
117th International Agricultural scheduled 4-7 February

Fieragricola Verona - 2026 European Capital of Agriculture: technology, innovation, livestock shows, and renewables all look to the future

Verona 4-7 February 2026 – 816 exhibitors (with all the top brands), 136 conferences and workshops, 11 show halls covering 52,000 square metres, plus 6,000 square metres of space for the most important national and European livestock exhibitions and "Dynamic Shows", not to mention accredited buyers and industry professionals from 28 countries – it all comes together at the 117th Fieragricola - the leading international agricultural event scheduled at Veronafiere next 4-7 February.

The event format is based on three pillars: a crossways event covering all the main agricultural sectors on show (engineering, livestock farming, specialist crops such as vineyards, orchards and olive groves, renewable energy, services, multi-function agriculture); High level innovation as a driving force for improving the productivity, sustainability and competitiveness of agricultural businesses as also celebrated by the slogan of the 117th Fieragricola: "Full Innovation" which is specifically expressed through an entire show hall dedicated to Fieragricola Tech focusing on precision agriculture, digitalization and robotics, smart irrigation, renewable energy in agriculture, and bio-solutions.

The third pillar is training - a vital tool for guiding agriculture towards new technologies, the digital and ecological transition, and the advent of Artificial Intelligence in data collection, management and processing.

Fieragricola welcomes a wide range of industry professionals. Not only agricultural entrepreneurs and breeders but also agronomists, veterinarians, food processors, professional contractors, energy managers, forestry operators, agricultural experts, agricultural technicians, animal feed specialists, and dealers. Around 2,000 students attending agricultural schools from all over Italy are expected to visit Verona during Fieragricola for the final stage of the dairy cattle selection competition, held in collaboration with the Italian Breeders Association and Anafibj.

"Italian agriculture, thanks to its exceptional biodiversity, efficient supply chains, high levels of specialization and a capacity for production diversification and flexibility, can boast the highest added value on a European scale," said the President of Veronafiere, **Federico Bricolo**. "Fieragricola - on the strength of 128 years of history - seeks to accompany as ever the growth of the primary sector, encourage innovation and support the profitability and competitiveness of agricultural businesses by responding to the challenges facing a sector called upon to increase productivity and food safety, tackle climate change and consolidate European leadership in terms of internationalisation and market penetration capacity."

Fieragricola is a showcase for innovation, new technologies, projects for developing and strengthening supply chains, solutions for combating climate change and responding to the new challenges of regenerative agriculture, as well as promoting multi-function agriculture (farm tourism, wine tourism, primary processing, direct sales, energy production from renewable agricultural sources), services, and the new frontier of carbon credits.

"Investing in research, innovation and training is the way to build a more competitive and resilient agriculture in Italy and Europe as a whole," said the General Manager of Veronafiere, **Adolfo Rebughini**. "The EU will be increasingly called upon over the next decade, in accordance with the Commission's 2035 vision, to maintain its agro-food self-sufficiency and - since agriculture is increasingly focused on resilient models - also more sustainable and high-performance production systems. Agriculture should also be a tool that helps strengthen rural areas as a whole."

International buyers and delegations. As an increasingly international showcase, Fieragricola 2026 is making ready to host exhibitors from 14 countries (China, Lebanon, Turkey, Austria, Belgium, the Netherlands, Luxembourg, Greece, Switzerland, Germany, Denmark, Spain, France, Hungary), as well as delegations of international buyers selected in relation to exhibitor requests in collaboration with ITA-ICE Trade Agency from Algeria, Albania, Angola, Armenia, Azerbaijan, Canada, Chile, China, Costa Rica, Croatia, Ecuador, Egypt, Georgia, Ghana, Greece, Guatemala, India, Kazakhstan, Kenya, Libya, Macedonia, Moldova, Mozambique, Peru, Poland, Romania, Senegal, Serbia, Spain, Tunisia, Turkey, Ukraine, and Uzbekistan.

International operators, buyers, and delegates can also rely on specific areas and occasions for B2B meetings with exhibitors in every segment of the event.

More than 130 conferences. Fieragricola dedicates considerable attention to conferences, debates and workshops: 136 events investigating the sector's major issues, from the future of the Common Agricultural Policy to innovation, Artificial Intelligence, robotics, livestock farming and renewable energy, through to the specialist crops that are the driving force behind a field that in Italy, including agriculture (72.2 billion euros), forestry (3.5 billions), and fishing (1.4 billions), in total is worth 77.1 billion euros - thereby forming the basis for an agro-food system that generates total turnover of 700 billion, equal to 15% of the entire national economy.

Scheduled events (see the complete programme on the website www.fieragricola.it) include the official inauguration of Fieragricola 2026 on Wednesday 4 February 09:00-13:00 on the «Fieragricola Arena» in Show Hall 7. Wednesday 4 February at 12:00 also sees the Animal Farming Forum Area in Show Hall 9 welcome the "2025 Farm Contractor of the Year Award", organized by magazine *Il Contoterzista-Edagricole* in collaboration with CAI Agromec.

