

AGRA

TRADITIONALLY FRESH

AGRA

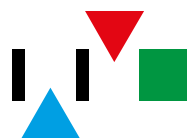
62<sup>nd</sup> INTERNATIONAL  
**FAIR OF  
AGRICULTURE  
AND FOOD**



**24. – 29. 8. 2024**  
**Gornja Radgona,**  
**Slovenia**



Partner country  
**BULGARIA**



**POMURSKI SEJEM**



TRADITIONALLY FRESH

Dear Sir or Madam!

In 2024, a leap year and an Olympic year, we desire above all a world of peace and cooperation. We want this election year to bring us wise leaders, more concern for green development, and beneficial decisions.

The AGRA fair is not about big competitions, but it celebrates breakthrough technologies in production and processing. Traditional skills and new knowledge are the winners. It is attended by eminent personalities from all over the world to meet those who are great in their achievements, diligence, professionalism, skills, and commitment to working together for the common good.

Together with the world's leading manufacturers and breakthrough innovative newcomers, we at the Agra Fair strive to strengthen the countryside, preserve the environment and biodiversity, improve crop yields, and secure food supplies. By showcasing state of the art machinery, technology, and products for agriculture and food we shorten supply chains and promote more productive cultivation in our vicinity. We look forward to innovativeness and experience, which only hand in hand can lead humanity towards a sustainable future. We are replacing old tools with new ones, including artificial intelligence. We protect crops from climate change and contribute to nature's recovery by using renewable materials and energy sources.

At the independent quality assessments held under the auspices of the Agra fair, we reward the best agricultural machinery and equipment, selected meat and dairy products, soft drinks, honey, and wine.

We meet at professional, business, and social meetings in the lush fair gardens, and at professional exhibitions and animal presentations. We try out new machines and accessories, and taste excellent produce, wines, and dishes...

AGRA is the largest trade fair event of its kind in this part of Europe, and this has also been recognised by partner countries. In recent years, China, France, Japan and India have successfully used it as an intermediary between East and West and North and South.

Meetings at the AGRA fair are meetings with a mission and are therefore friendly, useful and successful.

We look forward to meeting you again at the AGRA Fair!

Janez Erjavec,  
President of the Pomurski sejem Management Board



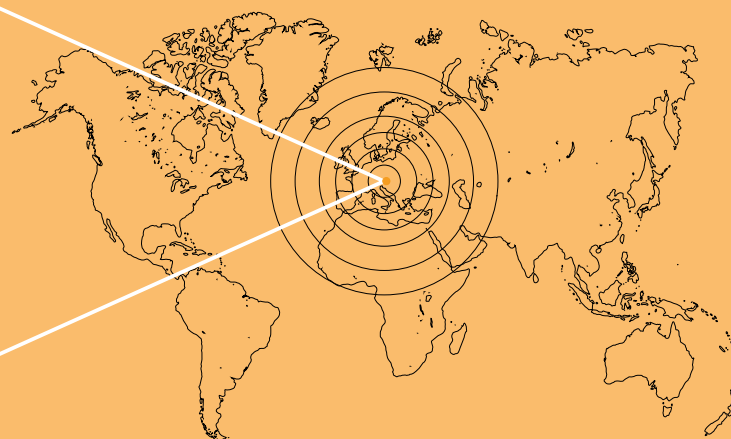
FOCAL POINTS 2024


- FOOD SAFETY
- YOUTH AND INNOVATION
- DIGITISATION AND ARTIFICIAL INTELLIGENCE IN AGRICULTURE
- ORGANIC FARMING
- CONSERVATION AGRICULTURE
- EFFICIENT FOREST MANAGEMENT
- THE FUTURE OF THE COUTRYSIDE
- CLIMATE CHANGE AND WATER RESOURCES



A HUB OF BUSINESS AND INTERNATIONAL PARTNERSHIPS

- 1.700 exhibitors
- 35 participating countries
- 70.950 m<sup>2</sup> total exhibition space
- 28.000 m<sup>2</sup> outdoor exhibition space
- 24.650 m<sup>2</sup> indoor exhibition space
- 15.300 m<sup>2</sup> sample gardens
- 3.000 m<sup>2</sup> animal exhibitions



