

AGRA

TRADITIONALLY FRESH



63<sup>rd</sup> INTERNATIONAL

# FAIR OF AGRICULTURE AND FOOD

23. – 28. 8. 2025

Gornja Radgona,  
Slovenia

# TRADITIONALLY FRESH

Dear Sir or Madam!

The United Nations has declared 2025 the International Year of Cooperatives, Peace and Trust, as well as the International Year of Glaciers' Preservation, and Quantum Science and Technology. Although cooperative integration will perhaps be the most prominent of the above at the 63rd International Agricultural and Food Fair AGRA, peace and trust, which are promoted by international economic and professional cooperation, are of the utmost importance to all of us. And AGRA, as the most important trade fair of its kind in the wider region, will surely once again be a celebration of international, cross-sectoral and intergenerational networking, the transfer of knowledge and experience between different professions, between governmental and non-governmental organisations, and a meeting point for the exchange of products, services and advice between producers and consumers. Adaptation to climate change and new opportunities in food production and processing, opened up by quantum science with artificial intelligence and new materials, are increasingly important for the world, agriculture and food.

AGRA will showcase breakthrough technological achievements of the world's leading producers and innovative young companies. It will strive to strengthen the countryside, preserve the environment and biodiversity, improve crop yields and secure supplies. It will shorten supply chains and encourage produce cultivation in the immediate vicinity. It will pay homage to tried and tested traditional knowledge and skills. It will look to a sustainable future through the use of renewable resources and the latest scientific findings.

An important part of the fair will once again be the international assessments of the quality of agricultural machinery and equipment, meat and dairy products, soft drinks, honey, wine, and packaging that will herald the excellence of the AGRA fair from the spring onwards. The medals of independent professional assessments carried out under its auspices, with which manufacturers mark their products on store shelves, are proving time and again to be an excellent marketing tool and an indispensable quality criterion for manufacturers and consumers.

Agra 2025 will traditionally be highlighted by international B2B events and current expert panels organized by the Ministry of Economy, Tourism and Sport of the Republic of Slovenia, the Chamber of Agriculture and the Slovenia Forest Service, the Cooperative Union, the Chamber of Agricultural and Food Enterprises at the Slovenian Chamber of Commerce, the Slovenian Forestry Institute and other important national and international institutions.

The special features of the fair continue to be the expert presentations on cattle breeding, horse breeding, small livestock breeding, and indigenous breeds of domestic animals in both the arena and stables. The general public will also be attracted by small animal exhibitions, fish in the fair's pond as well as a variety of activities for the youngest visitors.

Practical tips will be offered by the central fair garden, the Pomurski sejem Permaculture Centre with a model apiary and a small house made of straw bales, the Meeting point under the new fair hayrack, the forest park plantation, the Ecological Polygon and Garden of the Rakičan Biotechnical School in cooperation with the Faculty of Agriculture and Life Sciences, and a plantation of old varieties of apple trees and grapevines widely grown in Slovenia. The Wine Temple and the Bee Pavilion will also attract visitors.

There will be a splendid accompanying program with the presentation of awards to the winners of the quality assessments, the national wood chopping competition of forest owners and other competitions, rank organisation and social gatherings, tastings of selected wines and varied cuisine.

Let's celebrate the International Year of Cooperatives, Peace and Trust with shared business and professional success!

You are cordially invited to join us,

Janez Erjavec,  
President of the Pomurski sejem Management Board



# FOCAL POINTS 2025

- FOOD SAFETY
- YOUTH AND INNOVATION
- DIGITISATION AND ARTIFICIAL INTELLIGENCE IN AGRICULTURE
  - ORGANIC FARMING
  - CONSERVATION AGRICULTURE
  - EFFICIENT FOREST MANAGEMENT
  - THE FUTURE OF THE COUNTRYSIDE
  - CLIMATE CHANGE AND WATER RESOURCES
  - RURAL TOURISM AND GASTRONOMY
  - WOODWORK AND HANDICRAFTS