The "Fieragricola Arena" at 14:30 hosts Terra & Vita-Edagricole in collaboration with ANBI-CER looking into the topic of "Sustainable use of water resources: the challenges facing land reclamation consortia in the light of new European legislation". The Orchard-Olive Grove Forum Area is home at 15:15 to the "Fieragricola Innovation Award" organized by Fieragricola in collaboration with *L'Informatore Agrario*. It recognises exhibitors who have best presented cutting-edge technologies.

On Thursday 5 February 09:30-10:45, the "Full Innovation" research project commissioned by Fieragricola and curated by Nomisma will be presented in the "Fieragricola Arena" in Show Hall 7. Speakers include Federico Bricolo, President of Veronafiere; Paolo De Castro, President of Nomisma; and Denis Pantini, Head of Agrifood at Nomisma. This research especially analyses the role of innovation, from the perspective of agricultural businesses, as a strategic development factor responding to the major challenges facing this field, from climate change to market changes. At the same time, it also investigates how innovation in agricultural and food production is perceived by consumers.

The "States General of Animal Farming". As regards livestock, Fieragricola will host the "States General of Animal Farming" on Friday 6 February (11:00 in the Verdi Auditorium, Basement Palaexpo) organized by Veronafiere in collaboration with Assalzoo (Italian Association of Livestock Feed Producers) - a segment which generated turnover of nearly 9.9 billion euros in 2024 and, thanks to annual investments in research and development totalling 150 million euros, is also helping to explore new frontiers in livestock nutrition.

Events scheduled in the ring include the 23rd Open Holstein Dairy Show dedicated to Black and Red Holstein cows (Friday 6 February) and the international shows focusing on Jersey and Swiss Brown breeds (Thursday 5 February). On Friday 6 February, Anafibj (National Association of Italian Friesian, Swiss Brown and Jersey breeders) will organize the first edition of "Supreme Champions" - a grand finale to crown the absolute queen among top Black and Red Holstein, Swiss Brown and Jersey animals.

Saturday 7 February welcomes top-quality livestock farming back to Fieragricola 2026 with the National Swiss Brown Stud Book Exhibition, one of the sector's most eagerly-awaited and representative events. Breeders, technicians and enthusiasts will have the chance to attend an event celebrating the history, genetic selection, and productive value of one of Italy's most iconic cattle breeds. Thanks to collaboration with ANARB (National Association of Swiss Brown Breeders), Fieragricola once again confirms its status as a meeting point between livestock farming traditions and innovation, thereby improving the quality and competitiveness of Italian supply chains.

AIA-ITALIALEVA (Italian Breeders Association) is staging a technical-informative exhibition of Italy's livestock heritage, organized in collaboration with National Breeders Associations for various breeds and species.

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Upcoming appointment: 4-7 February 2026. The outdoor dynamic area is back again

**The future of mechanization in agriculture across sustainability,
digital and precision farming**
All the top brands in the sector will attend the 117th Fieragricola in Verona

Verona, 4-7 February 4-7 – Six show halls dealing specifically with agricultural engineering, agro-forestry and green management will help visitors find the latest developments in terms of tractors, agricultural vehicles, forklifts, and combine harvesters, as well as equipment. Mechanization comes forward again as one of Fieragricola's core assets, thanks to its commitment to innovation in the sector from the outset.

Since 1898, the International Agricultural Exhibition held in Verona has accompanied the evolution of agricultural engineering by supporting and very often anticipating the major revolutions that have impacted agriculture over the last 120 years. Helping to increase yields in the field, product quality and food safety in a broader sense.

Ever since the first time tractors were used in the field through to the green revolution, and the current digital revolution with the advent of precision agriculture and Artificial Intelligence as a key element facilitating analysis and processing of big data as well as interoperability between machinery and software to provide objective information to operators (essentially agricultural and agro-mechanical companies), Fieragricola in Verona has always been a landmark for the sector. so much so that the 117th International Agricultural Exhibition will welcome all the top brands. They include: Same Deutz-Fahr, Krone Italia, Argo Tractors, Claas, Fendt, John Deere con Sergio Bassan Srl, Kubota, Massey Ferguson, New Holland - Case Ih – Jcb with Dvf and New Holland with Agrimec Lami for harvesters, Valtra, Antonio Carraro, Bcs, Merlo, Dieci, Faresin, Vf Venieri, Maschio Gaspardo, and Gregoire. Fiaccadori Soluzioni makes its debut at Fieragricola with its brands Agrisem, Aguirre, Awon, Dewulf, Kioti, Siptec, and Solis.

Registrations on the up again: After a slowdown in agricultural vehicle registrations going back three years, 2025 closed with a recovery of around 13.7% (data source: FederUnacoma), leading to an overall bounce back bringing the number of registered vehicles to almost 17,600 units across tractors with loading platforms (+45.7%), telehandlers (+18.2%), trailers (+4%), with the only difficult aspect affecting the combine harvester segment that continued to fall back (-12%).

Safety in the workplace, efficiency, and faster performance are fundamental drivers for a recovery in the agricultural machinery sector. Alongside investments by agricultural companies and professional agro-engineering firms, incentives (Ismea, Iisi Inail tenders implemented for machinery ensuring high safety standards, 4.0 tax credits, 5.0 regulations, Rural Development Plans co-financed by the European Union and the Regions) also play a vital role ensuring impetus in modernizing the fleet of vehicles operating in agriculture.

