



63. INTERNATIONAL
FAIR OF AGRICULTURE AND FOOD

23. - 28. 8. 2025, Gornja Radgona, Slovenia



POMURSKI SEJEM

PRELIMINARY PROGRAM OF EVENTS AGRA 2025

PROFESSIONAL PROGRAM BY DAY

THE AGRA FAIR IS ALIVE!

Experience Tradition, Discover the Future!

SERBIA – Partner Country of the International Fair AGRA 2025!

Serbia will proudly present itself as the partner country at the 63rd International Agricultural and Food Fair AGRA, which will take place from August 23 to 28, 2025, in Gornja Radgona. In the National Pavilion of Serbia, jointly organized by the Ministry of Agriculture, Forestry and Water Management and the Chamber of Commerce and Industry of Serbia, 15 leading companies and institutions will be presented.

The goal is to showcase the richness, quality, and innovation of the Serbian food industry and agriculture – from traditional products to modern technologies.

What can you expect in the Pavilion of Serbia?

Visitors will have the opportunity to discover a diverse range of products and establish contacts with reliable partners. Producers from key sectors will be presented:

- **Food industry:** renowned meat processors, honey producers, premium fruit brandies, and healthy snacks.
- **Organic production:** Serbia boasts over 6,300 certified organic producers. The fair will feature producers of organic wines, mushrooms, and natural cosmetics. All Serbian production is legally GMO-free.
- **Innovation and science:** leading seed institutes and companies specializing in innovative solutions for packaging, agricultural equipment, and mineral fertilizer production will be presented.

Special Event: Conference on Food Security

On Saturday, August 23, a conference titled "Food Security and the Export Potential of the Agro-Industry in the Adriatic Region" will be organized as part of the partnership. The event will be dedicated to identifying opportunities for cooperation between companies from Serbia and Slovenia.

An Opportunity for Partnership

Serbia is a reliable partner with rich natural resources, strong scientific institutions, and duty-free access to EU, CEFTA, and other markets.

We invite you to visit them at the AGRA 2025 fair, meet their producers, and explore the possibilities for successful cooperation!

ANIMAL PARADISE

Meet the Stars of the Fair!

The AGRA fair will be truly alive with diverse professional animal exhibitions!

- An unforgettable encounter awaits you with the pride of Slovenia: charming Slovenian autochthonous breeds – from Cika cattle and Bela Krajina Pramenka sheep to Bovec sheep, Drežnica goats, Styrian hens, and our Carniolan honey bee. (Don't miss the information about the Krškopolje pig!)
- **Mighty Cattle:** Champions of their breeds – Charolais, Simmental, Brown, various meat breeds, Limousin, and Black-and-White. Admire breeding bulls, heifers, suckler cows with their calves, and the charming Cika!
- **Elegant Horses:** From our Posavec, Haflinger, Lipizzaner, and Slovenian Cold-blooded beauties to the Bosnian Mountain Horse and the swift Ljutomer Trotter.
- **Special Guests:** Kobilarna Lipica and Icelandic horses will be presented, and you will also be impressed by show jumping!
- **Lively Small Livestock:** Explore the diversity of Slovenian autochthonous, traditional, and foreign breeds of sheep and goats. Lambs from commercial crossbreeding will be particularly interesting.
- **Charming Pigs:** Learn about the SloHibrid breeding program and discover all about the Krškopolje pig through presentations and interesting projections.
- **For the Youngest (and all young at heart):** Visit the **Small Animal Petting Zoo**, a real feast for the eyes and soul!

GREEN OASIS OF KNOWLEDGE

The Permaculture Center of Pomurski Sejem Invites You!

Immerse yourself in the world of nature, innovation, and sustainability!

- **Garden of the Rakičan Biotechnical School:** A model plantation of field crops, vegetables, and herbs with autochthonous varieties – from corn to plants for bee pasture.
- **Garden of the Faculty of Agriculture and Life Sciences, Maribor:** Discover plants for gluten-free foods and alternative crops of the future!
- **Organic Polygon:** See the 5-year vegetable and field crop rotation plan of the Association of Ecological Farmers of Slovenia.
- **Permaculture-Biodynamic Garden with an Eco-House:** Experience harmony with nature, learn about resource conservation (water, soil, air), and admire a house made of straw bales! In collaboration with the Permaculture Association of Slovenia and the Amaranth seed house.
- **Model Apiary & Honey Plants:** Learn about the importance of beekeeping and the indispensable role of bees.
- **Forest-Park Plantation:** The Slovenia Forest Service presents tree species for today and tomorrow, forest etiquette, and forest pedagogy for all generations.
- **Climate Goals Hayrack (Kozolec):** A traditional *toplar* hayrack as a symbol of sustainable construction and smart farming – a clear demonstration of how to tackle climate challenges.

WHERE THE PAST MEETS THE FUTURE:

Museum of Old Farm Tools and Tasks

At the AGRA 2025 fair, where the future of agriculture is presented with the most modern technology, this year we are opening a special window into the past. We proudly present an exceptional novelty – the **Museum of Old Farm Tools and Tasks**, a journey into the heart and soul of the Pomurje land as it once was.

Step with us into a time when the rhythm of life was harmonized with nature, when every object in hand carried a story of effort, ingenuity, and respect for the land. Long before the fair halls were filled with the sounds of mighty machines, different sounds echoed across the vast plains and gentle hills of Pomurje: the cutting of a scythe through tall grass, the rhythmic beating of flails on golden grain, and the song of girls harvesting flax.

