



SIMA
SIMAGENA SIMAVIP

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EDITORIAL

MARTINE DÉGREMONT SIMA-SIMAGENA EXHIBITION DIRECTOR



INNOVATION IN THE SPOTLIGHT FOR AN EXPANDING EVENT!

SIMA-SIMAGENA 2015, which will take place from 22 to 26 February 2015 at the Parc des Expositions, Paris-Nord Villepinte, will be more innovative, bigger and more international!

With emphasis on innovation, the main theme that will be expressed at all levels and in all events, the exhibition has a growing surface area, an increasing number of new exhibitors and a more well-developed range of sectoral products and services.

"INNOVATION FIRST !" - SETTING THE PACE FOR SIMA-SIMAGENA 2015

Watchword of the forthcoming exhibition, the slogan "Innovation First!" will be applied around 3 topics: material (techniques, equipment,...), crops (large-scale crops, tropical crops, specialised crops,...) and the human factor (regions, development of professions, the place of the farmer,...).

It will be expressed in the exhibition through:

- the **Innovation First! Area**: a veritable laboratory of ideas that will combine the work of French and international engineering schools with forecast scenarios on the topic

of "agriculture until 2050", and the **Innovation Gallery**, showcase of the 2015 SIMA Innovation Awards;
- events, with **International Forums, Conferences** and **Practical Workshops**.

More than 600 new products will be presented by the exhibitors.

And, to show how far we have come in less than a century, the **Flashback Area** presents old equipment, showing to what extent there has been revolution in the development of agricultural machinery! Still in matters of innovation.

A SIMA-SIMAGENA THAT IS CONSTANTLY GROWING

As proof of its dynamism and international influence, **the exhibition has registered 25% of new exhibitors and sectors that are growing strongly. This trend has led to the exhibition relocating to halls 3 to 7**, for greater surface area and comfort.

Hall 7 will host SIMAGENA and equipment for stock breeding, materials handling, transport and methanation.

Concerning hall 3, it will contain the expanding range of "Parts and components" products, which will also be more visible.

Lastly, to be even more comprehensive, **two more product ranges will be on show** in 2015 through visitor demand: professional equipment for green areas and equipment for tropical and specialised crops.

AN EXHIBITION THAT IS EVEN MORE INTERNATIONAL

SIMA-SIMAGENA is also notable this year due to the **significant increase in international presence**. Note the unprecedented participation of South Korea, Croatia, Estonia, Greece and Lithuania, and the significant increase in the exhibition surface area for certain countries (Turkey, India, Germany,...), which is proof of the exhibition's attractiveness. In total, more than 40 countries are represented.

Concerning visitors, 248,800 entries from 145 countries were registered at the last exhibition, and more than 300 delegations of purchasers and foreign opinion leaders are expected to be there in 2015. Concerning the countries

under the spotlight, South Africa, Mexico and Japan, they will be at the centre of meetings with experts intended for exhibitors and practical workshops, during which the investment opportunities will be sketched out.

At the dawn of the technological and organisational revolutions that are affecting the world of agriculture, the agricultural equipment sector is joining forces to meet the challenge, and its exhibition, SIMA-SIMAGENA, aims more than ever to be a place of discussion, sharing, business and new ideas.

Prepare yourself well for SIMA-SIMAGENA 2015!

WHAT'S NEW AND HIGH POINTS OF SIMA

FOCUSED ON INNOVATION

HALLS 3 TO 7

NEW SECTOR LAYOUT **NEW**

Proof of its dynamism, SIMA's surface area is expanding and it is relocating to halls 3 to 7:

- Halls 3 and 4 (partly): parts and components, with exhibitors grouped by sector (tyres, New Technologies for Information and Communication, ...) for improved visibility for visitors and corporate purchasers
- Hall 4: storage/silos
- Hall 5b: irrigation/equipment for green areas (with a specific itinerary)
- Hall 7: SIMAGENA, equipment for stock breeding, materials handling, transport and methanation.

Also, to meet visitor demand, a "Tropical and Specialised Crops" itinerary will be included in the Visitor's Guide and New Products will be given out at the entrances to the exhibition.

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RECEPTION AREA
HALL 6

THE INNOVATION FIRST! AREA **NEW**

A veritable laboratory of ideas, this area will host the various events on Innovation for the entire duration of the exhibition:

- the result of the work of French and international engineering schools on their vision of the agriculture of tomorrow,
- forecast scenarios until 2050, created by both agricultural and non-agricultural professional organisations,
- portraits of innovative French and foreign farmers,
- the Innovation Gallery, showcase of the 2015 SIMA Innovation Awards

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VIP CLUB – HALL 5A

FINANCING MEETINGS, BY BPIFRANCE **NEW**

Bpifrance, subsidiary of the Caisse des Dépôts et de l'État, supports companies in their financing plans and provides enhanced support to innovation and exports, in partnership with Ubifrance and Coface. Bpifrance account executives will be at the service of exhibitors at the exhibition, to provide solutions to all their requirements for financing, innovation and investment, through personalised interviews.

Tuesday 24 February – from 8:30 a.m. to 9:30 a.m. – Reserved for French exhibitors

VIP CLUB – HALL 5A

THE MECHANICAL PRESENTATIONS BY THE CETIM (2ND TIME THIS EVENT HAS TAKEN PLACE)

For the second time, the SIMA will host the "Mechanical Presentations", given by the CETIM (Technical Centre for the Mechanical Industries). To cope with the requirements of mechanical performance and energy consumption, part of the mechanics are going through a profound period of change, transitioning from metal to composites, to obtain lighter structures. These presentations let you explore thermoplastic composites and technological strategy at the service of agricultural machinery.

Wednesday 25 February – from 8:30 a.m. to 9:30 a.m. – Reserved for exhibitors

A-SIMAGENA 2015

HALLS 3-4

THE FLASHBACK AREA **NEW**

A quick look at the innovation of yesterday, the Flashback Area will present an exhibition of old equipment, showing to what extent there has been a revolution in the development of agricultural machinery!

AGRI CENTER
MEZZANINE HALL 4

INTERNATIONAL FORUMS

7 conferences presented by numerous partners will be on the International Forums programme. Organised in the form of debates, talks and discussions with speakers from various countries, they will give visitors a cross-disciplinary update on all agricultural topics, addressing subjects such as: "Agriculture, environment and the regions: the role of agricultural technicians in a changing Europe"; "Isobus – functionalities for interconnection: what progress since 2013?"; "From seeds to marketing: what innovations?",...

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SIMA AGORA
MEZZANINE HALL 3

CONFERENCES

The SIMA-SIMAGENA will offer 6 conferences during the exhibition on topics as varied as: "Recycling and agriculture: why is France the world champion?"; "Innovations are raining down in irrigation"; "Drones: a vector of progress for agriculture",...

These conferences will be an opportunity to discuss the economic and technical challenges of the sector in terms of production, innovation, sustainable development and marketing.

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HALL 7

PRACTICAL WORKSHOPS

22 practical workshops (each of 30 minutes) will allow discussions on the subjects currently in the news and concerning outlets in the sector. Led by experts (in French/English), the workshops will use testimonies to address various issues connected with sustainable development, marketing, occupations and production. "Methanation in the dry stage for stock-breeding facilities"; "The life of the soil and vegetable cover"; "Risks related to driving tractors over long periods"; "The quality of compost: the issue facing the industry",...

