



Poznań, 16 February 2010

Free press release

Season for PREMIERY

The Polagra-Premiery International Fair of Agricultural Mechanization has drawn to a close. During four days, between 11 and 14 February, Poznań hosted an international exhibition of agricultural leaders. The fair was held concurrently with the Pro-Horti Horticultural Contracting Exhibition for the first time.

A total of **42,000** people saw products displayed by exhibitors at the Pro-Horti exhibition and the Polagra-Premiery fair, the largest indoor show gathering agricultural producers, fruit and vegetable growers, agricultural and horticultural experts and practitioners from all over Europe.

Prominent guests

The trade fair took place under the honorary auspices of **Marek Sawicki**, Minister of Agriculture and Rural Development, who officially inaugurated the event. Invited guests who cut the ribbon and visited Polagra-Premiery included a number of high-profile foreign delegations: **Kazys Starkevicius**, Minister of Agriculture of the Republic of Lithuania; **Semyon B. Shapira**, Minister of Agriculture and Food of the Republic of Belarus; **Vasile Bumacov**, Deputy Minister of Agriculture of the Republic of Moldova and **Mykola Sergejevich Datsenko**, Head of the Department for Engineering and Technical Support of the Ministry of Agrarian Policy of Ukraine. The exposition was also visited by representatives of major associations and organizations acting as industry partners, including KRUS (Agricultural Social Insurance Fund), Chamber of Commerce of Grain Retailers and Processors and Feed Producers, Institute for Building, Mechanization and Electrification of Agriculture, Federation of Agricultural Employer-Leaseholder and Owner Unions, Polish Seed Trade Association, Polish Association of Cereal Plants Producers, Polish Association of Rapeseed Producers, National Council of Agricultural Chambers, Association of Manufacturers and Distributors of Agricultural Machinery, Poznań University of Life Sciences, Association of Polish Fruit Growers, Research Institute of Vegetable Crops based in Skierniewice, Research Institute of Pomology and Floriculture based in Skierniewice, and National Refrigeration Forum.

Wide-ranging offer before the start of the season

The 2010 edition of Polagra-Premiery, the third already, was record-breaking in many aspects. This year, the fair attracted to Poznań nearly 300 exhibitors and represented companies, not only from Poland but also Austria, Denmark, Germany, Hungary, Italy, the Netherlands, Slovenia, Spain, the UK and Ukraine. The fair also hosted a number of non-European companies, representing e.g. India and United Arab Emirates. The exhibitors displayed close to two thousand models of machines and equipment for agriculture and fruit-growing. **Over 200 newly launched products** were showcased. Visitors were keenly interested in innovative solutions employed in agricultural machinery, such as a combine harvester equipped with a hybrid system, a tractor fully powered by biodiesel and new models of track tractors. Pavilion 6A, which also housed the Pro-Horti exhibition, showcased



transplanters – robotic systems designed for the automatic transplantation of seedlings. Thousands of fans of the latest technologies were attracted to shows displaying state-of-the-art packing lines for fruit, vegetables and agricultural produce held at the Multivac exhibition stand.

Polagra-Premiery was an event targeting not only agricultural practitioners but also those with an interest in machines. For example, the trade fair featured a small New Holland tractor styled to look like the legendary popular model dating from 1947. The machine combines the original vintage design with solutions adapted from comfortable cars, such as automatic gearbox and 4-wheel drive.

The voice of young farmers

The European Young Farmers Day, held in Poland for the first time, on the second day of Polagra-Premiery, attracted over 1,000 young farmers from more than a dozen union organizations belonging to the European Council of Young Farmers (CEJA). It was an international platform for the exchange of knowledge and good practices, as well as expert debates and discussions concerning the future of young farmers in Poland and Europe. The leading topic of the international plenary session chaired by **Joris Baecke, President of the European Council of Young Farmers**, was effective agricultural lobbying in Brussels and the new common position on the Common Agricultural Policy after 2013 (a total of ten proposals were adopted – see www.polagra-premiery.pl).

The meeting was inaugurated with Przemysław Trawa, Vice-Chairman of the Board of MTP, handing over the symbolic key to MTP to young farmers. The next item on the agenda was the presentation of awards in the competition for “**The Most Innovative Young Farmer 2009**” by Marek Sawicki, Minister of Agriculture and Rural Development. The trophies went to farmers who used EU resources granted for farm modernization purposes in the most effective manner.

The European Young Farmers Day, which was a joint initiative of the Rural Youth Union (ZMW), the National Centre of Young Farmers Trade Union, the National Council of Agricultural Chambers (ZZCNMR), Ministry of Agriculture and Rural Development and MTP, was very highly praised by youth delegations from European countries.

The next meeting of young farmers from all over Europe is scheduled to take place during the FARMA International Fair of Animal Breeding in February 2011.

Forum for the exchange of experiences

Polagra-Premiery and Pro-Horti proved to be excellent venues for discussion and experience sharing, and a valuable source of knowledge about the latest trends in the agricultural sector. Around a dozen specialist conferences, seminars, shows and discussion panels were prepared in cooperation with industry and media partners. Highlights included a meeting devoted to the **government’s programme “Fruit at School”**, a conference on **alternative tomato growing techniques** chaired by dr Maria Wysocka-Owczarek and a lecture given by Professor Augustyn Mika on **new developments in fruit growing technology**. The event did not fail to include the popular topic of renewable sources of energy which was discussed during the **8th Forum of Rapeseed Producers** and the debate on “**Biogas plants – an opportunity for individual farmers**”. The latest products on the agricultural machinery market (tractors, fertilizer spreaders) were shown during the three-day discussion panels organized by Top Agrar Polska. Detailed information is available at www.polagra-premiery.pl

Awards for the best



For the first time, the exposition featured so many products awarded with MTP Gold Medals, the greatest trophy of the trade fair. This year, the Competition Jury granted the award to 28 most interesting and innovative products in two categories: "machines and equipment" and "crop varieties". Companies also received awards for their exhibition stands which, in the opinion of jurors, best achieved the firms' marketing strategies. A complete list of MTP Gold Medal winners is available at www.polagra-premiery.pl

However, these are not the only awards granted at Polagra-Premiery. A total of 14 products received the prestigious title of "Machine of the Year 2010". Winners were selected by editors of 14 professional agriculturally-themed magazines from Germany, Denmark, Poland (AGROmechanika), Sweden, Russia, Romania and Hungary. The distinctions achieved at Premiery were presented to Polish representation offices of award-winning producers. Representatives of the winners' headquarters collected the awards at the Agritechnika fair in Hannover.

The media at Polagra-Premiery and Pro-Horti

The media partners of the Polagra-Premiery International Fair of Agricultural Mechanization were Top Agrar Polska and TVP 1. The second edition of the Pro-Horti Horticultural Contracting Exhibition was partnered by Hortpress, the publisher of such magazines as Owoce, Warzywa, Kwiaty and Sad Nowoczesny.

A total of **173 journalists** were accredited in the MTP Press Centre to cover the fair. Reports appeared in daily and specialist press, as well as radio and TV channels.

Polagra-Premiery is one of the most important agricultural meetings held in Poland. Agriculture professionals and those interested in the field are attracted to the events held in Poznań not only by the extensive range of products representing various categories but, above all, by the opportunity to compare different products available on the market under one roof and at one time. **The following edition of Polagra-Premiery and Pro-Horti will take place in two years' time on 9-12 February 2012.**

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