In our museum, you will not just see objects; you will relive life.

- **From Grain to Bread: A Story of Perseverance**

Learn about the path a grain of wheat traveled from sowing to a warm loaf of bread on the table. See **wooden ploughs** and **harrows** pulled by livestock, and admire the skill of hands that knew how to sow just right. We will revive the memory of the harvest, when men and women bent under the scorching sun with **sickles** and **scythes** in hand, while children behind them picked up scattered ears of grain. A special experience will be the presentation of threshing, where you will learn the power of **flails** and the operation of the first **horse-powered threshing machines (gepelj)**, which combined the power of animals and humans and brought relief to one of the hardest farm tasks.

- **The Richness of Pomurje: From Pumpkin Seed Oil to White Linen**

The museum will pay special attention to the tasks that have marked this landscape. Discover how "black gold" – precious pumpkin seed oil, which was and remains the pride of Pomurje – was once extracted from pumpkin seeds using simple **presses (špure)**. You will walk through the entire process of flax processing, from harvesting to yarn on the **spinning wheel**. You will see a **trlica** for breaking stems, combs for carding fibers, and looms on which durable linen for clothing and dowries was woven.

- **Life on the Farm: Caring for Home and Livestock**

The collection also includes countless other items that testify to everyday life. There are **wooden rakes**, **pitchforks**, and **wagons**, which were used to store hay in the characteristic Pannonian hayracks. You will be able to admire **butter churns**, **manual corn shellers**, woven **baskets (jerbas)** for carrying produce, and tools for viticulture, which testify to the rich tradition of grapevine cultivation on the slopes of Prlekija and Goričko.

The **Museum of Old Farm Tools at AGRA 2025** is more than just an exhibition; it is a tribute to our ancestors. It is a reminder of a time when connection with the land was the basis of survival and when the community breathed as one. We invite you to stop for a moment, listen to the silence of wood and metal, and let yourself be carried away by the stories told by objects soaked in the sweat and pride of the Pomurje farmer.

Experience the heritage that shaped the present. You are invited!

AGRA QUALITY

Proven to be the Best!

The tradition of excellence continues with internationally recognized professional evaluations:

- Meat and meat products (46th evaluation)
- Juices, non-alcoholic beverages, and waters (29th evaluation)
- Milk and dairy products (39th evaluation)
- Premium Wines: 51st "Vino Slovenija Gornja Radgona" & 15th BIO wine evaluation
- Honey with international participation (24th evaluation)
- Agricultural machinery and equipment (43rd evaluation)

Taste the Awarded, Choose the Proven!

ADRENALINE & FUN

Fair Competitions for All Tastes!

Join the fans or test yourself:

- **Chess Tournament:** Saturday, 10:00 – for masterminds!
- **25th National Logging Competition for Forest Owners:** Sunday, 10:00 – skill and strength put to the test!
- **Tense Tug-of-War!**
- **Spin to the Rhythms of the Polka!**
- **Laugh at the Mascot Dance!**

SOCIAL PULSE OF THE FAIR

Meetings that Connect!

AGRA is more than a fair – it is a place for meetings, knowledge exchange, and good spirits:

- **1st ECO FESTIVAL – Eco Celebration at AGRA**
- **Meetings of Young Farmers and Rural Youth** (Saturday, Sunday)
- **Meeting of Rural Women and Girls**
- **Assembly of the European and Slovenian Order of Knights of Wine** (Tuesday)
- **Sommelier Meeting** (Tuesday)
- **Wine Stories:** Guided tastings of the award-winning wines from "Vino Slovenija Gornja Radgona 2025" with the Wine Queen of Slovenia 2025, Nina Polanec (all days!)
- **Discover with Experts:** Guided tours of the fair, model plantations, and animal exhibitions (all days)
- **Parade of Beauties:** 15th meeting of vintage Steyr tractors (Thursday)
- **Meeting of the Slovenian Wine Kingdom** (Sunday)

WORLD TRAVELLER IN THE HONEY TEMPLE

The Bee World Pavilion at AGRA

In the heart of the fairgrounds, in the new **Honey Temple**, the **Bee World** pavilion returns to the AGRA fair after its world tour. This exceptional addition is not just an exhibition; it is a living experience that has traveled the world as an ambassador of Slovenian nature and knowledge and is now presenting itself at home, at the crossroads of beekeeping excellence.

Enter the architectural masterpiece that mimics a honeycomb and immerse yourself in a world where our national heroine – the autochthonous **Carniolan honey bee** (*Apis mellifera carnica*) – plays the main role. Find out why this hardworking and peaceful creature is considered one of the most valued bees in the world.

An Experience for All Senses in the Honey Temple

The Bee World pavilion is a symphony of buzzing, and the smell of honey, wax, and propolis.

Experience life in the hive: Observe the perfect organization of a bee colony through glass walls. Follow the worker bees in their tireless work, discover the queen bee, and listen to the pulse of thousands of wings creating life.

The art of painted beehive panels: Admire the rich collection of painted beehive panels, this unique folk art that adorned Slovenian apiaries. Each painting tells its own story – about daily life, fears, humor, and the beliefs of our ancestors.