## A HUB OF BUSINESS AND INTERNATIONAL PARTNERSHIPS



2024 | 100.000

1.720 exhibitors

35 participating countries

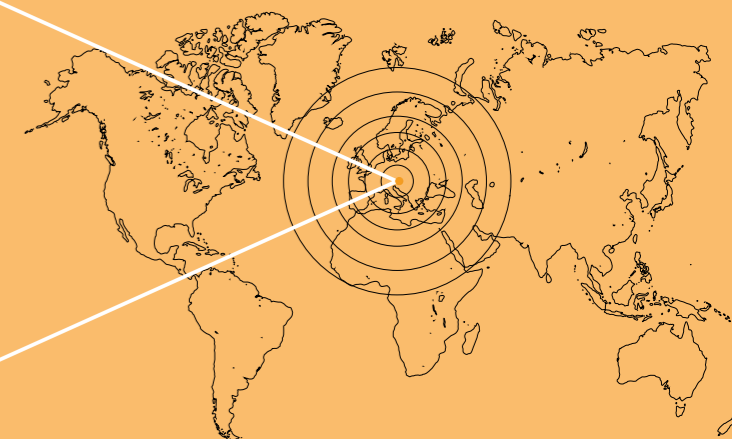
70.800 m<sup>2</sup> total exhibition space

34.500 m<sup>2</sup> outdoor exhibition space

18.000 m<sup>2</sup> indoor exhibition space

15.300 m<sup>2</sup> sample gardens

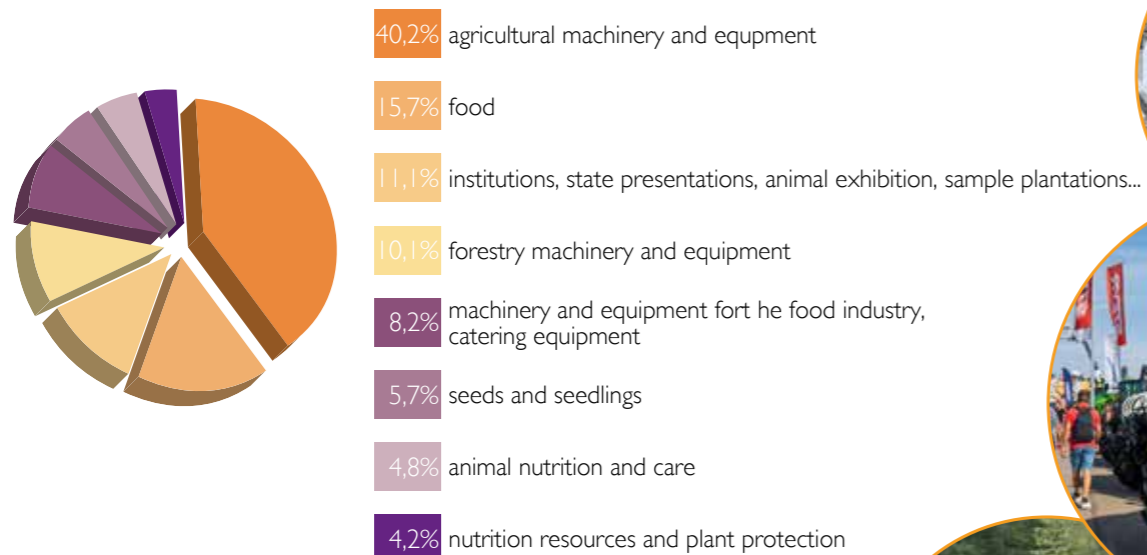
3.000 m<sup>2</sup> animal exhibitions



## 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.



## 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

### PERMACULTURAL CENTER OF POMURSKI SEJEM

- ecological polygon
- permaculture garden with a biodynamic method of cultivation
- Garden of cooperation - of the Rakičan Biotechnical School and the Faculty of Agriculture and Biosystem Sciences
- indigenous and traditional varieties of agricultural plants
- vegetables, spices, herbs
- fair educational forest trail
- Slovenian wine cane selection
- extensive plantation of old varieties of apples
- apiary with a bed of honey plants

