

TRADITIONALLY FRESH!



55th INTERNATIONAL FAIR OF AGRICULTURE AND FOOD

26. – 31. 8. 2017
Gornja Radgona
Slovenia

Dear Sir or Madam!

We kindly invite you to participate in the largest and most important agricultural-food fair in Central Europe, which for the 55th time will open its doors on 26th August 2017, and will run until the 31st August.

For those of you who offer traditional quality and innovative views of the future, AGRA is an indispensable business, professional and promotional exhibition event. It is unique in attaining specific target partners with whom you wish to have closer contacts. The fair has the power to attract more than 120.000 quality visitors, who from the neighbouring regions of four countries bring specific, qualified and high purchasing power supported by market demand.

Professional and business emphasis of the AGRA Fair in 2017 will be on the International Year of Sustainable Tourism for Development. In this context, it will be as a comparative market advantage of regions and countries subject to the provision of food from the closer environment. The preservation of untouched nature, natural and cultural landscape will be a magnet for the presentation of sustainable farming and forest management, exhibitions of agricultural animals and specimen crop plantations. In technological terms it will support commercial presentations of top achievements in agricultural technology for highly efficient and sustainable farming. Visitors will also be able to see, purchase and taste the best of sustainable produce, breeding, processing, gastronomy and the wine-business. Standing out among these will be the winners of international quality assessments. The assessments will be held under the auspice of Agra from springtime until August.

Also in 2017 the AGRA Fair will, while contributing to sustainable supply and self-sufficiency, be included in the international space, as presentations have been announced by a number of foreign countries and regions. These will be accompanied by a number of expert consultations, business meetings and counselling, as well as social and competitive content

Business success at the AGRA Fair is natural; therefore you are cordially invited to a sustainable cooperation.

President of the Management Board
Janez Erjavec



MEASURABLE COOPERATION 2016

1.798 exhibitors | **30** participating countries | **123.000** visitors | **24.000 m²** indoor exhibition space | **28.500 m²** outdoor exhibition space
3.000 m² cattle exhibitions | **15.300 m²** sample gardens, demonstration space | **Total 70.800 m²**



FOCUS

- International Year of Sustainable Tourism for Development
- food from our proximity
- sustainable farming
- sustainable forest management
- agricultural technology for highly efficient and sustainable farming

INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

PROFESSIONAL EXHIBITIONS

- exhibition of cattle
- exhibition of pigs
- exhibition of sheep and goats
- exhibition of horses
- exhibition of indigenous breeds of domestic animals
- stay on a farm, experience the countryside
- sustainable building and use of renewable sources of energy on the farm
- sustainable plantations of crops, vegetables, herbs and aromatic plants
- biodynamic subsistence garden
- a cottage from straw bales
- Slovenian grape vine selection
- extensive apple orchard of old varieties
- sustainable and safe work in the forest
- exhibition of assessed wines, fruit juices, honey meat and dairy products

PROFESSIONAL PROGRAM

- current issues in agriculture and the food industry
- consultations, round tables, lectures and presentations
- wine tasting and food products
- expert guided tours of animal exhibitions, model plantations and the fair's educational forest trail



SPECIALISED PROGRAMME

ANIMAL EXHIBITIONS

- exhibitions of cattle, horse, pigs, small cattle, poultry
- exhibition of indigenous breeds of farm animals
- exhibitions of fish
- small animals show



SAMPLE PLANTATIONS

- crops
- vegetables, aromatic plants, herbs
- permaculture - biodynamic garden
- Slovenian vine selection
- forest park plantation
- fair forest learning path

INSTITUTIONAL AREA

- state and other institutions
- regional presentations
- business, trade and non-governmental associations and organizations



PROFESSIONAL DAYS

SATURDAY, 26th AUGUST

Pomurje day | ploughmen's day

SUNDAY, 27th AUGUST

beekeepers' day | day of foresters and forest rural youth day | agricultural technology day

MONDAY, 28th AUGUST

food scientists' day | cattle breeders' day | vets' day
Porabje day | seed cultivator's day | Vojvodina day

TUESDAY, 29th AUGUST

winegrowers and wine merchants day | fruit growers' day
agriculture and forestry chamber of Slovenia day
horse breeders' day | tourist farms day

SOCIAL EVENTS

- 19. State forest owners wood chopping contest
- meeting on Austrian Styria Day
- meeting of rural youth
- selection of the heaviest pumpkin, pumpkin carving
- tug-of-war contest