A celebration of quality and taste: Right here, in the Honey Temple next to the pavilion, you can also see the **prestigious exhibition of winners from the international honey evaluation from all over the world**. Discover which honeys have earned gold awards and convince yourself of the top quality achieved by beekeepers.

More Than Just a Bee: A Message for the Future

The pavilion carries a deeper message with which Slovenia impressed the world and, on its own initiative, achieved the proclamation of **World Bee Day**. This is a story about the indispensable role of pollinators for our food security and the preservation of biodiversity. Without bees, there is no pollination; without pollination, there are no crops, no food.

You will also learn about the innovative aspects of Slovenian beekeeping, such as **api-tourism**, which offers unique experiences near bees, and the beneficial effects of **apitherapy**, where aerosol from the hive has a beneficial effect on the respiratory system.

The **Bee World pavilion** in the Honey Temple is the pride of Slovenia. It is proof of how tradition and modern knowledge can be the best exporters of a story about sustainability. We invite you to experience this inspiring world, learn about the key importance of bees, and admire the internationally recognized excellence of honey.

Listen to the buzz of the future and taste the golden quality. Welcome to the Honey Temple!

PROFESSIONAL PROGRAM BY DAY

Every Day

9:00 – 18:00 / Permaculture Center of the Pomurje Fair

Guided tours of the Permaculture Center of Pomurski Sejem:

- Climate Goals Connecting Point - Hayrack (Kozolec)
- Organic polygon with a demonstration of a 5-year ecological crop rotation
- High-tech fair apiary with a bed of honey plants
- Permaculture garden with biodynamic production methods
- Permaculture workshops at the straw bale house
- Garden of the Biotechnical School Rakičan and the Faculty of Agriculture and Life Sciences of the University of Maribor
- Slovenian vine selection
- Forest-park plantation

Presentations at the Permaculture Center of the Pomurje Fair:

- Organic farming
- Handicrafts
- Forest gardens and perennial plantings
- Regenerative agriculture
- Composting
- Pedagogy
- Free permaculture planning consulting hours every day between 16:30 and 17:30

09:00 – 18:00 / Pig Breeding Pavilion, Hall D1

Presentation of the Krškopolje pig breed (expert advice, panels, and projections)

Organizer: KGZS – Institute Novo mesto and the Association of Krškopolje Pig Breeders

12:00 – 14:00 / Straw House in the Permaculture Center

Lecture on biodynamics and practical demonstration – mixing the preparation according to Maria Thun

Hall A / OTP exhibition space:

- Top selfie spot in front of a natural green wall for a great photo memory
- Wheel of Fortune – spin and win (10:00 AM and 4:00 PM)
- AI robot caricaturist (draws your unique portrait in just 50 seconds)

09:00 – 18:00 / Hall D4

Presentation of small ruminant breeding (expert advice, demonstrations of sheep's wool use)

Organizer: Association of Small Ruminant Breeders of Slovenia

Saturday, 23.8.2025

day of rural youth | day of ploughmen | day of Serbia

9:00 – 10:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Round table: The Importance of Knowledge Transfer for the Development of Organic Farming

Organizer: ZDEKS – Association of Organic Farmers of Slovenia, Pomurje Science and Innovation Centre

10:00 / Event area in front of the management building

Opening of the 63rd International Fair of Agriculture and Food AGRA

10:00 – 13:00 / Hall 4

Youth Chess Tournament for the Pomurski Sejem Cup

Organizer: Gornja Radgona Chess Club

10:00 – 18:00 / Hall A, exhibition space of the Slovenian Rural Youth Association

Market of Rural Youth Associations

Organizer: Slovenian Rural Youth Association

10:00 – 18:00 / Event Tent at the Permaculture Center of the Pomurje Fair

1st ECO Festival at AGRA:

- **Eco-market with offerings from organic and biodynamic farms;**
- **Culinary offer: lamb stew, "langaš" (fried dough), and buckwheat pancakes**

Organizer: ZDEKS – Association of Organic Farmers of Slovenia

10:30 – 12:00 / Climate Goals Connector Hub in the Permaculture Center

Lecture: The Cultivation of Sweet Wormwood, Golden Lemon Balm, and Catnip in Different Areas of Slovenia;

Organizer: Slovenian Institute of Hop Research and Brewing

11:00 – 15:00 / Hall A, OTP exhibition space

TIME BREWERY – experience the story of beer

- **Indulge in a full and personal beer experience that gives time a new dimension.**

Organizer: OTP

12:00 / Forest-park plantation

Traditional ceremonial planting of a tree in honor of the partner country, Serbia

Organizer: Pomurski sejem and Slovenia Forest Service

12:00 – 13:00 / Manege

Presentation of Lipizzaner horses from Kobilarna Lipica

Organizer: Kobilarna Lipica

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Presentation of the CRP project V4 2214 "Inputs in Organic Farming":

- **Presentation of the draft web browser – a computer application – for searching for inputs for use in organic farming**

Organizer: ZDEKS – Association of Organic Farmers of Slovenia in cooperation with the Faculty of Agriculture and Life Sciences, University of Maribor

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House

Basics of Biodynamic Farming

Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

12:00 – 14:00 / Hall 1

Forum: ECONOMIC COOPERATION SLOVENIA – SERBIA

- **A food self-sufficient and export-oriented region 2030**

Organizer: SPIRIT Slovenia Public Agency and the Chamber of Commerce and Industry of Serbia

12:00-17:00 / Hall 5

Herbal Forum of the Republic of Slovenia 2025

Organizer: Pomurje Herbalist Association

13:00 / Hall A2

Opening of the Museum of Old Farm Tools and Tasks

Organizer: Pomurski sejem d.o.o.