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HALL 7

THE JOBS VILLAGE **NEW**

A place for discussion and meetings, the Jobs Village will offer a cross-disciplinary overview of the various jobs within the agricultural equipment sector and its opportunities (training, transfer, employment, ...). A highly-varied range of professions related to the primary sector (production), secondary sector (processing) and the services sector are available. With the presence of Jeunes Agriculteurs (young farmers), Aprodema, Ihdrea...

HALL 7

JOB DATINGS ORGANISED BY APECITA

The agricultural equipment sector currently has over 5,000 vacancies to fill. To allow every opportunity for recruiters to fill their jobs and applicants to find a job, APECITA (specialist in employment and recruitment in agricultural equipment) offers job dating sessions. These express meetings of 15 to 20 minutes take place in the Jobs Village (Hall 7) during the entire exhibition.

ONLINE

SIMA BUSINESS MEETINGS **NEW**

This service lets exhibitors establish relationships with visitors to the SIMA who plan to purchase, in the form of one-to-one meetings. During their pre-registration on SIMA's web site, the visitors complete a detailed form. Exhibitors read the forms and offer meetings at their stands to visitors whose plans have caught their attention, via a dedicated platform.

THREE COUNTRIES IN THE SPOTLIGHT: SOUTH AFRICA, MEXICO AND JAPAN **NEW**

These 3 countries will be at the focus of:

- **Ubifrance meetings**, intended for French exhibitors, for getting updates on the specifics and opportunities of each market;
- **practical workshops**, open to visitors and exhibitors, that will be followed by **sessions where you can taste local products**.

You should also note:

- appointments with other Ubifrance experts - stand 5A H51
- meetings with European distributors, organised by Climmar - stand 5A H59

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INTERNATIONAL
BUSINESS CLUB
MEZZANINE HALL 6

THE NETWORKING WALL **NEW**

This lets visitors make contact simply, practically and directly, with foreign visitors. They only have to leave their business cards on the "wall" located at the entrance to the International Business Club.

THE AGRICULTURAL BEST PRACTICES AREA HAS BECOME HUBAGRO

NEW

For the 11th collective SIMA-SIMAGENA exhibition, the 10 partners of the "Agricultural Best Practices Area" – professional organisations, services organisations, agricultural supplies and research and technical institutes – have developed their positioning and created the HubAgro. A crossroads of technical, economic and environmental innovations, the HubAgro offers farmers advice, solutions and services that are effective and innovative and that respect health, safety and the environment, allowing them to be drivers of their own success.

🔥 DAILY COMMENTED DEMONSTRATIONS

Drones for precision agriculture, secured connection, mini-robot carrier-follower, agricultural-packaging recycling model, methanation unit, ...

🔥 HUBAGRO'S GOOD PRACTICES TRAIL

A selection, by a jury, of products, services and equipment that contributes to improving best practices on the ground. With 3 favourites presented on HubAgro's stand.

🔥 SIMA'S BIGGEST BOOKSHOP

With publications from technical institutes and research organisations.

🔥 MINI-CONFERENCES

Short talks on a selection of themes related to technical, economic and environmental performance.



AROUND THE SIMAGENA

THE SIMAGENA RING

The 5 days of the exhibition will feature open shows, European auctions and sales presentations. SIMAGENA will provide a meeting place for the cattle breeding sector in France, Europe and the rest of the world. For this version on the topic of "hornless" cattle, 200 farmers, European livestock breeders and 250 cattle of 7 breeds (dairy and beef) will be presented.

OPEN SHOW ON THE HORNLESS CHAROLAIS

NEW

With a panel of international judges.

Sunday 22 February – 1:30 p.m.

SALES OF MULTI-BREED SIMBEEF

Recognised throughout Europe, it brings together large-scale buyers from throughout the whole of Europe. The Limousine, Charolaise, Aubrac, Salers, and Blonde d'Aquitaine breeds will be represented.

Wednesday 25 February – 5:00 p.m.

COMPETITION ON PRIMIPAROUS HOLSTEIN COWS

NEW

Tuesday 24 February – 10:00 a.m.

SALE OF THE NATURALLY-HORNLESS CHAROLAIS BREEDING STOCK

NEW

Gènes Diffusion in collaboration with KBS Genetic.

Sunday 22 February – 5:00 p.m.

THE EXHIBITION AT A GLANCE

General Manager,
Comexposium Agriculture and Food

Division
Valérie Lobry

Exhibition Director
Martine Dégremont

City
Paris-Nord Villepinte

Dates
Sunday 22 to Thursday 26 February 2015

Hours
8.30 am – 6 pm

Frequency
Biennial - odd years

Creation date
1922

Halls
3 - 4 - 5A - 5B - 6 - 7

IN BRIEF

1,740

exhibitors
from more than
40 countries

25%

new
exhibitors

more than
600 new
products

France:

14%

new
exhibitors

International:

38%

new
exhibitors

STRONGLY GROWING SECTORS

(surface area)



Traction

Soil working equipment

Potatoes – beetroot

Parts and components

Material handling – trailers

VISITORS

(2013 figures)



● 248,800 professional entries, including 25% from abroad

● 145 countries represented

● 330 international delegations

SIMAGENA

(on 20 November 2014)

The international gathering of professionals in breeding

● 200 farmer exhibitors, European breeders

● 250 cattle

● 7 cattle breeds

- Milk: Holstein, Montbéliarde
- Beef: Aubrac, Blonde d'Aquitaine, Charolaise, Limousine, Salers

● open shows with genome selection criteria

● European auctions (milk and beef)

VISITOR PROFILE

(2013 figures)

