrifood partners very much look forward to participating in next year's edition.'

Next generation agricultural solutions that were exhibited at GFIA Europe included:

- WUGGL One - which allows users to accurately calculate the weight of a pig from simply taking a photograph on a mobile measuring device
- Ocean Harvest Technology - who have tested and created formulations of Microalgae, which can replace growth promoters and several antibiotics in the pig industry.
- Imants BV - who showcased their development in an innovative system for the sustainable rehabilitation of degraded soils by mechanical desalination in combination with organic soil improvement substances.
- Winterlight Greenhouse - presented a new greenhouse concept from Bom Group that, in combination with a new type of screen, screen fabric and special glass, yields more than 10% light during the winter period of cultivation.
- Ecorobotix - who have created the first ever completely autonomous robotic machine for the ecological and economical weeding of row crops, meadows and intercropping cultures.
- GreenCube from Logiqs B.V. - which using just two machines provides a fully automatic vertical farming system.
- SoilCares Scanner - which provides instant, on the spot, affordable soil data and hands-on lime and fertiliser recommendations.

The next edition of GFIA Europe will take place on 20-21 June 2018 in Utrecht the Netherlands co-located with VIV Europe, the European trade show for the international Feed to Meat industry. The launch of Future Food Manufacturing Expo during the same week will bring together leading experts and providers with key buyers and decision-makers to advance sustainable food processing and production in Europe and beyond. Please visit www.GFIAEurope.com for more information.

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NOTES TO EDITORS

GFIA was launched in 2014 at the invitation of the Abu Dhabi government, it leveraged partnerships with 40 powerful organisations including the Food and Agriculture Organisation of the UN, Bill & Melinda Gates Foundation, and the World Bank, that wanted a platform to show the world how technology gives us the only real chance of feeding nine billion people without destroying the environment. Now with established events in the Middle East and Africa, GFIA has evolved into the world's largest showcase of sustainable agriculture innovations.

GFIA is organised by Turret Media, Building 9, Office 118, Dubai Media City, Dubai, UAE

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