### TASTE THE QUALITY OF AGRA FAIR

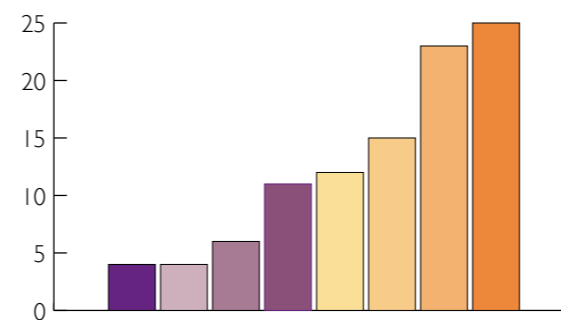
- Wine temple
- Honey temple
- exhibition of award-winning products at the AGRA quality assessment



## 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**  
23. 8. rural youth day  
ploughmen's day

**SUN**  
24. 8. young farmers' day  
beekeepers' day  
day of foresters and forests  
agricultural technology day  
day of indigenous breeds  
farm food education day

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

**TUE**  
26. 8. fruit growers' day  
CAFS day  
horse breeders' day  
winegrowers and wine merchants day  
tourist farms day  
Hungary day  
sommeliers day  
Haflinger Horse Breed Day

**WED**  
27. 8. Slovenian cooperatives' day  
pig breeders' day  
sheep and goat breeders' day  
day of Slovenes Abroad  
Austrian Styria day

**THU**  
28. 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 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.

39<sup>th</sup> international quality assessment of milk, milk products and plant based drinks  
27. – 30. may 2025

29<sup>th</sup> international quality assessment of juices, non-alcoholic drinks and bottled waters  
11. – 12. june 2025

46<sup>th</sup> international quality assessment of meat and meat products  
14. – 16. may 2025 (fresh meat)  
18. – 19. june 2025 (meat products)

51<sup>st</sup> open national wine evaluation "Vino Slovenija Gornja Radgona",  
15<sup>th</sup> open national evaluation of BIO wine  
7. – 11. july 2025

6<sup>th</sup> international quality assessment of honey drinks  
11. july 2025

24<sup>th</sup> evaluation of honey with international participation  
6. august 2025

43<sup>rd</sup> international quality assessment of agricultural machinery and equipment  
22. – 23. august 2025

IN 2024, THE EXPERT COMMISSIONS AT THE ASSESSMENTS UNDER THE AUTHORITY OF THE AGRA FAIR, HAVE BEEN TRUSTED BY

375 enterprises with

1.623 products from

6 countries



## AGRA FAIR IS GATHERING

- meeting of young farmers
- 25. State forest owners' wood cutting competition
- 55. 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
- 15. 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



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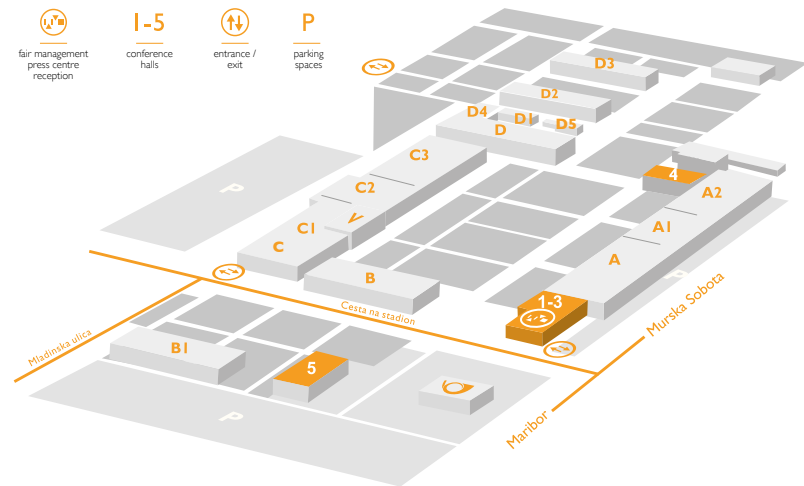
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## FAIRGROUND PLAN



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