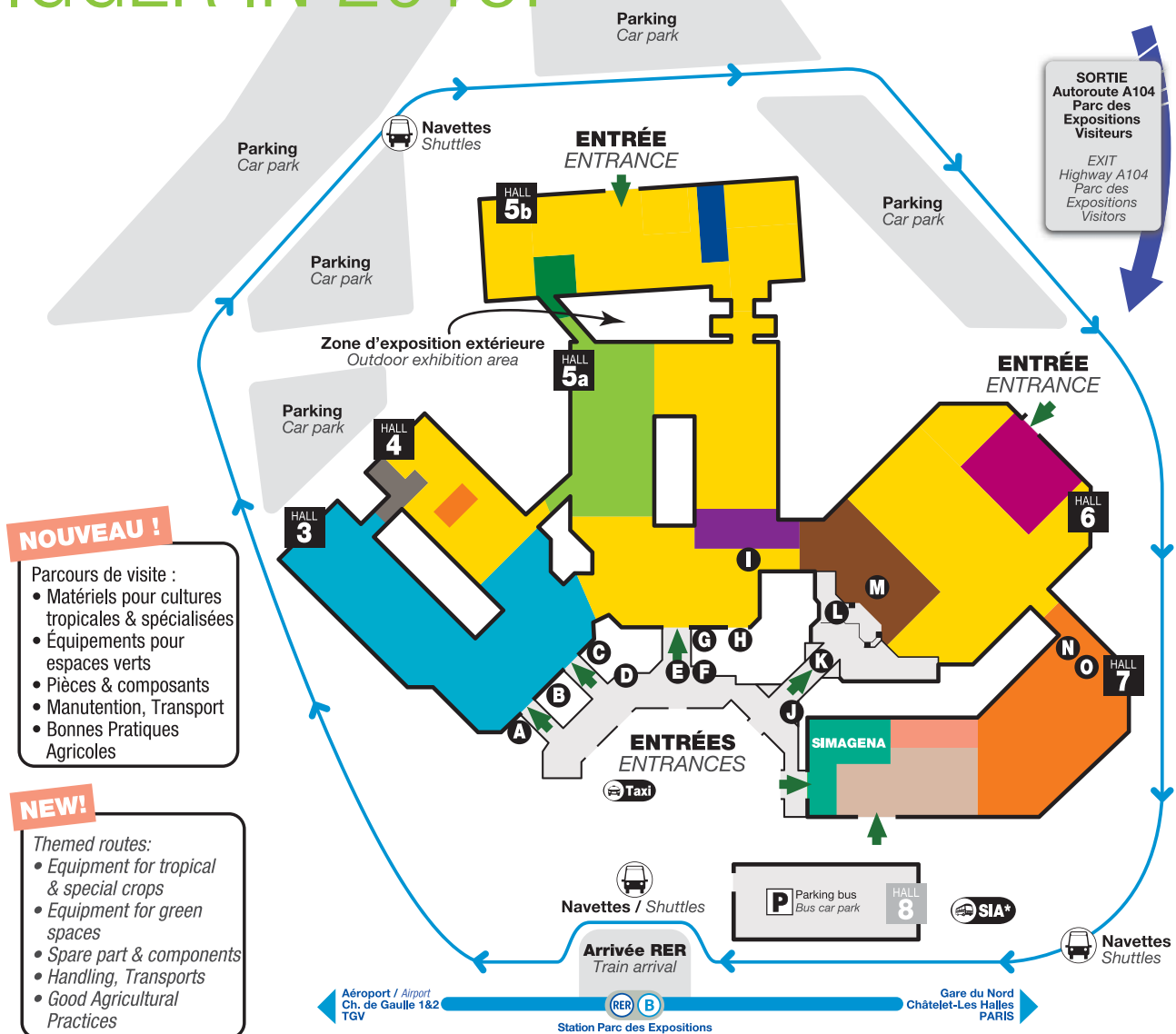
● 80% of visitors were buyers (farmers, breeders, traders, cooperatives, elected representatives, etc.)

● 20% were opinion-leaders (retailers, dealers, importers)

● 72% of visitors were farm or company managers

● 75% of visitors declared that SIMA helped them make the decision for their purchases

HALLS 3 TO 7: SIMA WILL BE EVEN BIGGER IN 2015!



* Navettes gratuites pour le Salon International de l'Agriculture / Free shuttles for Paris International Agricultural Show

- Traction, Travail du sol, Récolte, Services / Tractors, Soil tillage, Harvesting equipment, Services
- Équipements pro pour espaces verts / Pro equipment for green spaces
- Irrigation / Irrigation
- Espace rural et forestier, Bois énergie / Rural and forestry area, Wood energy
- Services & Institutions / Services & Institutions
- Protection des plantes / Plant protection
- Culture, récolte, conservation, conditionnement betteraves, pommes de terre, fruits & légumes / Crops, harvesting, storage, packaging of beets, potatoes, fruits & vegetables
- Manutention, Transport / Handling, Transports
- Méthanisation / Biogas
- Matériel de traite et d'élevage / Milking and breeding equipment
- Bâtiments de stockage / Storage buildings
- Pièces & Composants, Agriculture de précision, Services / Spare parts and components, Precision farming, Services

- A** Conférences techniques (Agora SIMA - mezzanine hall 3) / Technical talks (Agora SIMA - mezzanine hall 3)
- B** Espace Flashback / Flashback area
- C** Rencontres internationales (AgriCenter - mezzanine hall 4) / International meetings (AgriCenter - mezzanine hall 4)
- D** Loges des services / Concierge service
- E** Espace presse internationale / International press area
- F** Service de presse / Press center
- G** Club VIP / VIP club
- H** Commissariat général des exposants / Organiser's office
- I** Espace des Bonnes Pratiques Agricoles / Good Agricultural Practices area
- J** Espace Innovation first / Innovation first area
- K** Galerie de l'innovation / Innovation gallery
- L** International Business Club
- M** SIMA TV by Terre-net Media
- N** Ateliers du SIMA / SIMA workshops
- O** Village des métiers / Jobs village





SIMA

LAB



INNOVATION, WATCHWORD OF SIMA-SIMAGENA 2015

The large quantity of innovations presented at SIMA-SIMAGENA reveals the dynamism of the industrialists producing agricultural equipment. Year after year, they carefully incorporate spectacular progress into their equipment coming from disciplines that were initially as different as earth sciences, life sciences, engineering sciences and human sciences.

In fact, such distinctions no longer make much sense as we see that the convergence of technologies (the famous NBIC: Nanotechnologies, Biotechnologies, Information technologies and Cognitive sciences) is giving rise to new applications that are very quickly exploited to improve equipment (we no longer dare to talk about mechanisation), now fitted with unprecedented abilities: sensors capable of detecting data from their environment, from the all-encompassing to the tiny, from climatic change down to plant seeds, as well as monitoring world markets; sophisticated devices for remote control, possibly from a distance, providing the benefit of information collected and reprocessed to cover most of the functions required by farming and stock breeding; ever more efficient instruments for measurement and evaluation,...

Agriculture at the beginning of the twenty-first century is definitely not what it was a hundred years earlier, in the era when the combination of the human (lots of men, women and children) and the animal constituted, of course, together with nature, the essential ingredients for agricultural production. It is no longer, as it still was a few decades ago, under the influence of the growth of mechanisation and the petrochemical industry, both combining their efforts to benefit constant research into better yields... It has become very high-precision agriculture, using equipment that is in some respects doubtless more advanced than that currently in use in the automobile sector, that can be self-controlled or remote-controlled by farmers who are sometimes themselves at the cutting edge of progress in the functions of remotely controlling their equipment.

Having new agricultural equipment that so quickly incorporates all of the progress of science and technology is without any doubt a major advantage, providing that farmers can make the corresponding investments, not only to buy them (or rent them), but also to acquire the new skills required to use them optimally, or to develop new products and techniques that take into account the changes to requirements, the opportunities and the new constraints that are constantly appearing.

I want to speak here about a world population that is growing strongly and which, quite naturally, aspires to move beyond the under-developed stage and be able to feed itself, not only in terms of quantity but also of quality (and, incidentally, will be increasingly confronted with problems of fresh water supply) and to be able to live longer in good health (as food plays a key role in this matter, without even mentioning nutraceuticals). But I am also thinking of non-food outlets for agriculture, of the role that it can play in the ecological transition: firstly, by consuming fewer raw materials, including energy; secondly perhaps by being itself a producer, not only of energy but of other new plant or animal-based materials that overcome the physical limits of non-renewable raw materials.