13:00 – 15:00 / Hall 2

Round table: "Tourism in Rural Areas"

Organizer: Chamber of Agriculture and Forestry of Slovenia

14:00 – 14:30 / Eco Pavilion at the Permaculture Center

Opening of the 1st Eco Festival at AGRA

Organizer: ZDEKS – Association of Organic Farmers of Slovenia

14:00 – 15:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Workshop: Humanodoro Pad, a digital detox

Organizer: Humanodoro d.o.o.

14:30 – 16:30 / Event area in front of the management building

- **Mascot Dance**
- **Polka Dancing Competition**

Organizer: Pomurski sejem

15:00 – 16:00 / Manege

Presentation of Lipizzaner horses from Kobilarna Lipica

Organizer: Kobilarna Lipica

15:00 – 16:00 / Permaculture Center of the Pomurje Fair – Straw House

Presentation of the Pomurje Ecological Cooperative:

- **A good practice example - how the cooperative serves the farmer, and not the farmer the cooperative**

Organizer: ZDEKS – Association of Organic Farmers of Slovenia in cooperation with the Permaculture Center of the Pomurje Fair

15:00 – 16:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Workshop FoodTure Systemic Innovation Workshop

Organizer: Youth Entrepreneurship Promotion Institute

16:00 / Manege

Parade of tractors and presentation of the national ploughing competition and the competition for the Pomurski Sejem Cup

16:00 – 17:00 / Permaculture Center of the Pomurje Fair – Straw House

Weeding, Fertilizing, and Loosening the Soil with Plants

Organizer: Amarant Seed House and the Permaculture Association of Slovenia

Sunday, 24. 8. 2025

day of beekeepers | day of foresters and the forest | day of young farmers | day of agricultural technology | day of breeders of autochthonous animal breeds | day of agricultural and food education

9:00-18:00 / Hall A, exhibition space ZSPM

Young Farmers' Market

Organizer: Slovenian Rural Youth Association

10:00 / Demonstration area

25th National Logging Competition for Forest Owners

"Demonstration of forest owners' skills in safe work with a chainsaw"

Organizer: Slovenia Forest Service and Pomurski sejem

10:00-11:00 / Event area in front of the management building

Ceremonial announcement and award ceremony:

- **24th Honey Evaluation with international participation**

Organizer: Pomurski sejem

10:00 – 11:45 / Hall 5

SLOVENIAN AGRICULTURE - SURVIVAL OR DEVELOPMENT?

- **Policy Congress of the SDS Forum for Agriculture and the Countryside and an open discussion:**

The Slovenian farmer faces new challenges every day: ever-increasing rules, diminishing respect, and an uncertain future. Is it still possible to make a living from one's native land? How can we preserve agriculture as the foundation of national security, food sovereignty, and rural life?

We will not merely highlight these questions. The SDS Forum for Agriculture and the Countryside also offers clear solutions, concrete answers, and the political will to bring about change.

Organizer: SDS Forum for Agriculture and the Countryside

10:00-12:00 / Hall 2

MyEasyFarm workshop for farmers

Organizer: Termodron d.o.o.

10:30 – 12:00 / Permaculture Center of the Pomurje Fair – Straw House

Basketry: Weaving with Corn Husks

Organizer: Etri Group and Pomelaj Cooperative

Registration: Marjeta Lužnik, krozne.zgodbe@etri.si and +386 51 22 77 63

11:00-12:30 / Hall 4

Panel discussion: "Opportunities and Challenges of Active Management in Slovenia's Private Forests"

Organizer: Association of Forest Owners of Slovenia

11:00 – 15:00 / Hall A, OTP exhibition space

BOHINJ CHEESE DAIRY – we combine tradition, knowledge, and more than a century of cheesemaking experience

- **Indulge in the tastes of high-quality cheese delicacies with an excellent aromatic flavor.**

Organizer: OTP

11:00–17:00 / Hall D4

Tasting of lamb dishes

Organizer: Association of Small Ruminant Breeders of Slovenia

11:30-12:00 / Manege

Parade of Slovenian autochthonous breeds with expert commentary and award ceremony for breeders

Organizer: University of Ljubljana, Biotechnical Faculty, Department of Animal Science and recognized breeding organizations

11:30-12:30 / Manege

Presentation of Lipizzaner horses from Kobilarna Lipica

Organizer: Kobilarna Lipica

12:00 – 13:00 / Hall 5

YOUNG FARMERS - COURAGE, KNOWLEDGE, AND LOVE FOR THE SLOVENIAN LAND.

- **Policy Congress of the Young Farmers of the SDS Forum for Agriculture and the Countryside and an open discussion:**
Young farmers are the key driving force for innovation and sustainable development in Slovenian agriculture, and with their knowledge and commitment, they ensure a stable future for the countryside. Their ideas and voice are invaluable for a comprehensive and successful future for Slovenian agriculture, and therefore, they must be included and considered in all decisions.

