



Spain 2019
October 1/2

/Seventh Agrievolution Summit

/IFAJ Members



Attend the
Seventh World Summit
on Agricultural Machinery



/Market trends

Specialty crops are one of the fastest growing and an increasingly critical sectors in Agriculture. With the changing diets worldwide an increased demand in specialty crops is occurring.

World exports 2005 | 2017

(Source: Comtrade)

Value in 2017 (variation 2005/2017)

FRUITS



OLIVE OIL



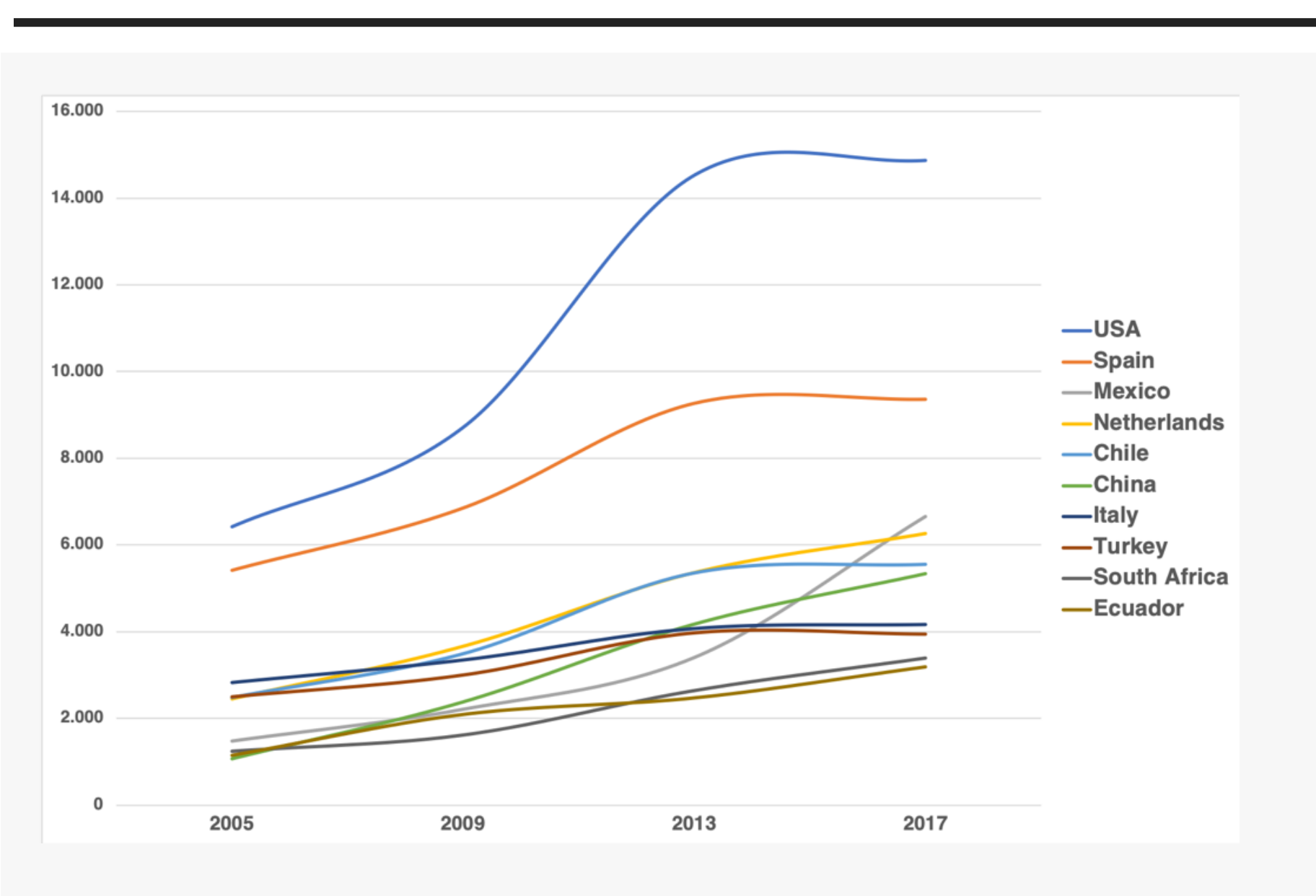
VEGETABLES



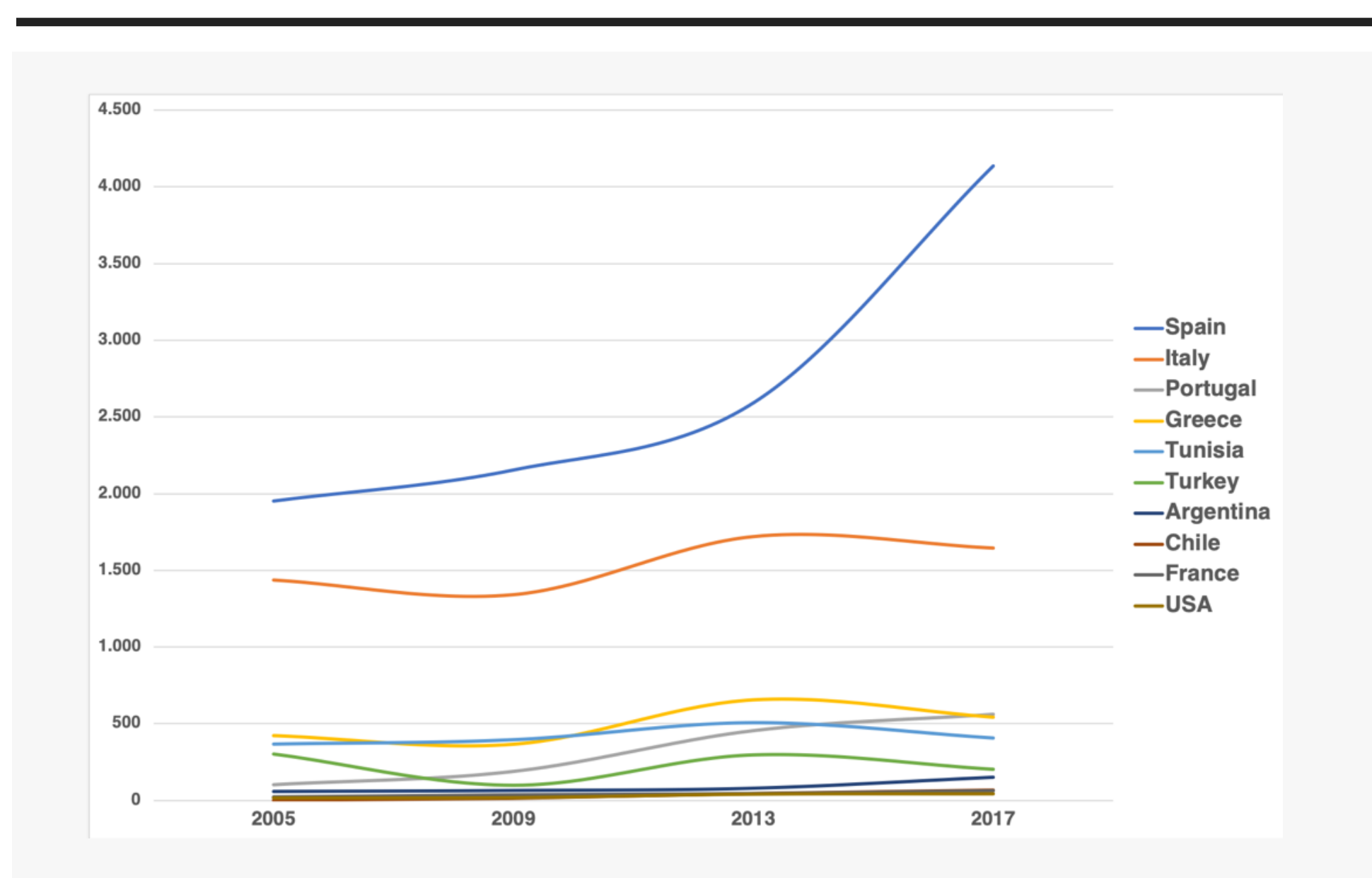
WINE



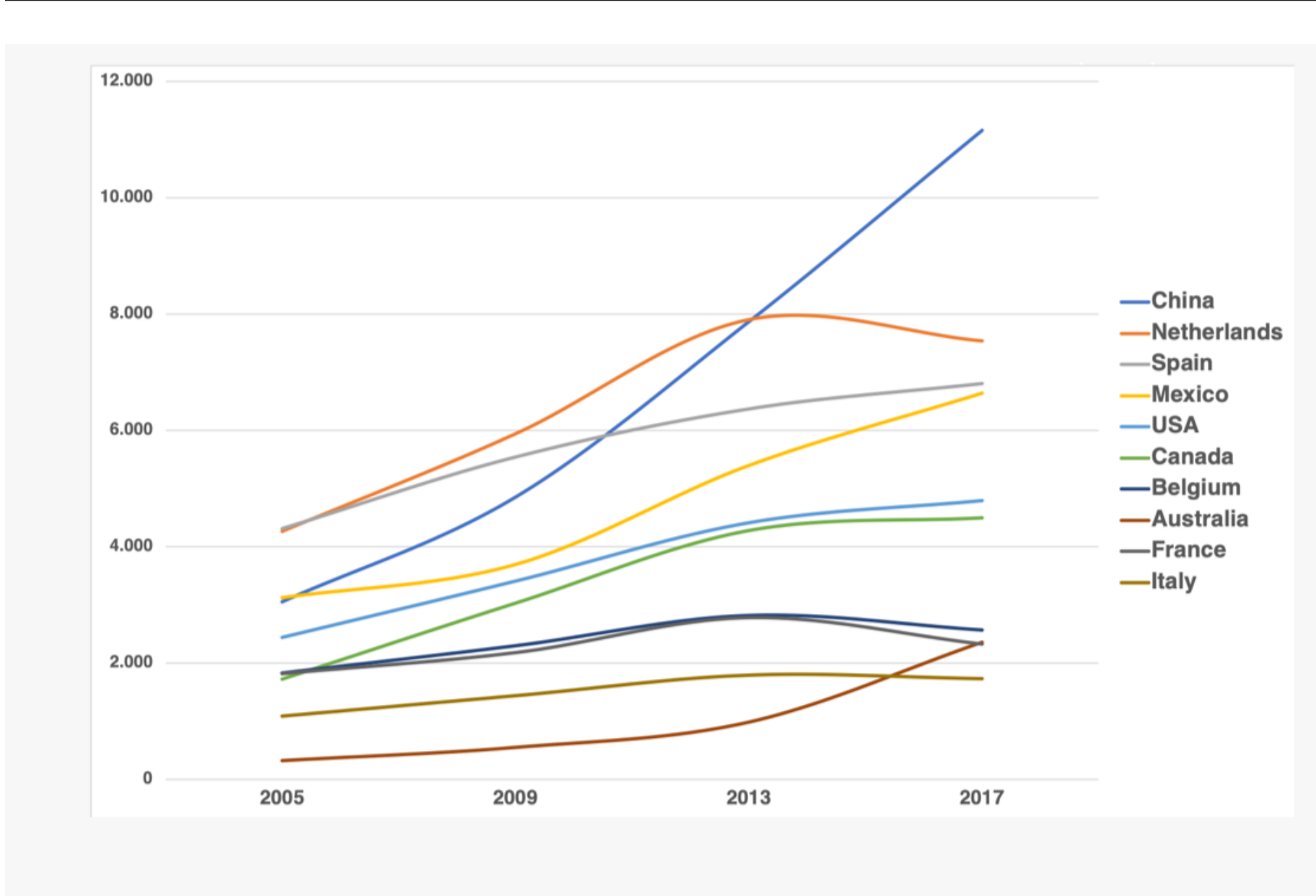
Exports Fruits



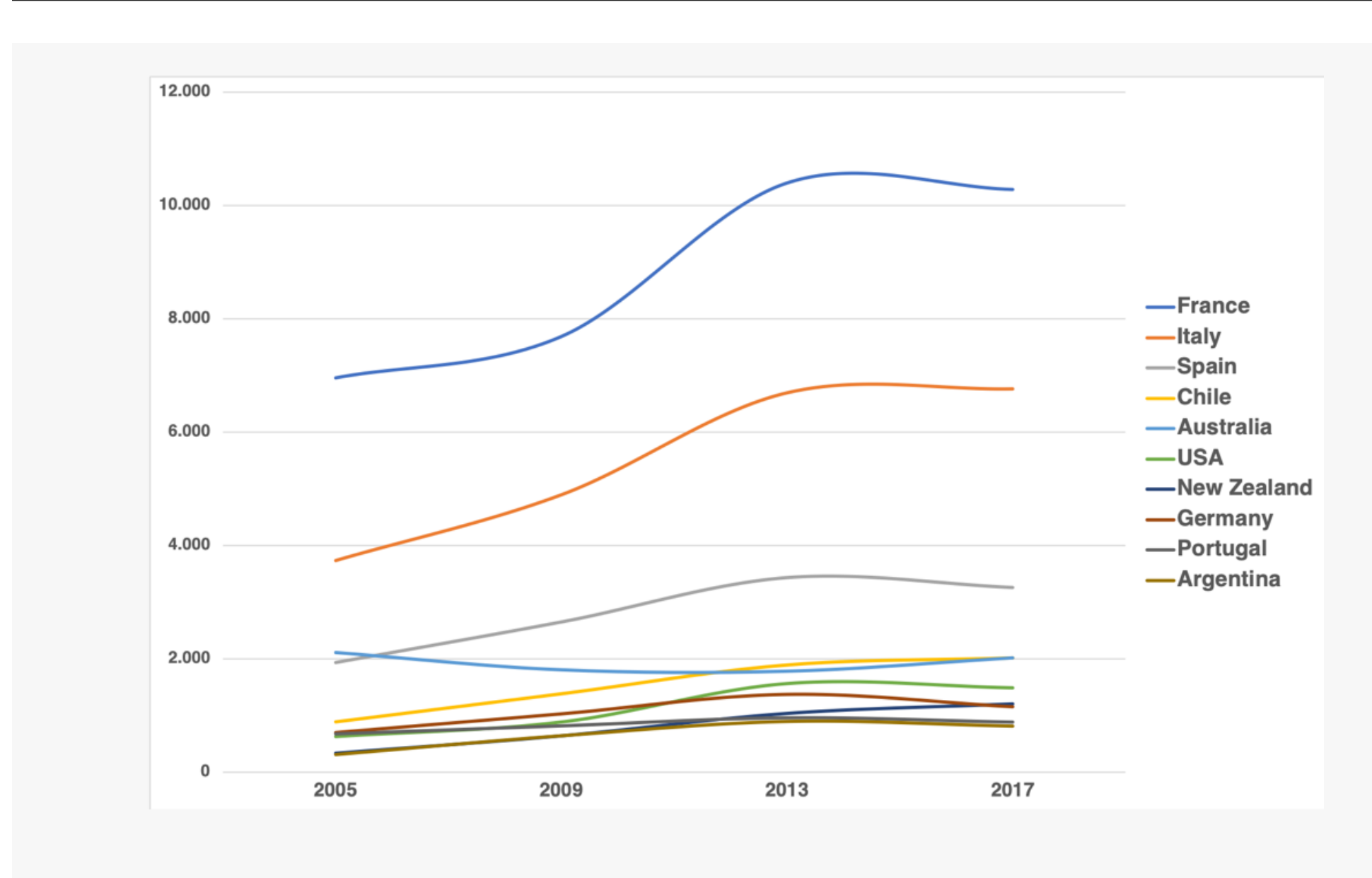
Exports Olive oil



Exports Vegetables



Exports Wine



/Market Implications

High value crops are increasing their cultivated land in those countries with appropriate and specific conditions, specifically when profitability of staple crops and mass consumer products is extremely low.

These trends have implications on machinery and the ongoing development of equipment to efficiently plant, manage, and harvest these important crops. This evolution is necessary to reach the quality expectations of producers and consumers which is directly linked to the price of these goods.

/Agrievolution Summit will shed light on these disruptive trends