  
2023 | 05.000



Partner country  
**BULGARIA**

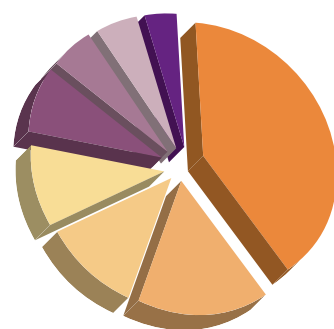




## EXHIBITION PROGRAM

### AGRICULTURE, FORESTRY AND FOOD

AGRA presents the latest technologies of production, breeding and processing with leading global brands in agricultural and forestry machinery and food processing equipment. It offers top-quality crops, food products, dishes and wines.



39,8% agricultural machinery and equipment

16,1% food

11,0% institutions, state presentations, animal exhibition, sample plantations...

9,7% forestry machinery and equipment

8,1% machinery and equipment for the food industry, catering equipment

6,1% seeds and seedlings

4,9% animal nutrition and care

4,3% nutrition resources and plant protection

## PROFESSIONAL EXHIBITIONS

### ANIMAL EXHIBITIONS

- exhibition of beef cattle, horse breeds, pigs, small cattle, poultry
- exhibition of autochthonous breeds of domestic animals
- exhibition of fish in fair pond
- exhibition of small animals and small animal nursery
- exhibition of bees in fair's high-tech beehive

### SAMPLE PLANTATIONS

- indigenous and traditional sorts of agricultural plants
- vegetables, herbs, medicinal herbs
- fair educational forest trail
- slovenian vine selection
- extensive plantation of old varieties of apple trees
- beehive with a bed of honey plants

### PERMACULTURAL-BIODYNAMIC CENTER OF POMURSKI SEJEM

- small house of straw bales
- wooden haystack of climate goals
- polygon green gems of nature
- permacultural-biodynamic garden

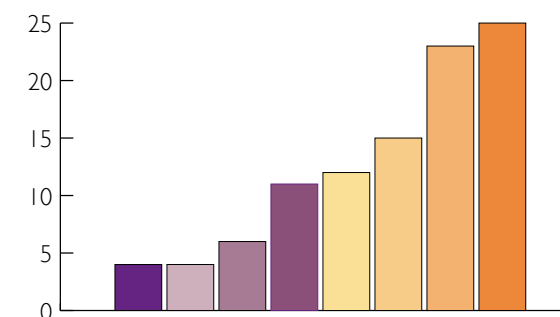
### TASTE THE QUALITY OF AGRA FAIR

- Wine temple
- Honey temple
- exhibition of award-winning products at the AGRA quality assessment

## MEETING POINT OF PROFESSION AND BUSINESS

### VISITORS PROFESSIONAL AND BUSINESS EXPERTISE

71 % of visitors are engaged in agriculture, of those:



in livestock farming

in arable farming

in viticulture

in forestry

visitors who come from the food processing industry

in farm tourism

in horticulture

other activities related to farming

### PROFESSIONAL DAYS

**SAT**  
24. 8. young farmers' day  
ploughmen's day

**SUN**  
25. 8. rural youth day  
beekeepers' day  
day of foresters and forests  
agricultural technology day  
day of indigenous breeds

**MON**  
26. 8. food scientists' day  
gastronomy day  
cattle breeders' day  
veterinarians day  
seed cultivator's day  
organic farming day

**TUE**  
27. 8. fruit growers' day  
CAFS day  
horse breeders' day  
winegrowers and wine merchants day  
tourist farms day  
Hungary day  
sommeliers day  
Slovenian cold-blooded horse day

**WED**  
28. 8. Slovenian cooperatives' day  
pig breeders' day  
farm food education day  
sheep and goat breeders' day  
day of Slovenes Abroad  
Austrian Styria day

**THU**  
29. 8. day of natural parks  
vegetable producers' day  
exhibition gardens day  
Steyr tractors day  
conservation agriculture day

### EDUCATION, TRANSFER OF KNOWLEDGE AND EXCHANGE OF EXPERIENCE

- professional consultations and lectures
- workshops and seminars
- forums and round tables
- agricultural and food education
- professional and educational literature
- cooperative B2B meetings

### INSTITUTIONAL AREA

- business and professional associations and organizations
- rural youth and young farmers
- governmental and non-governmental institutions
- presentations of countries and regions



## AGRA FAIR IS WELL KNOWN AND RECOGNIZED

Over 1,100 reports and media announcements about the Agra Fair. Over 200 accredited journalists from 11 countries reported directly from the fair.

