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International
Congress
Berlin
Germany

PRESS KIT FARM & FOOD

Information on conference and network

For over four years we have been bringing together influential stakeholders, decision makers and innovators who strive to ensure the food production of tomorrow. We seek to identify new ideas as well as well planned projects in the field of digitalisation in agriculture and the food industry. 603 unique investors made investments during the year 2018 alone. Who are they? Where do they come from and who are the next interesting project owners looking for support?

Originally, "Farm & Food 4.0" was just the title of a conference we organize once a year, in Berlin. It has become a label for something much bigger.

To document current debates and developments, to pass on knowledge, to establish contacts between innovators and above all those who profit from them: farmers – that's our claim and goal.

We:

- identify and sort relevant trends and technologies and promote innovations along the value chain from the field to the plate.
- bring together the industry as a whole, both farming and food, to develop solutions for our nutrition system of the future.
- allow a flow of knowledge from research institutes to every party that would benefit
- organize round tables, meet and greets, speed dating events throughout the year
- constantly publish interviews, articles and debates to upcoming themes

Our motto "From field to fork" is a perfect metaphor for the overarching multi-focus: In view of a rapidly advancing digital development as well as numerous challenges along the food chain, a holistic view is needed.

The international orientation of the congress provides orientation and promotes the transfer of knowledge as well as the identification of common solutions. Farm & Food, the conference, takes place parallel to the trade fair Grüne Woche (Green Week), which makes for an additional benefit for our international guests and partners.

Farm & Food is a growing network for (digital) transformation in the areas of agriculture and food in Europe. However, members and participants can benefit from this network not only once a year.

At the conference you can meet:

- Over 400 decision-makers from agriculture, food industry, trade, politics and science
- The people, who everybody expects to be eager to try out the latest trends: the farmers
- Start-ups presenting their newest achievements in agtech and nutrition research
- Scientists and representatives of research institutes and departments, be it applied or fundamental research
- exhibitors

FARM & FOOD LOOKS BRANDNEW

Relaunch, additions to the team & preparations for 2020:

Europe's most important event in AgriFood Business is getting ready to rock

22.08.2019 – To whom it may concern



Just in time for the start of the upcoming congress season, Farm & Food appears in a new look. Website and CI were completely overhauled and the editorial content significantly expanded.

In addition, the team around Matthias Lech has been restructured.

Matthias Lech, Project Lead: Like the back of his hand: That's how you could sum up Matthias's knowledge of the agricultural industry; the trends, the players, the newcomers.

He has been working in the business for over a decade. The agricultural scientist is well experienced in event management and marketing. Winning the German Online Communication Award (2016) confirmed his ability to think outside the box in a rather conservative field. Having a knack for networking and identifying actual progress made his move to project lead an easy one.

Josefin Lehmann, Community Management: To talk about trends in agtech is one thing. To actually know what you're talking about is another. Josefin is about to become an agricultural scientist and already holds a degree in international business administration. Both make her a perfect fit for the team. She knows how to take new ideas to different audiences and how to execute tailored marketing campaigns for Farm & Food. An interest in and appreciation for foreign cultures have her travel the world whenever time and money allow it. Therefore, Farm & Food's international alignment matched her agenda and she joined the team in 2018.

Sarah Liebigt, Editorial Office: How to introduce the newest member to the network? What do farmers themselves have to say? Which news, which debates are relevant for whom and how do we use and expand the variety of topics covered by Farm & Food? As a journalist, Sarah Liebigt knows when and where to talk about what and with whom. Whether its interview, flyer, article, tweet, pitch or PR piece. The instinct to define new trends and target groups or to set topics as Farm & Food itself: That's what the Berlin native brings with her.

Ticket sales for the fifth Farm & Food Congress will begin in September 2019, when the team will be working flat out to make the upcoming Congress a worthwhile highlight in the agricultural business: A dense programme, exciting formats and countless opportunities for partners and members of the Farm & Food network to exchange ideas and information make Farm & Food 2020 once again the most important event in the industry. /ff40

400 GUESTS AT FARM & FOOD 4.0

The Future is digital

21.01.2019 – Press Release



"Agriculture is the driver and pioneer of digitization." This was said by Federal Agriculture Minister Julia Klöckner in a speech at the Farm & Food 4.0 congress today in Berlin. Digitalization is changing the world at a breathtaking speed, especially in agriculture. In particular, city dwellers are often not at all aware of how innovative agriculture is and to what extent it already uses digital technology, Klöckner said.

The Farm & Food 4.0 congress on digitisation in agriculture attracted more than 400 participants from science, business and politics. The experts discussed how a sustainable agrifood system can best benefit from digitization.

The presentations and discussions focused, for example, on the use of current technologies for harvesting, data sovereignty in digital value creation networks, Pioneering AgTech, disruptive technologies, new business models and the AgriFood system of the future.

Federal Minister Klöckner announced that a total of 60 million Euros would be made available for the Federal Programme for Digitisation in Agriculture by 2022. There are great opportunities for digitisation right now, but much more research is needed, e.g. on data security and data sovereignty, on expanding networks to the very last milk bottle or on developing decentralised software solutions. "Digitisation in agriculture needs a good infrastructure in rural areas", Klöckner explained her offensive stance in the discussion on the introduction of the new 5G mobile radio technology.

Digitalisation in agriculture has an enormous potential, also in the global context of feeding a growing world population. It is already doing considerable work in terms of resource conservation and sustainability, for example when it comes to the use of drones or precision farming with plant-specific fertilization and targeted crop protection.

The participants of Farm & Food 4.0 also discussed the idea of Clean Meat, digital distribution structures and block chain technology, which could bring more transparency into the food chain. They also discussed new models for cooperation and the agricultural business of the future. At the Farm & Food 4.0 congress, established companies and start-ups showed how innovation leadership can be secured in the long term. /ff40

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