Organizer: Youth Wing of the SDS Forum for Agriculture and the Countryside

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House

Basics of Biodynamic Farming

Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

12:00 – 15:00 / Manege

AGRA CUP - Living Heritage in Two Acts: The Art of Milking and Crafting with Grain:

- **Children's cow-milking competition**
- **Demonstration of tying a "rostava" (traditional thatched roof ridge) and making grain crosses**

12:30-14:00 / Hall 2

Adjustments of the forestry information system and public forestry service for small forest owners due to EUDR requirements

Organizer: Ministry of Agriculture, Forestry and Food and the Slovenia Forest Service

12:30 – 14:00 / Permaculture Center of the Pomurje Fair – Straw House

Straw Hat Making: Weaving Straw Plaits

Organizer: Domžale Straw Hat Museum

13:00 / Wine Temple

Meeting of the Slovenian Wine Kingdom

13:00 – 15:00 / Pig breeding pavilion

Krškopolje Pig – Black and White Harmony from Krško Polje

Organizer: Chamber of Agriculture and Forestry of Slovenia – Institute Novo mesto and the Association of Krškopolje Pig Breeders

13:30-14:30 / Manege

Presentation of Lipizzaner horses from Kobilarna Lipica

Organizer: Kobilarna Lipica

14:00 / Wine Temple

Guided wine tasting from the Vino Slovenija Gornja Radgona 2025 wine evaluation with Nina Polanec, Wine Queen of Slovenia 2025

14:00 – 15:30 / Hall 5

The will is there, but the walls are growing. What truly burdens young farmers?

Organizer: Chamber of Agriculture and Forestry of Slovenia

15:00 / Ljutomer Hippodrome

Grand trotting races for the Pomurski Sejem prize

15:00 – 16:00 / Event area in front of the management building

Coronation of the 2nd Forestry Queen of Slovenia

Organizer: PIŠEK-Vitli KR PAN in cooperation with the Association of Forest Owners of Slovenia and the Slovenia Forest Service

15:00-16:00 / Hall 4

Lecture: "The impact of stress on a farmer's life and finding solutions"

Organizer: Chamber of Agriculture and Forestry of Slovenia

15:00-16:00 / Manege

Tug-of-war competition for the strongest Slovenian men

Organizer: Pomurski sejem, Inter Agrar Schröder Group and media sponsor ČZD Kmečki glas

Registration: Miran Mate, miran.mate@pomurski-sejem.si, +386 41 263 107

16:00 – 17:00 / Hall 2

Ceremonial announcement and award ceremony of the 43rd international evaluation of agricultural machinery and equipment

16:00 / Wine Temple

Guided wine tasting from the Vino Slovenija Gornja Radgona 2025 wine evaluation with Nina Polanec, Wine Queen of Slovenia 2025

17:00 / Manege

Award ceremony for the 25th national logging competition for forest owners

Organizer: Slovenia Forest Service and Pomurski sejem

Monday, 25. 8. 2025

day of cattle breeders | day of food producers | day of gastronomy | day of organic farming | day of veterinarians

9:30-11:30 / Hall 1

Consultation on the Vision: "Our Agriculture and Food 2040"

Organizer: Ministry of Agriculture, Forestry and Food in cooperation with the Biotechnical Faculty of the University of Ljubljana

10:00 – 11:30 / Hall 4

Preventive measures for farmers to protect crops, livestock, and property from theft

Organizer: Chamber of Agriculture and Forestry of Slovenia and the Ministry of the Interior

10:00-13:00 / Hall 2

Veterinary Consultation

Organizer: Administration for Food Safety, Veterinary Sector and Plant Protection, Veterinary Chamber, and Veterinary Faculty

10:00-13:00 / Hall 5

Expert consultation "The importance of genomic selection for the development and production of milk in cattle breeding" and award ceremony for cattle breeders

Organizer: Chamber of Agriculture and Forestry of Slovenia - Ptuj Institute in cooperation with breeding organizations for Simmental, Black-and-White, and Brown cattle breeds

10:30 – 11:30 / Demonstration area

Demonstration of safe work with a chainsaw

Organizer: Slovenia Forest Service

10:30 – 12:00 / Permaculture Center of the Pomurje Fair – Straw House

Forest Gardens and Perennial Plantings as a Link Between Food Production and the Regeneration of Man and Nature

Organizer: Naj raste d.o.o.

11:00 – 13:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

11:00–15:00 / Hall A, OTP exhibition space

OPOK27 – an expression of the environment, the earth, and the rhythm of nature

- **Let yourself be caressed by wine from hand-picked, highest quality grapes.**

Organizer: OTP

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House

Basics of Biodynamic Farming

Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

12:00 – 13:30 / Hall 4

- **"OK-Tour-de-AGRA":**
- **Suitable machinery in conservation agriculture (CA);**
- **guided visit of key exhibitors**

Organizer: Slovenian Conservation Agriculture Association

12:00-15:00 / Hall 1

Consultation: "Satellite Technologies for the Agriculture of the Future"

Organizer: Ministry of Economy, Tourism and Sport

12:30 – 14:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Round table: "The role of cooperatives in the development of organic farming and social entrepreneurship"

Organizer: Etri Group , ZDEKS – Association of Organic Farmers of Slovenia, Cooperative Union of Slovenia

13:00-15:00 / Hall 3

Activities of MKGP, AVK, and the Ombudsman in preventing illicit practices in the food supply chain

Organizer: Ministry of Agriculture, Forestry and Food, Directorate for Agriculture

13:00-15:00 / Manege

Show jumping as an equestrian sport discipline

13:15-14:00 / Hall 2

GeoCOOL-FOOD – assessment of the potential for cold food storage using shallow geothermal energy

Organizer: Geological Survey of Slovenia, Jožef Stefan Institute, Biotechnical Faculty of the University of Ljubljana

13:30 – 14:30 / Demonstration area

Demonstration of safe work with a chainsaw

Organizer: Slovenia Forest Service

14:00 - 14:45 / Hall 4

Presentation of the EIP GNOJEVKA Project: Optimization of biological slurry decomposition

Organizer: Lead partner JPZ Janez Zorko s.p.