Mechanization of the future. Agriculture of the future will have to rely increasingly on "green" and increasingly sustainable tractors and machinery, probably with hybrid power sources, where internal combustion, electric and bio-methane engines can coexist to reduce environmental impacts. Even sensors and the ability to communicate in real time between tractors, implements, and work sites as a whole will further improve, while research will continue to develop fully independent, unmanned machines and vehicles, thereby optimizing work organization in circumstances affected by critical factors (the need to improve safety in the workplace, climate change, timely work schedules, and labour shortages). In this context, accommodating the broader introduction of drones and robots into the field,

the EU regulatory framework governing these aspects must be improved to simplify the adoption of new technologies.

To facilitate supply and demand in the agricultural mechanization segment and illustrate the opportunities within a constantly evolving context, Federacma (Italian Federation of National Agricultural Machinery Services and Sales Associations) will organize the Mech@grijJOBS even at Fieragricola (Wednesday 4 February at 13:15 and Thursday 5 February at 13:30 in the "Fieragricola Arena" (Show Hall 7); Friday 6 February, 11:30, Bellini Meeting Room, first floor, Gallery between Show Halls 6/7).

Fieragricola welcomes back its dynamic outdoor area. There will be specific daily focus events on all show days highlighting "Machinery, robots, equipment, and electrified systems and Industry 4.0 for open-field and specialist crops" in the square in front of Show Halls 4 and 5. Visitors and exhibitors hold the "Dynamic Show" in very high regard. It also means that university professors, engineers and industry experts can outline innovations concerning machinery, tractors, agricultural vehicles, and equipment in operating conditions.

The "Contractor of the Year" Award. This sector has seen significant growth in recent years and is undeniably a key driver behind technological and digital innovation in the field. Professional agricultural contracting has helped overcome the fragmentation of agricultural enterprises as well as providing services that improve the ecological landscape. Wednesday 4 February (12 noon): the Animal Farming Forum Area in Show Hall 9 at Veronafiere sees Fieragricola host the presentation of the "Contractor of the Year 2025 Award", organized by Il Contoterzista-Edagricole magazine in collaboration with Cai Agromec, a major Italian association in the agricultural and agro-engineering world. On this occasion, the awards will go to the agricultural machinery builder that best interpreted innovation during 2025.

What's new in the 2026 Budget Law? In regulatory terms, the most significant measures introduced by the 2026 Budget Law particularly include the return of 'hyper-depreciation, which envisages a higher fiscal benefit on the cost of new capital goods intended for technological and digital transformation in accordance with 'Industry 4.0 criteria. The new formula replaces the previous support connected with 4.0 and 5.0 tax credits, which have now expired.

The new legislation comes into force from January 2026 through to 30 September 2028 and envisages an increase of 180% for investments of up to 2.5 million euros, 100% for investments between 2.5 and 10 million euros, and 50% for investments between 10 and 20 million euros.

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117th International Agricultural Exhibition scheduled 4-7 February

Livestock farming at Fieragricola shines with international conferences and events in the ring

Verona, 4-7 February 2026 – One of agriculture's most dynamic production segments and vital for the circular economy, the green transition, and even to safeguard even the most inaccessible local areas: Livestock farming generates a value of production of 22.7 billion euros (2024, source: Crea-Masaf, posting growth of 1.4% compared to the previous year driven by the good performance of the dairy segment), representing approximately one-third of the total value of agriculture.

Fieragricola will host three show halls specifically for livestock, joined by three international competitions in Italy's most prestigious livestock arena, the non-stop segment of the show and the true beating heart of the 117th International Agricultural Exhibition in Verona.

Livestock farming is also the driving force behind the so-called "DOP Economy", which is now worth 20.7 billion euros; it involves 184,000 operators and 864,000 employees (source: Ismea-Qualivita, 2024), thereby strengthening the "Made in Italy" brand internationally with Grana Padano, Parmigiano Reggiano, Mozzarella di Bufala Campana, Prosciutto di Parma and Prosciutto di San Daniele among the world's most exported products.

And there's much more: Keeping pace with the ecological transition in agriculture, livestock farming is increasingly playing a leading role in multi-function agriculture, by exploiting animal waste to generate clean energy in the form of biogas and biomethane. The livestock sector also involves genetics, nutrition, and animal welfare, alongside all the innovations and technologies needed to improve production and manage stalls, pigsties, and livestock shelters in the best possible way.

All livestock supply chains will come under the magnifying glass: dairy and beef cattle, pigs, and poultry. There is also a significant emphasis on digitalization, robotics, and the new frontiers of Artificial Intelligence as ways to improve profitability, and economic, environmental, and social sustainability, as well as to encourage much-needed generational turnover.

Top brands taking part. The livestock sector at Fieragricola will feature, among others: Veronesi, Nutristar, Cortal Extrasoy, Kuhn Italia, Ska, Lubing System, Enne Effe, Nutriservice, Rota Guido, Supertino, Sperotto, Delaval, Syngenta Italia, Storti, NVL - Lely Italia, Msd Animal Health, Biochem, Lallelamand, Progeo, Topigs Norsvin Italia, Evoteck, Gong, Big Dutchman International, Hendrix Genetics Swine Denmark, Agricola San Luigi with its Goland and Geneetic brands.

