

Farma 2009 – in a new setting

This year's edition of the **FARMA International Fair of Animal Breeding**, which was held on **9-11 October**, set out a new direction for breeders' meetings and completed another stage in the modernisation of this trade fair. Changes made to the Farma's formula had been prepared on the basis of market analyses and opinions contributed by exhibitors and visiting professionals. From now on, the trade fair will be more business-oriented and will be organised in a biennial cycle.

New formula – first opinions

Farma's first edition in a new setting met with favourable response from participants. Exhibitors jointly emphasised the professional profile of the trade fair audience who showed keen interest in innovations displayed in exhibition spaces. - *We are very pleased that we could be actively involved in the undertaking. The new formula? In my opinion, this is probably something that we expect as producers. We are glad that our offer has directly reached about a dozen farmers who are interested in our products* – said **Sławomir Szydłowski**, Production Specialist at JFC.

The revised formula of the trade fair which used to be associated mainly with a livestock exhibition met with the approval of Minister Marek Sawicki who formally opened this year's Farma. – *Presentation of advanced solutions used in pig, cattle and poultry production is a good idea. I am deeply convinced that the trade fair will be a great opportunity for sharing experiences and holding discussions about new technical solutions and modern production. I think that the new profile of the fair will be to the benefit of the Polish agriculture* – said **Marek Sawicki**, Minister of Agriculture and Rural Development at a press conference.

Expositions and spaces

Despite tough macroeconomic situation, a total of 105 exhibitors and companies from nine countries, including Austria, the Czech Republic, Denmark, Germany, Italy, the Netherlands, Spain and UK, decided to participate in the fair. There was also a strong presence from Polish industry leaders, such as D.H. Korbanków, Pronar Narew, Agromix Rojęczyn, BIN, Scariboldi, K3, Inter Lers, Inofama, JFC, GEA Westfalia, Indoor, Big Dutchman, MBD, Polnet or Geneu. The exhibition occupied more than 5 thousand square metres.

The thematic scope of this year's exposition was divided into four major segments related to modern livestock breeding and management: **construction for agricultural purposes, animal feeding, genetics and veterinary medicine.**

An absolute hit with visitors was the model piggery worth nearly one million PLN. Breeders and farmers were also attracted to this year's new market launches, e.g. the four-way milking cluster shown for the first time, computer-controlled pig feeding systems and advanced automatic group nests for poultry. Overall, the fair was attended by **over 10 thousand professional visitors.**

Knowledge, practice, consultations

Bioenergy, organic farming, new trends in poultry nutrition, new solutions in the construction of livestock buildings, acquisition of funds for development – these were the main areas that captured the interest of farmers and breeders who not only participated in conferences and seminars but were also given a chance to obtain detailed answers to their questions. For this purpose, the fair featured a special Expert Panel made up of consultants specialised in livestock nutrition and breeding, as well as consultation/advisory desks organised by ARiMR (Agency for Restructuring and Modernisation of Agriculture), ARR (Agricultural Market Agency) and KRUS (Agricultural Social Insurance Fund).

Conference and seminar speakers included representatives of Polish and German ministries of agriculture, experts in agriculture and environment, power and process engineering, staff members delegated by a number of research centres, as well as specialists in poultry feeding and treatment.

Prominent guests

In addition to the Minister of Agriculture and Rural Development, this year's fair was also visited by Jan Krzysztof Ardanowski, Advisor to the President of the Republic of Poland on rural and agricultural issues and Tadeusz Nalewajk, Deputy Minister of Agriculture and Rural Development. Other eminent guests included foreign experts: Clemens Neuman from the German Ministry of Food, Agriculture and Consumer Protection and Michael Seiffert from the German Biomass Research Centre.

The fair was attended by presidents of Polish and regional livestock breeders' associations, unions, federations, societies, agricultural chambers and general economic chambers. We also had the pleasure of hosting important representatives of scientific circles and the media.

Awards for the best

The fair featured an award giving ceremony. The best and particularly innovative products displayed at the fair received **Gold Medals** of Międzynarodowe Targi Poznańskie. This year's **Cup of the Minister of Agriculture and Rural Development** went to the National Research Institute of Animal Production based in Cracow. Winners were also announced in the 7th "**Safe Farm**" competition organised by KRUS and held under the honorary auspices of **Lech Kaczyński, President of the Republic of Poland**. **Acanthus Aureus** awards were granted to trade fair stands which represented the most interesting design and best supported the exhibitor's marketing strategy.

Media at Farma

The Media Partner of the Farma fair was the APRA publishing company. Nearly 150 journalists, mainly associated with the agricultural industry, were accredited to cover the fair during three days. There were representatives of the nationwide press, radio and TV stations. The Farma fair entered into cooperation with several dozen industry magazines and websites.

Farma 2009 was held under the honorary auspices of the Minister of Agriculture and Rural Development. Industry Partners included the largest agricultural associations and unions: Polish Federation of Cattle Breeders and Dairy Farmers, Polish Association of Beef Cattle Breeders and Producers, Polish Pig Breeders and Producers Association POLSUS, National Poultry Council – Chamber of Commerce in Warsaw and Poznań University of Life Sciences. The fair's General Partner was Agra-Matic, while BGŻ bank was the partner of exhibition spaces.

The next edition of the Farma fair for livestock breeders and farmers will take place on 10-13 February 2011. We are looking forward to seeing you.