14:00 / Wine Temple

Guided wine tasting from the Vino Slovenija Gornja Radgona 2025 wine evaluation with Nina Polanec, Wine Queen of Slovenia 2025

14:00 – 16:00 / Permaculture Center of the Pomurje Fair – Straw House

Practical Demonstration of Planning a Forest Garden around the Straw House: From Identifying Needs to an Action Plan

Organizer: Naj raste d.o.o.

14:30-16:30 / Hall 5

Vegetable Growers' Consultation: "Roadmap for Slovenian Vegetable Growing"

Organizer: Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises

14:30-16:30 / Hall 2

Meeting of SIP with business partners

15:00 / Event area in front of the management building

Ceremonial announcement of results and award ceremony for international evaluations within the 63rd AGRA fair:

- 29th international evaluation of fruit juices, non-alcoholic beverages, and bottled waters
- 39th international evaluation of milk and dairy products
- 46th international evaluation of meat and meat products

Organizer: Pomurski sejem d.o.o.

15:00 – 16:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

15:30-19:00 / Hall 1

How does financial stability affect farm development?

Organizer: Slovenian Rural Youth Association

16:00 / Wine Temple

Guided wine tasting from the Vino Slovenija Gornja Radgona 2025 wine evaluation with Nina Polanec, Wine Queen of Slovenia 2025

18:00 / Courtyard of Dom penine in Gornja Radgona

Salon Ranina

Organizer: Radgonske gorice

Tuesday, 26. 8. 2025

day of the Chamber of Agriculture and Forestry of Slovenia | day of tourist farms | day of viticulturists and winemakers | day of horse breeders | day of the Haflinger horse breed | day of the Ljutomer Trotter | day of fruit growers | day of sommeliers | day of Hungary

10:00-11:00 / Wine Temple

Meeting of the Association of the Slovenian Order of Knights of Wine and guided tasting of champion wines from the VINO SLOVENIJA GORNJA RADGONA 2025 evaluation

10:00-11:30 / Hall 2

Consequences of the introduction of the European Deforestation Regulation for agriculture
Organizer: Ministry of Agriculture, Forestry and Food, Directorate for Agriculture

10:00-11:30 / Hall 3

Interactive workshop "How to get Slovenian soil improvers and biostimulants"

Organizer: Biotechnical Faculty of the University of Ljubljana, Slovenian Conservation Agriculture Association, Science and Research Centre Koper, and KOTO d.o.o.

10:00-12:00 / Event area in front of the management building

Meeting on the Day of the Chamber of Agriculture and Forestry of Slovenia

Organizer: Chamber of Agriculture and Forestry of Slovenia

10:00 – 12:00 / Hall D1, pig breeding pavilion

Quiz for youth "Pig Breeding 2025"

Organizer: Chamber of Agriculture and Forestry of Slovenia

10:00 – 12:30 / Hall 1

Round table "Wine Tourism in Slovenia"

Organizer: Ministry of Economy, Tourism and Sport, Directorate for Tourism

10:00-13:00 / Hall 4

Presentation of new features in the monitoring project: "Let SOPOTNIK become your travel companion"

Organizer: Agency for Agricultural Markets and Rural Development

10:00-14:30

Presentations of exhibited and guest horses and award ceremony

- **9:40-10:20 / Presentation of the Ljutomer Trotter breed**
- **10:20-10:40 / Presentation of SHL**
- **10:40 -11:00 / Presentation of the Haflinger breed**
- **11:00-11:20 / Presentation of the Bosnian Mountain Horse breed**
- **11:20-11:40 / Presentation of Lipizzaners**
- **11:40-12:00 / Presentation of the guest breed, the Icelandic Horse**
- **12:00-12:20 / Presentation of the Posavec breed**
- **12:30-13:00 / Awarding of MKGP recognitions to horse breeders**
- **13:00-14:30 / Show jumping as an equestrian sport discipline**

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

10:30 – 12:00 / Permaculture Center of the Pomurje Fair – Straw House
Integrating Animals into the Management and Regeneration of Agricultural Land
Organizer: Association for Holistic Regenerative Agriculture

11:00 – 11:45 / Demonstration area
Demonstration of safe work with a chainsaw
Organizer: Slovenia Forest Service

11:00 – 15:00 / Hall A, OTP exhibition space
CONDITUS – dedicated to the sweetness of life with heart

- **Top-quality pastries that brighten everyday and special moments of life will surely win you over with the queen of Slovenian desserts, the Bled cream slice.**

Organizer: OTP

11:15-12:15 / Wine Temple
Meeting of the European Order of Knights of Wine and guided tasting of champion wines from the Vino Slovenija Gornja Radgona 2025 evaluation

11:30 – 12:00 / model plantations N4 – fair vineyard
Demonstration of ESCA cleaning
Organizer: JPZ Janez Zorko s.p.