The consequences of the theory of the three development stages are disastrous, as it leads us to believe that after the agricultural era must come the industrial era which, in turn, will give way to a "post-industrial" or "services" era. Although, indeed, in the rich countries, the number of people working directly in agriculture has reduced and very many of them have gone to work in industry, this has not prevented agricultural production from increasing through its industrialisation, particularly through the progress of mechanisation, the increasing use of industrial imports and, downstream of farm production, the development of agro-food industries. The fact that we are now seeing a decline in industrial employment and an increase in the number of people working in services, particularly high-value-added services, does not mean that industry and agriculture will become any less important. The value chain of agro-food products, like all other products coming from soil cultivation, will change but, at all levels, more information and greater intelligence will have to be introduced, including for detecting relevant information, understanding it, interpreting it and taking advantage of it in order to act.

Will progress in agricultural mechanisation and agricultural equipment lead to a form of agriculture that is completely robotic, from which men are excluded as workers, with the economy of rural areas then being based mainly on tourism and leisure, beginning with retired people who, today, are the drivers of the "residential" or "face-to-face" economy... or even a form of non-soil agriculture in areas that are completely artificial? Will agriculture eventually appear as the product of a happy alliance (or reconciliation) between nature, men and the sciences relating to it?

THE INNOVATION FIRST! AREA

A veritable ideas laboratory, this area will include several events around innovation: the results of the work of French and international engineering schools on their view of the agriculture of the future, forecast scenarios until 2050 created by professional organisations, both agricultural and non-agricultural, portraits of innovative French and foreign farmers, and the Innovation Gallery, showcase of the 2015 SIMA Innovation Awards.

PARTNERS FROM ALL DIRECTIONS

Numerous partners have joined forces to imagine the agriculture of tomorrow and its impact on the agricultural equipment professions. Amongst them:

- competitiveness clusters, which transfer technologies,



- Irstéa, France's public agricultural and environmental research Institute,



- the CETIM (Technical Centre for Mechanical Industries),



- the chambers of agriculture which, through the Innov'Action programme, show the innovations of farmers on their farms,



- and French and international engineering schools.

FORECAST SCENARIOS AGRICULTURE UNTIL 2050

At the exhibition, the SIMA and its partners will present a vision of the agriculture of tomorrow, around three topics:

• Equipment

Over the last few years, the new technologies of information and communication have been revolutionising the agricultural business: greater precision through numerous more efficient and economical sensors; greater intelligence thanks to the networking of numerous data; faster action through automated systems and therefore less impact on the environment, giving greater efficiency and added-value for the farmer.

The challenge for tomorrow's agriculture will be to do more with less. In the agricultural equipment sector, embedded systems and aerospace technology will be used to best effect

Example scenario: Big data

Embedded systems, drones and satellites will supply a multitude of data. Expert systems, computer systems and agronomic systems will process this data, both individually for each farmer and collectively, like an expert social network, secure and anonymous. The data from each of them will collectively serve to

improve the efficiency of diagnostics for the community.

The farmer will always have freedom of choice, between agricultural advice, his/her own database and the community's database. This information will be able to quickly and efficiently manage problems: for example, when it starts raining or a storm begins, weather data from sensors or tools located on plots several kilometres away will be processed and will give a real-time alert so that the expert farmer can take a decision: preventive action, sheltering livestock, etc.

Example scenario: Technology transfer

Reducing the structural weight of agricultural facilities is now a reality: consuming less fuel, compacting less earth,... are priorities.

This question of weight reduction can be handled in different ways: downsizing, use of new materials,... in an environment subject to economic constraints.

These requirements for weight reduction are similar to those in the automobile sector.

The agricultural machinery profession can benefit from developments carried out on reducing the weight of mechanical structures through the use of composite materials.

Example scenario: Connected and environmentally-friendly vehicles

Vehicles in convoy (small, so less soil compaction) working simultaneously on different tasks (soil preparation, sowing, harvesting,...). The farmer puts a tablet or a smartphone at the edge of the field to remotely control these robots, which interact. His/her carrying robot, equipped with an infrared camera, follows him/her everywhere.

The farmer uses a drone for his/her spreading, for locating zones to be irrigated and treated, then for applying phytosanitary products.

• Crops

New crops will be grown to cope with environmental, climatic and economic issues. Crop rotation will provide the benefit of systemic advantages between crops: maintenance of soil fertility, drop in disease pressure,... These new crops will be commercially developed according to the concept of bio-refinery, favouring the production of foodstuffs, then materials and lastly, energy. New agricultural working techniques will be necessary and will directly affect agricultural equipment.

Example scenario:

Crop rotation / Soil / New usage patterns

The preservation of soil fertility will be a central element in agricultural activities. Agro-ecology will be preferred or even imposed. Plant coverage is now accepted and will be used according to its benefits and desired functions: nitrogen capture, the fight against weeds,... The soil will be worked to favour the action of these plants. Sowing and the provision of controlled-dissemination soil revitalisation products will be carried out in a single stage. A crop will be able to be planted on another crop that is still in place. Autonomous and with several sensors on board, agricultural equipment will supply information on the state of the plants in place and will supplement the dynamic map of the plot.

Intermediate crops will be used to supply the industry for the commercial development of agricultural products, for food or non-food uses. The crops that are planted may serve to produce energy on the farm; but primarily, they will be used for developing new chemical molecules by extraction from plants, fermentation,... These molecules will be used in the composition of products for the protection of plants, animal nutrition, new plastics,...

• People and the regions

Farmers of tomorrow will run farms that are even more extensive than today. From his/her production region, he/she will be connected to the world and to each individual: from world markets to local supply chains. He/she will be more of a decision-maker and less of a "doer" and will therefore need to be assisted in his/her daily tasks. Autonomous or semi-autonomous agricultural equipment will be necessary.

Example scenario: New jobs and new functions of the farmer

At the interface between restrictive factors – time and the hardship factor while working – and enablers for getting closer to the consumer and his/her customers, the farmer of tomorrow will be a connected decision-maker and will have autonomous or semi-autonomous equipment at his/her disposal. Mechanisation may allow him/her to save time on tasks of lower added-value or that involve hardship, to devote himself/herself to tasks with higher added-value (decision). He/she may, for example, control the work of a fleet of autonomous robots using new communication technologies and connected objects. He/she will maintain his/her expertise in planning work and programming the tasks of each tool and each employee.

Using these same technologies, the farmer will manage his/her customers, whether they are on the other side of the world or local. He/she will be active in worldwide markets and amongst a community of local consumers.

CALL FOR CONTRIBUTIONS FROM ENGINEERING SCHOOLS

For the first time, SIMA-SIMAGENA is calling upon French and international engineering schools concerning the topic: **"Your vision of tomorrow's agriculture or how to feed 7 billion people in 2050 while respecting the earth's environment"**

Future graduates are invited to select one of the 4 discussion topics proposed:

- Project n° 1 - Large-scale cultivation: how to farm more efficiently while taking biodiversity into account?
- Project n°2 - Precision livestock farming: reality or fiction?
- Project n°3 - What does the future hold for connected farmers, agro-managers and so on?
- Project n°4 - Conservation of water resources: precision irrigation



Throughout the duration of the show, visitors and exhibitors will be able to discover the content of the chosen projects.



