

PRESS RELEASE

NovelFarm 2020: the 4th farming revolution continues

Preparations are underway for the second edition of the international Made in Italy tradeshow dedicated to agriculture 4.0, calling on agritech innovators.

Save the date: 19-20 February 2020

14 May 2019. The farming revolution is unstoppable and NovelFarm continues its important work in promoting the development of the agritech market in Italy and in Europe, with the date set for 19 and 20 February 2020.

Robobank, a Dutch bank that finances agricultural innovation enterprises, showed a photograph of indoor farming during the conference “The future of greenhouse cultivation, greenhouse cultivation of the future” on 9 May this year in Rimini: 600,000 hectares of greenhouses around the world, of which 50,000 are glasshouses, 100,000 soilless greenhouses and 20/30 hectares of vertical farming. Promising innovations for the development of indoor farming, again according to Robobank and the University of Wageningen, are: vertical farming, LEDs, drones, biostimulants, biotechnologies, sensors and robots – all sectors that will feature at NovelFarm, an international meeting place where agritech innovators can share their experiences, research and best practices.

Over the course of the two-day event, some of the challenges facing our planet over the next few years will be analysed. Through the agricultural innovation of soilless farming, the sector is trying to find answers to these challenges: feeding the growing population while reducing the environmental impact; reducing food waste and the impact of logistics and transport by bringing primary food production as close as possible to the place of consumption; and adopting growing methods that increase yields and guarantee maximum quality and stability.

NovelFarm 2020 will welcome the key players, technologies and research in this farming revolution, but the new edition will also focus on the final product: “on the counter” root vegetables, small fruit, green vegetables, medicinal and aromatic herbs, and even fruit cultivated without soil, available for tastings and cookery demonstrations.

Further details and updates about NovelFarm are available at www.novelfarmexpo.it

The event will take place at the same time as AquaFarm www.aquafarmexpo.it/, an international conference and exhibition dedicated to aquaculture, algaculture, mollusc cultivation and sustainable fishing.

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