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House
Basics of Biodynamic Farming
Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

12:00 PM – 13:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)
Presentation of the EIP project: Mixed Grazing
Organizer: Zaplana Replika

12:00-14:00 / Hall 5
Fruit Growers' Consultation: "Risk Management in Fruit Growing"
Organizer: Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises

12:30 – 14:00 / Hall 2
Session of the National Council Commission for Agriculture, Forestry and Food
Organizer: National Council

12:30-13:15 / Wine Temple
Meeting of sommeliers and guided tasting of champion wines from the Vino Slovenija Gornja Radgona 2025 evaluation

13:00-14:30 / Hall 1
Award ceremony "From the Farm for You"
Organizer: Chamber of Agriculture and Forestry of Slovenia

13:30 – 14:30 / Wine Temple

Guided tasting of champion wines from the VINO Slovenija Gornja Radgona 2025 evaluation

13:30 – 14:30 / Demonstration area

Demonstration of safe work with a chainsaw

Organizer: Slovenia Forest Service

14:00 – 15:30 / Permaculture Center of the Pomurje Fair – Straw House

The Importance of Biological Nutrition for Plant Health and How to Achieve It

Organizer: Association for Holistic Regenerative Agriculture

14:30 – 15:30 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Presentation of the EIP project: Water Bodies

Organizer: Slovenian Forestry Institute and 2DOM d.o.o., s.e. (social enterprise)

14:30-16:30 / Hall 2

Round table: Precision Agriculture in Slovenia – Practices and Future Outlook.

Organizer: Termodron d.o.o.

14:30 – 16:30 / Hall 5

Hungarian-Slovenian Business Forum

Organizer: CED Central European Economic Development Network Nonprofit Ltd.

15:00 / Event area in front of the management building

Ceremonial announcement of results and medal ceremony

- **51st open national wine evaluation**
- **15th open national BIO wine evaluation**

Organizer: Pomurski sejem d.o.o.

15:00 – 17:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

Wednesday, 27. 8. 2025

day of Slovenian cooperatives | day of pig breeders | day of small livestock breeders | day of Slovenians from neighboring countries | day of Austrian Styria

9:00 – 18:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Social Entrepreneurship Day

Organizer: ETRI Group

10:00 – 11:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Small creatures, big effects – silkworms for well-being and mindfulness

Organizer: Bela Murva Cooperative, s.e. (social enterprise)

10:00 – 11:30 / Hall 3

Meeting with Slovenians from neighboring countries

Organizer: Ministry of Agriculture, Forestry and Food in cooperation with the Slovenian Rural Youth Association and the Chamber of Agriculture and Forestry of Slovenia

10:00-12:00 / Hall 2

Expert lecture and award ceremony for exemplary pig breeders

Organizer: Chamber of Agriculture and Forestry of Slovenia

10:00-14:00 / Event area in front of the management building

Award ceremony of the Cooperative Union of Slovenia

Organizer: Cooperative Union of Slovenia

10:00 - 17:00 / Hall 5

Meet4Business

AGRA 2025, the largest Slovenian B2B event in the agri-food sector:

- **10:00 – 12:00 SPOT Thematic Lectures Culinary Arts and Tourism in Rural Areas (in Slovenian)**
 - **The Added Value of Food in Tourism (JEZERŠEK, Creative Culinary Experiences)**
 - **The Use of Social Media in Tourism – Emphasis on TikTok (Domen Gaiman, DD Studios)**
 - **Grants for Innovative Projects in Tourism (Martina Ficko, Head of Tourism Radgonske gorice)**
- **12:30 – 17:00 Bilateral Business Meetings**

Organizer: Regional Development Agency for Podravje – Maribor

10:30 – 12:00 / Permaculture Center of the Pomurje Fair – Straw House

Four Types of Composting - Which One is Best for You?

Organizer: Permaculture Association of Slovenia

10:30 – 12:30 / Hall 4

Calculating the cost of damage to livestock from large carnivore attacks (Dr. Stane Kavčič)

Organizer: Association of Small Ruminant Breeders of Slovenia and the Biotechnical Faculty, Department of Animal Science

11:00 – 15:00 / Hall A, OTP exhibition space

HLEBČEK – with a passion for perfection

- **Welcome to the land of good bread and excellent pastries. They will delight you with moist pastries made from our grandmothers' recipes.**

Organizer: OTP

11:00–17:00 / Hall D4

Tasting of lamb dishes

Organizer: Association of Small Ruminant Breeders of Slovenia

11:30 – 12:30 / Demonstration area

Demonstration of safe work with a chainsaw

Organizer: Slovenia Forest Service

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House

Basics of Biodynamic Farming

Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Social Transformation Towards Food Awareness (Hranozavest)

Organizer: Allium s.e. (social enterprise), Rustik project

12:00 – 14:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

12:30 – 15:30 / Hall 2

Meeting of SRIP HRANA partners

Organizer: Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises

13:00 - 13:45 / Hall 4

Presentation of the EIP GNOJEVKA Project: Optimization of biological slurry decomposition

Organizer: Lead partner JPZ Janez Zorko s.p.