The States General of Animal Farming. One of the main features of the coming Fieragricola is the "States General of Animal Farming" scheduled on Friday 6 February at 11:00 (Verdi Auditorium, Basement, Palaexpo). This event is organized by Veronafiere in collaboration with Assalzoo, the Italian Association of Animal Feed Producers. This segment generated turnover of nearly 9.9 billion euros in 2024 as the main source of livestock feed.

Assalzoo will organize a meeting at Fieragricola with all the key players in the supply chain, from the feed industry to large-scale retail trade. The event will explore the key issues facing livestock farming in the future, including growing demands for sustainability, crises related to climate change, the "One Health" approach to human and animal care, changing consumption patterns, waste reduction along the supply chain (an increasingly important driver for purchases among consumers), and dynamics that necessarily require investment in research and development.

Livestock shows. Events scheduled at Fieragricola include the 23rd Open Holstein Dairy Show dedicated to Black and Red Holstein cows (Friday 6 February) and the international shows focusing on Jersey and Swiss Brown breeds (Thursday 5 February). Thanks to the National Association of Italian Friesian, Swiss Brown and Jersey breeders, a "Supreme Champions" event will be organized for the first time ever in the Fieragricola ring - a grand finale to crown the absolute queen of the Black and Red Holstein, Swiss Brown and Jersey breeds (Friday 6).

More than 200 head of livestock are expected from Italy, while there are also pre-registrations from Spain, Portugal, Austria and Luxembourg, in particular for the Friesian breed Dairy Show, given the involvement of Canadian judge Brian Carscadden - an international legend who has taken part in competitions held in over 30 countries.

The dairy livestock sector at Fieragricola is expected to be livelier than ever, since the ring will host four top-flight international events among the most prestigious in Europe. The stands will be crowded with breeders, enthusiasts, trade operators, and more than 2,000 students attending 30 agricultural institutes all over Italy. They will take part in the cattle judging competition, thereby combining practical experience with the theory learned in the classroom. This particular event is organized by Fieragricola together with Anafibj and the AIA (Italian Breeders' Association).

Anarb, the National Association of Swiss Brown Breeders, will organize a competitions specific for this breed: Bruna 2026 is scheduled on Saturday 7 February as part of the 55th Italian National Swiss Brown Stud Book Show and the 5th Original Swiss Brown Competition.

Conferences. Many high-profile conferences, in-depth insights and workshops for livestock sector are scheduled. The complete list of events is available on the website www.fieragricola.it.

Thursday 4 February at 14:00 (Puccini Hall, 1st floor, Gallery between show halls 6/7): will spotlight "Anafibj's genetic programme and services for Swiss Brown breed". The Livestock Forum Area in Show Hall 9 welcomes Assalzoo at 10:15 to discuss the "One Health approach: prevention as a strategy for healthier and more sustainable livestock farming".

The Livestock Forum Area in Show Hall 9 at 14:30, sees magazine *Rivista di Suinicoltura* (Edagricole) organize the "Pork summit: what does the pork supply chain need for its development?".

Friday 6 February at 10:00: the Vivaldi Meeting Room (Palaexpo, basement) hosts Assosuini to discuss a highly topical issue focusing on a sector involving approximately one million farms throughout the European Union for a total population of 132 million head of livestock: "Europe and the challenge for pig farming".

The Livestock Forum Area in Show Hall 9 at 10:30 sees Terqua Terque (publisher of Allevatori Top) will investigate "Automation and artificial intelligence in stalls". It will be followed at 12:15, when Assalzoo joins experts to present "The role of modern feed for efficient and sustainable livestock farming". Assalzoo then follows up at 15:45 in the Livestock Forum Area, Show Hall 9, with a very topical issue for the future of Italian animal farming: "Maize in Italy: innovation and effective tools to relaunch production, quality, and competitiveness". This is a topic of major interest for livestock farming, since maize is one of the main sources of livestock feed, bearing in mind the decline in acreage and output that has seen Italy's self-sufficiency rate fall to just over 40%.

"Breeder of the Year" award. Saturday 7 February at 12:00: the Livestock Forum Area in Show Hall 9 welcomes L'Informatore Zootecnico magazine (Edagricola Group) to present the "Breeder of the Year 2025" award made in recognition of a livestock farm that has best responded to the challenges of modern farming by combining tradition, family business, innovation, and a sustainable vision.

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Renewable energy is greener than ever at Fieragricola Digestate, biomethane, agrivoltaics: models for the ecological transition

Verona, 4-7 February 2026 – Renewable energy in agriculture is worth 857 million euros (source: Crea-Masaf, 2024) and post growth of more than 17% points compared to the previous year. The ecological transition in agriculture continues to move forwards and, according to figures, covers 17% of all secondary agricultural activities. This opportunity was made possible by the 2001 Agricultural Framework Law - a full-scale tool that has helped Italian agriculture (alongside farm tourism, wine tourism, agricultural product processing, direct sales, and various services) to improve significantly through diversification, better profitability, and, as in the case of agricultural renewable energy, implement certain aspects of the circular economy that would otherwise have remained on paper.