SIMA

INNOVATION
AWARDS



INNOVATION IN AGRO-EQUIPMENT AND THE MAIN TRENDS OF

By **Jean-Marc Bournigal**, President of the selection committee
and **Gilbert Grenier, Frédéric Vigier et René Autellet**, technological advisors

Three main trends are highlighted by the results of the SIMA Innovations Awards 2015; one of them marks a major turning point in the relationship between machines and agronomy:

- 1. The development of the AgroTIC⁽¹⁾.** The machine positions itself at the core of the farm's information system and its various components (mechanical, electronic, automated control and IT) are closely associated and interdependent. The machines participate in «*Measured agriculture*» or *AgroTICTM*, because they collect information that will be transmitted, analysed and used to add value in agronomic terms, and these machines will be capable of adjusting their actions from the feedback that they will receive (what is known as «*Data Driven Agriculture*» in English-speaking countries).
- 2. The safety of machines and operators.** As the increase in the size of machines has led to more risks for their users, manufacturers are innovating to resolve problems such as connecting machines, the risks of overturning and the detection of obstacles.
- 3. The performance of machines and production outputs.** Over the last few decades, production outputs have been increased by increasing the size of machines, and in particular, working widths. This development raises the problem of agricultural machines travelling on roads. Manufacturers are now turning towards other optimisations, such as improving the working speed, reducing downtime or increasing the performance of the internal circuits of the machines.

1 - THE MACHINE BECOMES A CONNECTED OBJECT AT THE CORE OF THE FARM'S INFORMATION AND COMMUNICATION SYSTEM: L'AGROTICTM

Applications on smartphones and tablets, Isobus network, Internet connections, ... these are all tools and systems that are generalised on farms. Nowadays, it is the functions offered by these tools, which have reached maturity, that provide innovation.

- **The Isobus network** can offer new functions or improve existing ones: controlling internal components becomes more precise and individualised. These are the beginnings of Computer-Assisted Agronomy. It is thus possible to precisely adjust doses of fertiliser, pesticides or seeds, element by element, like the **high-speed precision seed drill** from John Deere (**Gold Medal**) or **automatic and independent adjustment on a centrifuge fertiliser spreader** from Sulky Burel (**Special Mention**).
Data is collected both concerning the workings of the machine (the GPS position and working parameters are recorded), and concerning the crop itself, to make best use of

this information at the agronomic level, as in the John Deere **high-speed seed-drill**. This type of approach is also found on tools that are not Isobus, like the **system for guiding a harrowing machine by computer vision and centrimetric GPS** from Razol (**Special Mention**) or the **autonomous robot for harrowing and acquisition of crop monitoring data** from Carré (**Special Mention**).

- **Transferring information between different systems** is still quite complicated, as users are confronted with compatibility problems. **The precision agriculture software module** from MaFerme-Néotic (**Special Mention**) allows smooth exchange of data with no compatibility problems and in both directions (transmission of data and reception of advice), between the agricultural machine's Isobus network and the provider of the remote detection service by satellite or drone.

Thanks to the use of roaming tools (tablet computers, ...)

(1) AgroTICTM is a specialisation common to the engineering schools Montpellier SupAgro and Bordeaux Sciences Agro. Over the last 20 years, it has been training engineers in the dual skills of Agronomy and ICT (Information & Communication Technologies).

Müller Electronick France is offering **an efficient and useful tool for diagnosing, detecting and locating breakdowns for Isobus tools (Special Mention)**.

Concerning compatibility between equipment, the AEF has provided a new web application for **checking the compatibility between tractors and Isobus tools (Special Mention)**.

- **The use of tablets and smartphones** is growing strongly, with applications intended mainly to facilitate data collection and product traceability. This is the case of **the farm-management assistance application and tool from Hardi-Evrard (Special Mention)** which automatically scans and records the pesticide products used.
- **The use of electric motors** is growing strongly. Certain tools such as fertiliser spreaders and seed drills are now entirely driven by small electric motors instead of mechanical or hydraulic transmissions. But this recent trend assumes that

the tractor can supply the necessary electrical power. With its **system for sharing electricity between the farm, the tractor and tools (Special Mention)**, John Deere offers a complete solution, from storing electricity produced on the farm until its use to drive the various motors present on the attached tools or to provide extra power to the tractor.

- **In matters of ICT and new technologies** for collecting ground data and for ever more targeted intervention in plots, the trend is also towards the **use of robots and drones**. In this «drones for agriculture» sector, there are numerous and often identical service proposals for farmers. This goes from the collection of remote-detection images or other information to the spreading of liquid or solid products.

2 - THE SAFETY OF MACHINES AND OPERATORS

Safety is an essential element in the design of machines, but the usage conditions of machines and the potential risks related to farming are often significant obstacles to innovation.

- To combat the risk of **musculo-skeletal disorders**, certain manufacturers are trying to provide solutions to stop the driver having to undergo contortions. Thus, **Claas offers a panoramic cab (Gold Medal)** in which the upper horizontal crosspiece has been eliminated, to give a wider field of vision. The **«Head high vision» system** offered by Agtronix (**Special Mention**) lets the driver see selected information and images from on-board cameras displayed on the tractor's windscreen, while continuing to look in the line of advance. Lastly, IFM Electronic offers **an intelligent 3-D detector for mobile machinery (Special Mention)**, capable of detecting the position, size, trajectory and speed relative to around twenty obstacles placed in its field of vision.
- To combat the risk of the vehicle overturning, Merlo is offering a **system to control the transversal stability of telescopic loaders (Special Mention)**, as a supplement to the existing longitudinal control.

- To help to prevent accidents in the tool connection and de-connection phases, several manufacturers offer systems for assistance or automation in connecting the tractor and its tools, or connecting tools between each other. Thus, the **fully automated connection system** from John Deere (**Silver Medal**) can connect all semi-mounted tools without descending from the cab. The tractor just needs to be placed in front of the tool and the operation is triggered: the tractor, guided by a camera, reverses towards the tool, to couple it. When locking the connecting system, all servo-mechanisms are connected. For its part, Rolland Remorques offers **an easy system for connecting trailers with auto-piloted axles (Special Mention)** which allows one person to effortlessly connect the axle jacks for a vehicle with 2 or 3 axles. The system locks automatically after the first few metres of motion.
- Lastly, to combat accidents related to handling pesticides, Berthoud offers a **secure intake system (Silver Medal)** which avoids any risk while using or rinsing the drums.