WEDNESDAY, 30th AUGUST

Slovenian cooperatives' day | pig breeders' day
farm food education day | sheep and goat breeders' day
Austrian Styria day

THURSDAY, 31st AUGUST

day of natural parks | day of organic farming
vegetable producers' day | exhibition gardens day

- polka dancing contest
- Slovene wine team football match
- meeting of sommeliers and wine knights
- 8. Meeting of vintage Steyr tractors

TRANSFER OF KNOWLEDGE AND EXCHANGE OF EXPERIENCE

- technical and instructive lectures
- workshops and seminars
- forums and roundtables

EDUCATION

- agricultural and food-industry education
- technical and educative literature

ACCOMPANYING PROGRAMME

- crafts and artisan products
- consumables

QUALITY ASSESSMENTS

38th International quality assessment of meat and meat products

17th May 2017 (fresh meat)

14th June 2017 (meat products)

31st International quality assessment of milk and milk products

30th May - 2nd June 2017

21st International quality assessment of fruit juices, non-alcoholic drinks and bottled waters

20th June 2017

43rd Open National Wine Assessment

"Vino Slovenija Gornja Radgona" and

6th Open National BIO Wine Assessment

17th - 21st July 2017

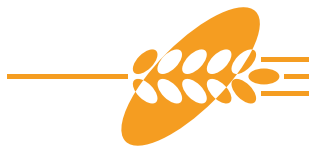
15. Quality assessment for Honey with international participation

8th August 2017

36. International assessment for agricultural machines and equipment

24th - 25th August 2017





AGRA

TIME AND PLACE:

26. - 31. 8. 2017, Gornja Radgona, Slovenia

OPENING HOURS OF THE FAIR:

from 9.00 a.m. to 6.00 p.m.

THE REGISTRATION DEADLINE:

14. 4. 2017

Pomurski sejem, d.d.

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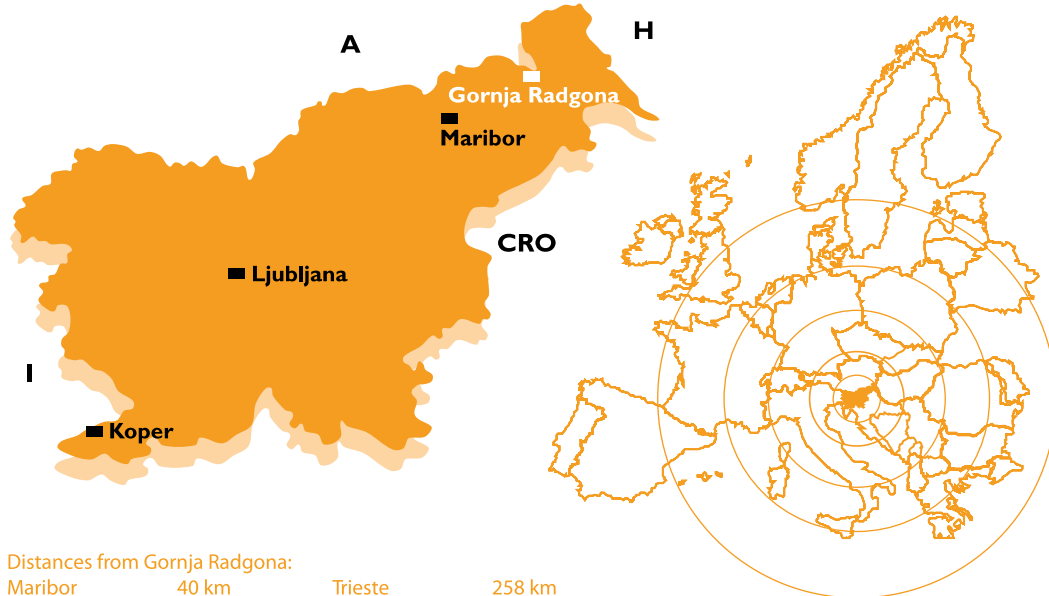
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Distances from Gornja Radgona:

Maribor	40 km	Trieste	258 km
Graz	80 km	Bratislava	259 km
Zagreb	140 km	Koper	270 km
Ljubljana	162 km	Budapest	300 km
Vienna	210 km	Munich	460 km



fair management
press centre
fair reception

I- 5

conference halls

P

parking spaces



entry - exit