Fieragricola will host a specific area for renewable energy in Show Hall 11 - the closest hall to the Re Teodorico entrance gate - featuring all the most innovative technologies available on the market for generating clean energy from agricultural sources. In the renewable energy sector, returning and reconfirmed attendance at Fieragricola includes, among others: Corradi & Ghisolfi, Pietro Fiorentini, Gruppo Peveroni, Tessari Energia, Ets Engine Technology Solutions, Ab Energy, and Eliopig.

The renewable energy field has great appeal for the primary sector, particularly for livestock farms, which can use their waste—alongside with photovoltaic and agri-solar systems—as a key input for generating energy, biogas, or biomethane by the most advanced forms, often in the form of consortia that channel slurry and manure from multiple farms into a single, more powerful plant.

In the background, the push towards green technologies is being driven by UN 2030 ESG goals, as well as the EU's Fit for 55 target, which seeks to reduce net greenhouse gas emissions by at least 55% by 2030. Environmental sustainability is one of the driving forces influencing consumer purchasing choices, even at table, not to mention the need for agricultural businesses to reduce management costs through policies focused on the energy transition.

Facts and figures for renewable energy in agriculture. Total renewable capacity reached 70GW with more than 1.6 million installations, with photovoltaics up front (accounting for 43% of the total installed base). The agricultural sector has an installed capacity of around 5GW, producing around 13TWh (equivalent to about 11% of total production), spread across various sources: biomass and biogas account for approximately 2GW, with biogas installations contributing approximately 62% of total capacity, mainly located between Lombardy and Emilia Romagna; Renewable energy from flowing water comes in at around 30-40MW, essentially thanks to installations that exploit river courses and/or irrigation canals; photovoltaic systems contribute around 3GW and are between installed in Northern Italy and the Islands (source: Gse; Crea-Masaf).

Forecasts for 2030. Capacity of around 9GW is estimated for the agricultural sector, equal to 10% of total output, with potential growth of 20% if all agricultural land is included. Agriculture can help respond to the key challenges of the energy transition with several innovative solutions, from agrivoltaics to CERs (Renewable Energy Communities), and BESSs - a key technology for increasing real-time management of energy flows on the national transmission grid.

Conferences. Among the key players at the 117th Fieragricola, CIB - Consorzio Italiano Biogas and Farming For Future Foundation are promoting conferences and workshops in Show Hall's Forum Area,

as well as a series of theme-based tours and visits to the machinery expo area to expand understanding of sustainable agro-ecological technologies and practices.

On Wednesday 4 February (14:00): the Energy Forum in Show Hall 11 sees the Italian Biogas Consortium discuss "Air quality: new regulations from critical issues to opportunities for the agricultural sector"; Wednesday 5 February (11:30, Energy Forum): a focus meeting on "Electric biogas: production, emissions and technical challenges" by CIB Service, a company specializing in technical assistance and bureaucratic management for biogas and biomethane producers.

Friday 6 February (11:30, Energy Forum): the Farming For Future Foundation will present a report on "The Role of Digestate in the Agricultural Value Chain: soil - company - community" carried out by Invernizzi AGRI Lab SDA Bocconi. It analyses the use of digestate as an alternative to chemical fertilization and the advantages associated with soil protection, improvements in crop quality and reducing the Italian agricultural sector's dependence on urea imports.

The Forum Area in Show Hall 11 focusing on agroenergy will be flanked by a display space for agricultural machinery, specifically as regards field work and digestate distribution: zero-emission tractors (biomethane and electric), self-propelled machines, tankers, umbilical booms, digestate tanks, and quads for monitoring soil fertility.

Visitors can also sign up for guided tours - scheduled on Thursday 5 February, Friday 6 February, and Saturday 7 February departing from Stand B5 in Show Hall 11 - specifically focusing on "Sustainable Agricultural Machinery" to promote deeper understanding of construction sites, logistics, and innovation in organic fertilization.

Fieragricola also pays very close attention to the photovoltaic and agrivoltaic segment. The conference schedule (full list at www.fieragricola.it) on Thursday 5 February (09:15, Energy Forum) sees Aias talk about "Training for sustainable agrivoltaics: certification, monitoring and data interpretation for efficient and sustainable management".

At 16:15, QualEnergia magazine.it will look into "Agrivoltaic systems: what farms need to know".

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Smart agriculture combines sustainability, AI and new technologies

Show Hall 3 is home to Fieragricola Tech, where the future is here today

Verona, 4-7 February 2026 – All set for edition number five, following its debut at Fieragricola in 2022, the Fieragricola Tech event hosted in Show Hall 3 surveys the new frontiers of innovation, becoming a beacon showing the way towards what increasingly now appears to be an obligatory choice: Investing in new technologies, gaining leverage from the amazing opportunities offered by big data, and pushing towards a comprehensive sustainability model where emphasis can be given to environmental, profitability and economic aspects, as well as a focus on governance and social impact, are increasingly strategic issues for the future of agriculture.