3 - THE PERFORMANCE OF MACHINES AND PRODUCTION OUTPUTS

- **In matters of sowing**, speed has long been the enemy of quality and precision. With the **high-speed precision seed drill** from John Deere (**Gold medal**), it is possible to sow at high speed (> 16 km/h) while obtaining excellent sowing quality.
- **In the field of pressing and taping**, numerous manufacturers offer innovations this year concerning increased production outputs and/or simplification of taping operations. With its **non-stop combined hay press-baler**, Kverneland (**Silver Medal**) obtains a great increase in production output. Its 2-chamber system, which alternately fills with fodder, can press and tape without interruption.
With the **integrated system for taping round bales**, the manufacturer McHale (**Special Mention**) provides a taped bale without binding by string or thread. The taping film holds the bale and provides better fodder quality because the air is expelled from the bale when it is bound with the taping film.
- **Transition from harvesting one crop to another** (wheat/oilseed rape, for example) now requires the necessary modifications to the machine to be carried out quickly. With the **cutter bar** from Claas (**Special Mention**), it is possible to make the changes to the cut in less than a minute and with no tools.
Still in the area of harvesting cereals, the trend is towards improving the performance of the internal circuits of machines (particularly separation and ventilation). The recovery of chaff is also studied closely. Usable as litter or to produce power, it contains weed seeds that are harmful for subsequent crops. Perard offers a system for recovering chaff (**Special Mention**) that can collect and package it and get rid of most of the weed seeds.
- Concerning the maintenance of irrigation facilities, Lindsay Europe presents **an anti-puncture wheel, with no tyre or chamber**, for irrigation ramps (**Special Mention**). This wheel requires no monitoring or maintenance.
- Concerning **performance**, the trend is towards **tracking down unnecessary expenses**. Comer Industries Spa is offering a system aiming to improve the efficiency of **oil-bath brakes** (**Special Mention**). In normal operation, the oil is not in contact with the brake discs, but is injected only while braking, which reduces energy dissipation because the oil is no longer agitated by the discs.
- The trend is also towards **quality of work**, particularly in the area of spraying. Horsch presents a **crop spraying machine** (**Special Mention**) fitted with **slot nozzles with an angle of 80° and placed every 25 cm**. Combined with a ramp stabilisation system, these nozzles make it possible to lower the ramp as close as possible to the vegetation, thus improving the penetration of products while limiting drift.



RESULTS

OF THE 2015 SIMA INNOVATION AWARDS

GOLD MEDALS



CLAAS

Panoramic cab

JOHN DEERE

High-speed precision seed drill

SILVER MEDALS



BERTHOUD

Secure pesticide-products intake

JOHN DEERE

Fully-automated connection system

KVERNELAND
GROUP

Non-stop combined press-baler

SPECIAL MENTIONS



AEF	Web application for checking compatibility between tractors – tools – Isobus consoles
AGROTRONIX	Head high vision
CARRE	Robot for hoeing and aid with decision-making
CLAAS	Cutter bar
COMER INDUSTRIES	Solution to improve the efficiency of oil-bath brakes
HARDI-EVRARD	Application and tool for assistance with farm management
HORSCH	Crop spraying machine
IFM ELECTRONIC	Intelligent 3-D detector for mobile machinery
JOHN DEERE	System for sharing electricity between the farm, the tractor and tools
LINDSAY EUROPE	Anti-puncture wheel, with no tyre or chamber for frontal irrigation pivot and ramp
MAFERME-NEOTIC	Full web precision agriculture module
McHale	Press-baler with plastic-film binding system
MERLO	Lateral and longitudinal machine stability control system
MULLER ELEKTRONIK	Diagnostic tool for Isobus machines
PERARD	Chaff recovery
RAZOL	Guidance system for a harrowing machine by computer vision and centrimetric GPS
REMORQUES ROLLAND	Easy connection system for trailers with auto-piloted axles
SULKY BUREL	Automatic adjustment of independent right and left sides on an Isobus centrifuge spreader

GOLD MEDALS



CLAAS

Panoramic cab

Product trade name: Panoramic Cab for new Arion 400

The new cab structure of the ARION T4f offers an optimal view of the front loader and/or front lift, thanks to a wide continuous 90° field of vision.

The main characteristic is that it has successfully eliminated the upper horizontal crosspiece, which until now has been essential for successfully passing regulatory tests for protection against falling objects. From the floor to the roof, the large windscreen of 2.41 m² provides optimal visibility from the driver's seat. No blind angles obstruct the driver's visibility of his/her loader, making it possible to be always seated in the most comfortable position. All of the repetitive movements causing cervical and lumbar fatigue are therefore eliminated, as is the resulting backache. It is remarkable progress in terms of prevention, safety, comfort and productivity.



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JOHN DEERE

High-speed precision seed drill

Product trade name: Exactemerge Seed Drill

On this seed drill, the descent tube is replaced by a brush-belt. The seeds are actively transferred from the dispensing system to the belt, which transports them at controlled vertical speed to the base of the furrow.

The speeds of the dispensing element and the brush-belt for each sowing element are driven at the speed of advance. The seeds are placed at the base of the furrow with a nil horizontal speed, avoiding any risk of rebound and rolling. The speed determined at the level of the dispenser is fully complied with, including at high working speeds (up to 20 km/h).

The electric drive to the sowing elements can be manually or automatically cut off (edges, points).

It also allows automatically or manually varying the density of sowing (according to a pre-established map). Lastly, it opens the way, eventually, to row-by-row adjustment.

The seed counter fitted on each sowing element provides a display in the cabin, via the SeedStar console, of the essential parameters, such as: row spacing (row by row), momentary sowing density and the surface that has been sown. The sowing parameters can be transmitted in real



time via Wireless Data Transfer and recorded on the portal MyJohnDeere.com, and the user can thus obtain a very precise map of the quality of the sowing (map showing missing and duplicated areas, the speed of work, the support pressure, ...)

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SILVER MEDALS



BERTHOUD

Secure pesticide-products intake

Product trade name: B-safe

The B-safe system from BERTHOUD offers a secure solution for introducing pesticide products into crop spraying machines. The introduction of the various liquid products, and complete rinsing, is done without contact with the operator or the surrounding environment. This solution can equip all crop spraying machines, whether new or already in service, and is distinguished by its ease of use and adaptability to most of the product drums available on the market.

The system, which requires manual implementation, is composed of four separate parts: an adaptation handle, a rinsing jet tube, a Venturi and two quick connectors. This system was developed to connect to all appliances having an intake hopper, while leaving the option for the operator to continue to use this intake hopper for solid products.

B-safe thus eliminates the following known risks of

contamination and pollution: – drum lid dirty – risk of overturning the drum after opening – product inhalation – splashes projected onto the operator and around the hopper – splashes projected when rinsing the drum.



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JOHN DEERE

Fully automated connection system

Product trade name: Autoconnect

The AutoConnect system is composed, on the tractor side, of a telescopic lifting hook equipped with a sphere, and, around the shaft of the power take-off, a plate carrying various female plugs, and at the rear of the cab, two cameras. On the tool side, a block is easily and quickly fitted on the original boom, including the female half-sphere, a plate carrying the male plugs and centralisers, and a support for the universal joint for the power take-off. The electrical, hydraulic and pneumatic servo-mechanisms for the tool are connected to this plate. An inclined panel with black and white squares is used as a target for the cameras. The whole acts as a hydraulic jack for the tool. Assembly does not require any modification to the tool.

To connect, the driver reverses the tractor roughly in line with the axis. Within less than 10 m from the tool, he/she triggers the manoeuvre from his/her console. The cameras, acting on the tractor's transmission and steering, guide it towards the tool. Once the boom has been connected and raised, the telescopic arm retracts, connecting and then locking the power take-off and the various plugs.



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KVERNELAND GROUP

Non-stop combined press-baler

Product trade name: Vicon Fastbale

The Fastbale is composed of a round bale press fitted with 2 fixed-volume chambers, alongside a double rotary-element baler with no transfer system.