The Agrievolution Summit will innovatively focus on the mechanization of high value crops (olive oil, wine, vegetables and fresh fruits) which have been traditionally considered as a niche market but have been increasing in surface coverage and production in the last 10 years showing a positive trend. A business opportunity has been identified with these crops, but they need specialist equipment to adapt to their plantation characteristics.

Senior executives from global manufacturing companies will analyze the current offer in the mechanization of specialty crops and future development. Additionally, they will evaluate the estimated trends of high value crops around the world demonstrating how we can learn from progressive farmers and specialty consultants about the demand for product-quality aimed technologies. The discussions will then move on the second day from the Ministry of Agriculture in Madrid to Valencia, to see the reality of these crops and how digital innovations help quality and sustainability to improve.

/Education and Training are imperative

The second part of the seminar in Madrid will be dealing with education and training in the digital era. High-level executives both from the private and public sectors as well as from academia and research centers, will be providing their insights and expertise into how to implement effective training programs and how to establish good education policies in both developing and developed countries.

Additionally, topics will be discussed on how the promotion of digital techniques, eruption of big data, and machine learning has changed the future of agriculture. A whole new range of technologies currently partner with the agriculture machinery business and multidisciplinary training is going to be vital in the next few years.

/seminar Madrid

2019 | October 1st



**VII AGRIEVOLUTION
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/mechanization



- Current situation and long-term trend of specialty crops
- The role of mechanization in quality outcome
- What do producers need from machinery industry?

/education



- Linking skills training and education to jobs (a recruiting issue)
- The returns of education - Differences among countries and sectors
- Success stories

/field day Valencia



2019 | October 2nd

/demo show



- On field demonstration of mechanization techniques
- Adaptation of machines
- Different types of specialty crops

/demo farm



- Intensive and superintensive crops
- Post-harvesting
- Customized mechanization

/Request for IFAJ Member attendance

Agrievolution requests you consider attending this important event. You are welcome to register to attend this meeting. Further details including the agenda and registration can be found on the Agrievolution website. Simply follow the link below:

<https://www.agrievolution.com/summits>

Agrievolution has also generously offered to fund the attendance of **5 IFAJ members** from different regions of the world.

You will be asked to help promote the summit in your region and report on the content provided at the summit.

This grant includes **free registration** (meals and train ticket to field demonstrations) and **hotel accommodations**. If you are interested in applying to receive this grant please complete the attached application and submit to Agrievolution. This is just another benefit of being an IFAJ member.

/Journalist Application Form



Send to: **agrievolutionalliance@aem.org**
just for grant application purposes

/Name + Surname

/Address

/Country

/Mobile number

/email address

/Briefly describe your interest/experience with regard to mechanization in agriculture

Please attach samples or provide links to work you have published related to mechanization

/Publication(s) (printed or digital)





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