Fieragricola Tech focuses on innovation in many fields: precision agriculture, robotics, digitalization and Artificial Intelligence; smart irrigation; renewable energy; bio-solutions as a tool for a more sustainable agriculture, be it conventional, organic or the new frontiers of regenerative agriculture. The latter approach poses a very concrete challenge, if we take into account that 47% of Italian soil today is in poor health, affected mainly by erosion, loss of organic carbon, high copper concentrations, surface compaction, and excess nitrogen. Consequently, action to restore soil fertility is vital.

Brands attending the Fieragricola Tech show hall include: Agricolus, Isagri, Netsens, Xfarm, Ibma Italia Association, Corteva, and Syngenta.

Technological innovation is also essential in response to ever more urgent climate change factors. Global warming is one of the most significant challenges facing agriculture, especially in Europe, where extreme events have become more frequent over the years, including hailstorms, prolonged drought, high winds and tornadoes, floods and overflows.

Water availability is also falling, with economic losses from climate change on the up, particularly in Italy. Thanks to PNRR, however, land reclamation consortia have continued modernizing and improving the efficiency of the network. The review of this Plan is currently setting aside for the water supply chain, thereby also including agricultural components, an additional one billion euros on top of the previous sum of 2.88 billions.

As regards, climate change emergencies, it should not be forgotten that 2025 ended as the third warmest year on record in global terms, close behind 2023 and 2024. This was certified recently in the Copernicus Global Climate Highlights Report, published by the European Union's climate monitoring service, in coordination with the World Meteorological Organization and the main national agencies.

Given this scenario, the European Commission has confirmed the goal of achieving climate neutrality by 2050 and also announced a new European framework on climate resilience and risk management for 2026 to help regions and economies prepare better for the impact of climate change.

Innovation and clean tech are also assisting sustainable growth in agriculture, as it begins to use Artificial Intelligence as a tool for processing various data sources and enormous amounts of information, bringing them together to provide additional tools for agricultural operators to ensure timely and effective intervention on the ground.

Conferences. The conferences scheduled for the 117th Fieragricola (the complete programme is on the website www.fieragricola.it) include on Wednesday 4 February in the Blue Forum Meeting Room in Show Hall 3 (12:15), a discussion on "Precision Agriculture: Evolution and Current Situation" organized by L'Informatore Agrario. This is followed at 13:45 by Image Line discussing "Interoperability

and AI" - the new frontiers to enable machines and software to communicate and share heterogeneous data.

On Thursday 5 February, the Blue Forum Meeting Room in Show Hall (13:15), sees Image Line address the topic of "Interoperability in the context of the CAP: Italian experience of the Graphic Crop Plan and the Farm Field Notebook". Followed at 14:30 by a focus event on "Digitalization of irrigation and sensors applied to strategic agricultural supply chains" presented by Terra è Vita (Edagricole) in collaboration with Anbi-Cer.

The Blue Forum Meeting room at 14:00 welcomes L'Informatore Agrario to analyse the «Economic convenience of biostimulants in horticulture».

On Friday 6 February, the Blue Forum Meeting Room (10:30) welcomes L'Informatore Agrario with a focus event on "Data Management in the Age of Agriculture 4.0 and 5.0." At 11:30, the Orange Forum Meeting hosts a focus event on "The new Agrisolar Parks Tender to support agricultural enterprises for an effective and competitive ecological transition" presented by Cia-Agricoltori Italiani, with speakers from GSE and the Ministry of Agriculture.

Another very interesting event is scheduled on Saturday 7 February at 11:45 (Blue Tech Forum Area), organised by Fieragricola together with Accademia dei Georgofili and Image Line focusing on "Digital solutions for agriculture: overview of solutions put forward at Fieragricola". There will be a report by Professor Gianluca Brunori, full professor of Agricultural Economics at the University of Pisa and coordinator of the Advisory Committee for Digitalisation in Agriculture at the Accademia dei Georgofili, discussing "The agricultural digitalisation scenario: where are we and where are we going?".

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Fieragricola spotlights specialist crops
Show Halls 4 and 5 host specific areas for vineyards, orchards and olive groves

Verona, 4-5 February 2026 – Two show halls in the Verona Exhibition Centre (4 and 5) will be Fieragricola's showcase for specialist vineyards, orchards and olive groves. These are key segments in increasingly sustainable agriculture focused on internationalization while also tackling the impact of climate change and its challenge to the resilience of Mediterranean agriculture and the enormous biodiversity of its produce.

Crop production - worth almost 37.2 billion euros in 2024, posting growth of 2.9% over the previous year – includes such important sectors as wine (production at basic prices and current values is worth 4.26 billion euros), olive oil (2.06 billion euros), and grapes delivered and sold (1.25 billion euros). Nevertheless, the highest values in the fruit growing sector are posted in order by apples (1.2 billion euros), table grapes (589.1 millions), oranges (688.4 millions) and pears (534.6 millions).

As regards crop-growing areas, out of 12.4 million hectares of total Utilised Agricultural Area (UAA) in Italy, permanent crops represent 17% (over 2.11 million hectares), with olive trees (985,481 hectares), vineyards (629,517 ha), orchards (386,631 ha) and citrus groves (112,033 ha) as the main production segments.