### INTERNATIONAL VISIT

24 % visitors from foreign countries

### BUSINESS

78 % of visitors visited the fair for business purposes

### AGE STRUCTURE

41 % of visitors are between 21 and 40 years old

### VISITOR SATISFACTION

91 % of visitors found what they were looking for at the fair



## AGRA FAIR IS GATHERING

- meeting of young farmers
- 24. State forest owners' wood cutting competition
- 54. meeting on the day of Austrian Styria
- polka dancing competition
- tug-of-war competition
- football match of the Slovenian wine team
- meeting of sommeliers
- meeting of wine knights
- 14. vintage steyr tractor meeting
- meeting of wine queens of Slovenia
- mascot dance
- meeting of farm women
- youth chess competition

## AGRA ALSO ATTRACTS FAMILIES

- exhibition of animals in the menagerie
- arts and crafts products
- consumer goods
- car showroom
- corners for children to play and create
- small animal nursery
- tastings of award-winning food products
- professional and practical gardening and breeding advice
- varied culinary and catering offer
- amusement park and inflatable toys

## AGRA IS A SYMBOL OF QUALITY VERIFIED BY EXPERTS

Professional international quality assessments spread the voice of excellence in Slovenia and far beyond its borders, and enable an objective overview of the competitive offer.

40<sup>th</sup> open competition »Slovenian oskar« for packaging  
may 2024

38<sup>th</sup> international quality assessment of milk, milk products and plant based drinks  
28. – 31. may 2024

28<sup>th</sup> international quality assessment of juices, non-alcoholic drinks and bottled waters  
5. – 6. june 2024

45<sup>th</sup> international quality assessment of meat and meat products  
15. – 17. may 2024 (fresh meat)  
12. – 13. june 2024 (meat products)

50<sup>th</sup> open national wine evaluation "Vino Slovenija Gornja Radgona",  
14<sup>th</sup> open national evaluation of BIO wine  
8. – 12. july 2024

5<sup>th</sup> international quality assessment of honey drinks  
12. july 2024

23<sup>rd</sup> evaluation of honey with international participation  
7. august 2024

42<sup>nd</sup> international quality assessment of agricultural machinery and equipment  
22. – 23. august 2024

IN 2023, THE EXPERT COMMISSIONS AT THE ASSESSMENTS UNDER THE AUTHORITY OF THE AGRA FAIR, HAVE BEEN TRUSTED BY

358 enterprises with  
1.602 products from  
11 countries



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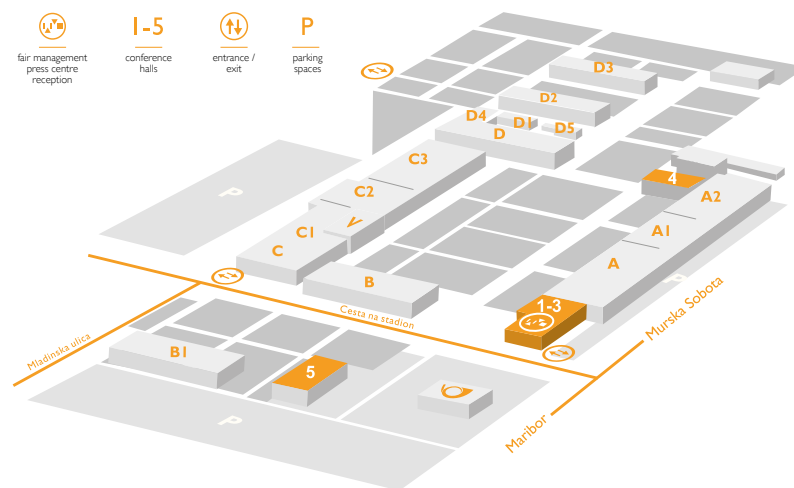
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