The core of the bale is shaped in the pre-chamber. Then, the flow of material coming from the supply rotor and the pre-shaped bale are both sent to the larger main chamber. The bale continues its formation until it reaches the maximum diameter of 1.25 m. The flow of material is then redirected to the pre-chamber while, at the rear, binding takes place in the main chamber. When this stage is finished, the door of the press opens and the bale is transferred to the film wrapping machine by pure gravity, with no mechanical elements. Once the door is closed, the press is in its initial configuration and the cycle can continue... Then, the film wrapping begins at the rear: the double rotary elements apply the film at high speed. When the cycle is finished, the rear part of the film wrapping machine lifts up to release the bale at ground level.

The capacity of conventional presses and combined press-balers is limited by the sequence where the bale is bound and ejected, when the progress of the tractor is stopped and the work is interrupted. Fastbale overcomes

these stages. Yield and usage comfort are increased. Consumption and wear are limited.

Versatility is optimal because the Fastbale can be used in all types of green or dry products, in combined press-baler mode or in pressing mode alone. In the latter case, the bale is directly placed on the ground, as with a standard press.



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SPECIAL MENTIONS

Agricultural Industry Electronics Foundation (AEF)

Web application for checking compatibility between tractors – tools – Isobus consoles

Product trade name: AEF ISOBUS Database

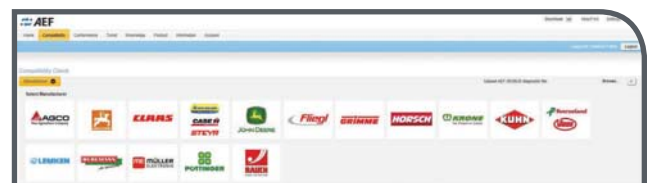
The AEF has developed a test for the compliance of Isobus products. The results of these tests are stored in the AEF ISOBUS Database, www.aef-isobus-database.org. This freely-accessible database lets users check the compatibility between the tractors – tools – consoles that they plan to purchase. In just a few clicks, the user connects the equipment together and sees whether the selected combination is compatible and what functionalities it has. It is also possible to compare several alternatives. If an appliance is not in the database, it is because it is not certified.

Problem identification by the after-sales service is just as quick. And, if this were not enough, the user can directly contact the manufacturer using a ticket to obtain help.

All of the problems encountered and their solutions are documented in the database. This database is therefore constantly growing. This information is important because it contributes to improving the service provided to farmers and agricultural entrepreneurs. It avoids having

to research the causes of a malfunction each time.

Ultimately, the AEF-ISOBUS is a valuable tool for all players in the agricultural field (users, dealers and manufacturers) when the new worldwide ISOBUS standards are used.



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AGROTRONIX

Head high vision

Product trade name: VTH user interface

The tractor is equipped with an on-board computer fitted with a pico-projector. The computer displays the information desired by the user on the tractor's windscreen.

This information is recovered on the CAN network. What is more, the user can also embed video coming from one or two cameras installed on the towed machine or the tractor. The comfortable display of all control and guidance systems is not done to the detriment of continuous monitoring of the cab's field of vision. The user can look in front of the tractor while having access to the information that he/she considers essential.



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CARRE

Robot for hoeing and aid with decision-making

Product trade name: Anatis

This connected environmentally-friendly agricultural robot is totally autonomous in crop maintenance. It works the ground to mechanically weed the soil, providing better water infiltration at the foot of the crop and optimising inputs.

At the same time, it analyses the soil and the crop in place to help with decision-making via a plot report.

As well as working the soil by hoeing, it collects crop monitoring data: presence of weeds, density and progress of the crop, luminosity, hygrometry and the temperature of the soil and the air.

Its purpose: to establish a cooperative process between man and machine to process this data and guide the farmer in his/her decisions.

It moves using a laser, camera and GPS guidance unit. Its electric motor means that it is environmentally-friendly (silent and no polluting emissions). Its progress can be monitored by connecting to your smartphone or tablet. It is a combined solution for crop maintenance that both

works the ground and processes indicators for sustainable agriculture.



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CLAAS

Cutter bar

Product trade name: Vario cutter bar

The new CLAAS VARIO cutter, by adjusting the distance between the saw and the screw, optimises the flow according to the harvest, adapting the length of the straw to reach the maximum flow with the combine harvester. The total run of the apron is 700 mm. The apron can be retracted by 100 mm for short crops and extended by 600 mm for oilseed rape, directly from the



driving position. The cutter has a very simple sequence of events, with no conversion and no tools, for the entire run of the apron. This provides significant time savings for converting the cut between different crops, particularly the new constraints related to cereals and oilseed rape. Furthermore, changes to farm structures and the common purchase or joint-ownership purchase of combine harvesters justify the benefits of such a

system. Unique in the market, this cutter also has an automated system for putting it in the transport position.

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COMER INDUSTRIES

Solution to improve the efficiency of oil-bath brakes

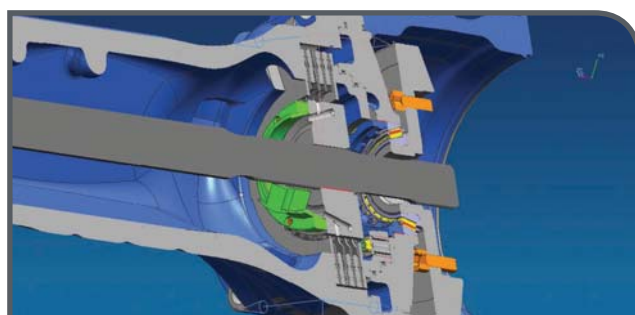
Product trade name: Centriplus

Oil-bath brakes are generally used for service brakes and parking brakes. This approach has a disadvantage due to the speed of the disk rotation, which is normally high (up to 1,500 rpm). This causes movement and agitation of the oil, with energy dissipation and a high temperature.

After this technical solution, the brake unit is isolated by two counter-discs at the end and the brake discs are not immersed in the gear oil, which avoids heat dissipation due to friction. The lubrication of surfaces is necessary to the correct functioning of the brakes. It is ensured by a system that draws off the gear oil to control its access to the interior of the discs by centrifugal action (hence the name CENTRIPLUS). An opening in the separation system in the upper part of the axle lets the oil exit and recirculate. The system therefore remains lubricated and remains efficient in the braking phase.

A pump controls the draw-off of the gear oil towards the brake unit, thus cooling and lubricating the friction surfaces.

The solution is intended for self-driven agricultural machines equipped with internal oil-bath brakes, particularly telescopic lifts (telescopic arm loaders), also used for feeding cattle.



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HARDI-EVRARD

Application and tool for assistance with farm management

Product trade name: Evrard-ScanApp

The EVRARD-ScanApp is an application on smartphone and tablet that simplifies the data entry necessary for the mandatory tracking of phytopharmaceutical products used in each plot. It can scan their barcodes to identify them and manage communication with the REGULOR 6 terminal of the HARDI-EVRARD crop spraying machine via Wi-Fi. The data memorised in the embedded plot documentation file may subsequently be transmitted via an SD memory card to the plot management software at the farm's head office.

The system therefore improves reliability and simplifies the identification and entry of products used and makes use of the existence of barcodes giving access to all the information on the product used, both concerning its usage instructions and the risks that it entails for the user and his/her environment.