Italian fruit and wine-growing sectors rank first in terms of land profitability. Calculations published by CREA indicate net income per hectare for Italian fruit-growing farms (average results for the three-year period 2021-2023, latest data available) at 3076 euros; this figure increases to 4186 for agricultural companies specialising in wine-growing and 1738 euros per hectare for olive growing.

Olive oil value chain. With nearly one million hectares of cultivated land and more than 600,000 active olive oil producers, Italy has one of the most fragmented and diversified agricultural sectors in the world, thanks in part to more than 500 registered cultivars. The olive oil sector generates overall economic value estimated at over 3.3 billion euros, with exports in excess of 1.4 billion euros.

The extra virgin olive oil industry in Italy is making ready to implement a five-year national plan totalling 500 million euros. It will probably be presented to the State-Regions conference by mid-February, as announced recently by Undersecretary Patrizio Giacomo La Pietra.

Wine-making value chain. With turnover of 14 billion euros in 2024, the wine sector covers approximately 10% of the Italian agro-food sector thanks to 241,000 agricultural companies. Italy boasts a world record for biodiversity with more than 500 catalogued grape varieties and 529 recognised Geographical Indications.

The European Parliament Agriculture Committee recently gave the green light approving regulations that amend market dispositions and support policies in the wine sector. The proposal, presented by the EU Commission at the end of March 2025, includes measures concerning labelling for no and low alcohol wines and the pertinent name to be used; regulations covering promotion action in third countries, with support increased from 50% to 80%; extension of the validity of replanting permits from three to eight years; the introduction of crisis management measures, such as uprooting, and the modification of other market stabilisation measures, such as green harvesting and crisis distillation, in order to facilitate implementation.

Fresh fruit & vegetables. Fresh fruit and vegetables are the largest sector in Italy by weight (14.9%), while fruit covers 8.2% of total output. A slight sign of recovery was posted on 2024 for vegetable

production, which increased by 0.8% compared to 2023. Horticultural crops achieved 1.4% growth in volume, while fruit output grew by 5.2%, partially recovering from the poor performance in 2023 caused by adverse weather events. Special mention should be made of growth for apples, pears, peaches and other fruit (10.9%), as well as table grapes (5.4%), while citrus fruit posted a downturn of 6.3%.

Conferences. The conferences scheduled at Fieragricola (the complete programme is published on the event website) include, on Wednesday 4 February at 11:30 in the Vineyard Forum Area (Show Hall 4), "Agronomy practices to protect vineyards against climate change" with L'Informatore Agrario.

The Orchard-Olive Grove Forum Area in Show Hall 5 on Wednesday at 11:00 will focus on "Agro-techniques and technologies for improving olive yields and quality" presented by L'Informatore Agrario. Followed at 13:00 with a spotlight on "Bio-stimulants for hazelnuts: strategic allies".

Thursday 5 February 11:30 sees the Vineyard Forum Area in Show Hall 4 welcome L'Informatore Agrario to discuss "Vine Downy Mildew and Climate Change. Instructions for use" followed at 15:00 by "Bio-control tools in integrated pest management and organic farming".

Maschio Gaspardo will illustrate a new experiment in the agricultural field on Thursday in the Orchard-Olive Grove Forum Area in Show Hall 5 at 09:30 with the conference titled "From chemistry to light: How the Life Apollo project is changing crop protection".

L'Informatore Agrario at 13:00 will then investigate the topic of "Kiwi blight: between critical issues and good agricultural practices".

On Friday 6 February at 09:00 (Puccini Meeting Room, 1st floor, Gallery 6/7), L'Informatore Agrario will take a look at "Sustainable innovations and circularity for high-value vegetable, fruit and flower growing. At 15:00, the Vineyard Forum Area will analyse "Drones: opportunities and critical issues in vineyard protection". The Orchard and Olive Grove Forum Area at 13:00 hosts the "Cover crops in orchards challenge: how to manage them" coordinated by L'Informatore Agrario.

Saturday 7 February (11:00, Orchard and Olive Grove Forum Area in Show Hall 5) sees a discussion of "Pest control regulations and climate: the challenges for protecting pome and stone fruits" followed at 15:00 by "Physiology and pest control status of olive trees in the new climate context".

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Agriculture facts and figures

- Value of EU agricultural output (average 2024/25): 564.7 billion euros
- EU agricultural added value (average 2024/25): 290.7 billion euros
- Value of Italian agricultural output (average 2024/25): 71.8 billion euros.
- Added value for Italian agricultural output (average 2024/25): 41.1 billion euros, first in Europe ahead of Spain (40.4 billion), France (32.4 billion) and Germany (32 billion euros).
- Added value of agricultural output per hectare of Utilised Agricultural Area: Italy 3,466.30 euros, first in Europe ahead of Germany (1,931 euros/ha) and Spain (1,726.60 euros/ha).
- The Italian agri-food system generates turnover of 700 billion euros, equal to 15% of the entire Italian economy.
- DOP Value for the Economy 20.7 billion euros.
- DOP, IGP and STG certifications: 897 in Italy out of 3,484 in Europe, equal to 25.7% of European total.
- Value of agricultural diversification in Italy: support activities (services and operations supporting primary output) 8.466 billion euros; secondary activities (or multi-functional, linked with primary agricultural activities) 5.136 billion euros.
- Utilised Agricultural Area in Italy: over 12.4 million hectares.
- Agricultural sector employment: 820,000 people.