13:00 / Hall C3, exhibition space of Relax and Radio Slovenske gorice

Prize draw

Organizer: Relax turizem d.d. and Radio Slovenske gorice

13:30 – 14:30 / Demonstration area

Demonstration of safe work with a chainsaw

Organizer: Slovenia Forest Service

14:00 / Hall 1

Meeting of Austrian Styria

14:00 / Wine Temple

Guided wine tasting from the VINO SLOVENIJA GORNJA RADGONA 2025 WINE EVALUATION WITH NINA POLANEC, WINE QUEEN OF SLOVENIA 2025

14:00 – 15:00 / Manege

Presentation of the work of shepherd dogs of the Slovenian autochthonous Karst Shepherd breed and award ceremony for owners

Organizer: Karst Shepherd Club of Slovenia

14:00 – 16:00 / Permaculture Center of the Pomurje Fair – Straw House

The Three-Chamber Composter - A Practical Demonstration for the Straw House: Selecting Materials, Layering, Turning, Sifting, Storing, and Using.

Organizer: Permaculture Association of Slovenia

14:00 – 16:00 / Hall 4

Krškopolje Pig – Black and White Harmony from Krško Polje

Organizer: Chamber of Agriculture and Forestry of Slovenia – Institute Novo mesto and the Association of Krškopolje Pig Breeders

14:30 – 15:30 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

A Digital Educational Platform for Social Enterprises, Disability Enterprises, Employment Centers, and Local Authorities – October 2025, as part of the Interreg Danube Region project

Organizer: University of Maribor

15:00 – 16:00 / Manege

Presentation of sheep and goat breeds raised in Slovenia, with expert commentary

- **Demonstration of sheep shearing, hoof trimming, and handling of small livestock**
- **Demonstration of the work of a Border Collie sheepdog with sheep**
- **Awarding of MKGP recognitions for the best small livestock breeders in 2025**

Organizer: Association of Small Livestock Breeders of Slovenia

15:30 – 16:30 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

The Mini-Factory Approach and the Use of Craft Skills to Create Jobs for Vulnerable Groups

Organizer: Jazon Institute

16:00 / Wine Temple

Guided wine tasting from the VINO SLOVENIJA GORNJA RADGONA 2025 WINE EVALUATION WITH NINA POLANEC, WINE QUEEN OF SLOVENIA 2025

16:00 – 18:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: Recognized breeding organizations in cooperation with the Veterinary Faculty of the University of Ljubljana

Thursday, 28. 8. 2025

day of vegetable producers | day of seed producers | day of fair gardens | day of Steyr tractors

9:30 – 11:00 / Permaculture Center of the Pomurje Fair – Straw House

Experiential Learning with the Children of the Gornja Radgona Kindergarten

Organizer: Permaculture Association of Slovenia and the educators of the Gornja Radgona Kindergarten

10:00 – 11:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Medicinal Plants: "Prevention and Treatment for Stress, Menopause, and Other Life Changes"

Organizer: Sodobna fitoterapija (Modern Phytotherapy), ETRI Group

10:00 - 12:00 / Manege

Parade of exhibited horses and horse-drawn carriage rides

Organizer: University of Ljubljana, Veterinary Faculty and recognized breeding organizations

10:00-12:00 / Hall 2

Expert consultation titled "Geographical indications of craft and industrial products – an opportunity for Slovenian crafts"

Organizer: Ministry of Economy, Tourism and Sport in cooperation with the Slovenian Intellectual Property Office

10:00-12:30 / Hall 3

Final event of the project "To the countryside for work"... Is it really so?

Organizer: Slovenian Rural Youth Association

10:00-13:00 / Hall 1

Food and Knowledge 'Guidelines for the Schools of the Future

Organizer: Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises

11:30 – 12:30 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Lecture: "The Healing Properties of Silver Fir and How We Research Them"

Organizer: Sodobna fitoterapija (Modern Phytotherapy), ETRI Group

12:00 – 13:00 / Permaculture Center of the Pomurje Fair – Straw House

Basics of Biodynamic Farming

Organizer: Chamber of Agriculture and Forestry of Slovenia together with the Slovenian Biodynamic Association

13:00 / Event area in front of the management building

15th meeting of vintage Steyr tractors

Organizer: Club for the Preservation of Technical Cultural Heritage and Rural Development Steyr

13:00 – 14:00 / Permaculture Center of the Pomurje Fair – Straw House

Workshop for Parents:

- **How to raise children for the times ahead?**
- **How to equip the next generation to be constructive towards themselves, others, and the environment?**
- **What can we equip parents with to be up to this task?**

Organizer: Permaculture Association of Slovenia

13:00 – 14:00 / Permaculture Center of the Pomurje Fair – Climate Goals Connector (hayrack)

Talk with an Expert: "The Improper Use of Medicinal Plants Can Also Be Harmful"

Organizer: Sodobna fitoterapija (Modern Phytotherapy), ETRI Group

14:00 / Wine Temple

Guided wine tasting from the Vino Slovenija Gornja Radgona 2025 wine evaluation with Nina Polanec, Wine Queen of Slovenia 2025

More information: Sandra Sedmak, +386 2 564 21 18, sandra@pomurski-sejem.si

The organizer reserves the right to change the program.

Date of last change: 12.8.2025