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117th International Agricultural Exhibition in Verona 4-7 February 2026.

Fieragricola-Nomisma survey into innovation in agriculture Diversification, quality and multi-functionality are driving Italy's leadership

The Italian primary sector is a European leader in terms of added value, despite the fragmentation of its companies. And consumers also consider "Full Innovation" as essential to reduce food waste, tackle climate change and limit environmental impact

Verona, 4.7 February 2026 – Boost productivity and competitiveness, reduce food waste, combat climate change, and meet the needs of a growing world population that by 2050 will require a 70% increase in agricultural output compared to today. While also reducing the environmental impact of agriculture, increasing food safety, and improving animal welfare.

This complex challenge is also driven by the need for generational change, as well as market volatility and the geopolitical tensions that in recent years seem to have complicated the global landscape even further, requiring agricultural businesses to work hard, primarily in terms of technological investments to facilitate the necessary digital and ecological transition. This highlights the need for a "Full Innovation" approach to the agricultural system, as conveyed in the slogan of the 117th Fieragricola, scheduled at Veronafiere 4-7 February. And while on the topic of innovation, Fieragricola commissioned research institute Nomisma to look into issues affecting Italian agriculture from between production to consumers, where analysis focused on two central aspects of innovation: agricultural businesses and consumers - and in particular how innovation is perceived, since the main challenges that agricultural businesses face also include changes in food consumption and, above all, consumer purchasing patterns which are influenced by their own "value map".

Italian agriculture is unique in Europe. Thanks to diversification, multi-functionality and quality, Italian agriculture has managed to overcome dimensional limits and increase added value, reaching top levels in the EU. The Nomisma survey highlights this aspect: Italy leads the way in terms of added value per hectare (almost 3,500 euros compared to 1,900 for Germany, 1,730 for Spain and 1,200 for France), as well as for added value generated (2024/2025 average of more than 41 billion euros, compared to 32 in France and Germany), despite significant fragmentation of the enterprise fabric (which, among other things, hinders cost efficiencies achieved through the scale economies typical of large companies such as those in France or Germany) and even a production level lower than France and Germany as such (72 billion euros compared to 90 and 76 billion respectively).

This essentially arises from an ability to express quality and diversification, as well skill in best exploiting the opportunities offered by "multi-functional agriculture" which, between support and secondary activities (farm tourism, renewable energy, direct sales), currently accounts for almost 20% of the total value of Italian agricultural output - again an unprecedented performance in the EU context. Italy's ability to promote its PDO and PGI supply chains obviously also plays a role. The value of production currently stands at nearly 21 billion euros, posting 25% growth between 2020 and 2024, further boosting Italy's position as a European and world leader.

Innovation can support growth and improve certain aspects in agriculture, such as labour productivity (Italy lags behind competitors such as the Netherlands, Germany, and France), continuity and economic competitiveness of agricultural businesses, and even the challenges facing appropriate generational turnover. Italian agriculture – as Nomisma highlights out – has one of the lowest

percentages in Europe (5%) of companies managed by people under 35, yet it is precisely young agricultural businesses that achieve the highest average turnover values (more than 80,000 euros on average compared to 37,000 for over 55s), as well as a greater propensity to innovate, thanks to wider use of computers and other innovative technologies.

"Italian agricultural companies have proved able to make the most of a heritage of biodiversity and local areas sharing history, culture and traditions with a strong focus on high quality," said the President of Veronafiere, **Federico Bricolo**. "Today, faced with market challenges, the pressures of climate change, and international competitiveness, it is vital to continue innovating responsibly and with foresight, as also demand by Italian consumers. This is why Fieragricola once again confirms its strategic role with its across the board offering embracing innovation from mechanization to livestock farming, renewable energy and technologies for increasingly sustainable and productive agriculture."

Consumers also demand innovation. The other objective of Nomisma's research was to understand how consumers perceive innovation in the agricultural sector, through a direct survey of 1,000 Italians aged between 18 and 65.

The survey initially reveals significant interest in innovation in general terms and a positive perception of it in everyday life: Almost 9 out of 10 Italians believe that scientific and technological development improves everyone's quality of life. Agriculture, after essential sectors such as healthcare and education, is one of the sectors which Italians feel has the greatest need for innovation to safeguard the future of humanity (43%).

Food is an increasingly strategic area for innovation: In fact, food availability and quality are a priority for 27% of Italians, while only six years ago – according to a previous Nomisma survey – this figure was 13%.

Food products made by innovative companies generate added value for consumers, first and foremost in terms of safety (for 49% of Italians, compared to just 8% who believe the opposite) and sustainability in all their meanings: from protection for farmers (45%), environment (41%), animal welfare (39%) and biodiversity (34%). The sample interviewed felt that innovation in agriculture is essential for the future to reduce losses/waste of agricultural produce (for 35% of Italians, it is the main objective that "Full innovation" must have in the future) and combat climate change (33%), as well as to reduce the environmental impact of agriculture (32%), increase food safety, improve animal welfare, and meet national and global food demand.

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