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HORSCH

Crop spraying machine

Product trade name: Leeb GS

The BoomControl Pro is a principle for stabilising and guiding the ramp. Its innovative aspect is that it associates a pivoting ramp frame assembly with active control of its position. The very great stability provided by the system allows the target to be approached as closely as possible. In this context, the LEEB GS provides nozzle gaps at 25 cm for optimal coverage at a low spraying height. This gap between nozzles combined with the great stability of the ramp can optimise the use of nozzles at 80°. This set of solutions can limit drift while working at a high speed.

The CCS rinsing system constantly rinses by backflow. This principle can reach the appropriate dilution very quickly, with a low requirement for fresh water. During rinsing, the fresh water is sent to the tank via a piston-membrane pump. Once in the tank, the fresh water drives the plant treatment mixture and the whole is immediately taken up by the centrifuge pump to be spread by the ramps.



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IFM ELECTRONIC

Intelligent 3-D sensor for mobile machinery

Product trade name: O3M

The 3-D sensor, fixed at the front or rear of the vehicle, can identify the position, size, trajectory and relative speed of about 20 objects in its field of vision (of 70° x 25°).

It uses the «flight time» principle with patented PMD technology (Photonic Mixer Device) offering a very great detection range (>35 metres). Thanks to additional LED lighting, the sensor functions perfectly both day and night, in full sunlight or with reflective materials.

A confidence indicator on each pixel ensures that the transmitted information is reliable. What is more, it includes auto-diagnostic functions (level of dirtiness, temperature, monitoring the lighting system,...) transmitted to the controller. Lastly, the mobile 3-D sensor is perfectly adapted to extreme environments: temperature range from -40° to +85°C, excellent resistance to shock and vibration, with a high protection index (IP69K).



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JOHN DEERE

System for sharing electricity between the farm, the tractor and tools

Product trade name: Battery Boost

The central element of the system is the Battery Boost Tractor, derived from the 6RE model. It is equipped with several AEF bi-directional sockets and a wiring harness allowing current to flow from and to the attached tool. The main innovation is the interchangeable battery connected to the front lift, which, statically, can be used as a buffer to the farm's production network, and which, connected to the tractor, transforms it into a hybrid tractor with interchangeable batteries.

This battery pack can, according to requirements:

- increase the autonomy of the tractor,
- supply additional power to its transmission,
- supply additional power directly to the tool, via the tractor's wiring harness (e.g.: trailers with electrically-driven axles). In certain cases, we can therefore temporarily double the power of the tractor-tool combination.

All of the components of the system are fitted with AEF sockets, giving it real Plug and Play functionality.



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LINDSAY EUROPE

Anti-puncture wheel, with no tyre or chamber for frontal irrigation pivot and ramp

Product trade name: NFTrax

The NFTrax wheel from Lindsay for frontal irrigation pivot or ramp combines the advantages of a metal wheel not subject to the risk of puncture with those of a tyre, for which the flexibility adapts to ground irregularities. These advantages avoid all of the problems, costs and time lost to maintenance, downtime and disruption of irrigation.

The NFTrax includes a wheel rim, a tread specially adapted for irrigation and an attachment system between these two components. The design of the tread, produced with a steel cable core and UV-resistant vulcanised rubber, associated with the design of the attachment parts at the edge of the wheel, fulfils the functions of a tyre but without air.

The structure of the tread, thanks to its shape and controlled flexion, is designed to maximise traction and minimise slipping and soil damage (creation of ruts) caused by the repeated passage of wheels. Furthermore, the lack of a sidewall, as on tyres, reduces the movement of earth in the track of the wheel.

The track is thus maintained in the best possible condition throughout the irrigation season.



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MAFERME-NEOTIC

Full web precision agriculture module

Product trade name: PreciZion

PreciZion is a module integrated with the current online plot management solutions, Agreo and Atland. It aims to simplify and increase communications with the precision-agriculture consoles equipping tractors. PreciZion functions as a bridge between machines and the plot management system and ensures that systems are interoperable transparently for the user. The ergonomics have been designed to be the most efficient, intuitive and simple possible for farmers to use, fully integrated with their farm management solution.

Simple but efficient functionalities:

- Data export using a USB drive or wireless to the console in the ISOXML and other formats is firmly intended to be a simple solution, focused on the future. The export also concerns the repository and the tasks prepared by the farmer and checked at the regulatory level, as well as recommendations sent by his/her adviser.
- Importing completed tasks and associated maps makes best use of data, to take it into account in decisions that are strategic for the farm.

The data consultation and archiving aims to constitute

a genuine database focused on «precision agriculture» for the farmer.



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McHale

Press-baler with plastic-film binding system

Product trade name: McHale Fusion 3 PLUS

The McHale Fusion 3 Plus press-baler uses a new binding system that can apply several layers of plastic film in the pressing chamber instead of string or thread.

When the bale is completely shaped in the pressing chamber, several layers of binding film are automatically applied instead of the traditional string or thread binding. The bale is then transferred to the baler part of the machine, which lets the operator continue harvesting.

The automatic process of binding then takes place and binds the bale consistently, with similar layer density on all sides of the bale (cylindrical part and the flat sides).

With this system, there is an increase in the density of bales and, above all, an improvement in the quality of fodder and it is better preserved because the air is expelled from the bale during pressing and the film that is applied then keeps the bale compact (no release).

Handling operations are easier, particularly for distribution because there is now only one product to be cut and then recycled.



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MERLO

Lateral and longitudinal machine stability control system

Product trade name: TSS - Merlo Transversal Stability System

The Merlo control system ensures the safety and lateral and rear stability of the telescopic loader. In order to ensure that the machine remains entirely stable (frontal longitudinal, rear lateral and longitudinal), the Merlo system is able to read, 100 times per second, all of the important parameters related to the stability of the machine, namely the load on each wheel, the position of the telescopic boom, the telescoping, the angle and load lifted, the inclination of the chassis and the recognition of the attachments on the telescopic boom.

The dedicated electronic unit analyses the information from all the sensors on board the machine and keeps the driver informed, using the display in the cab, concerning the stability of the machine in all directions.

The system constantly works out all the operational stability parameters of the Merlo telescopic appliance and intervenes, according to the type of problem detected, by warning the driver or possibly blocking the manoeuvres that would threaten the stability of the machine.



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MULLER ELEKTRONIK

Diagnostic tool for Isobus machines

Product trade name: InsightME

The InsightME application is an overall diagnostic concept that is based on a communications link established using a CAN/Wi-Fi interface. This allows a tablet or smartphone to be connected to the machine's CAN/ISO 11783 network and also allows the technician to communicate with the electronic modules. This application, developed to function on mobile equipment, can therefore display information coming directly from the machine without being physically connected to the CAN network. This mobile equipment, thanks to its 3G/4G connection, can also serve as a gateway to a remote service. This application allows the technician to easily diagnose the real cause of a technical breakdown.

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PERARD

Chaff recovery

Product trade name: VMP Pérard

Chaff is generally dispersed on the field after harvesting and is not recovered. However, the presence of weed seeds in the chaff raises the problem of their germination and regrowth. Recovery resolves the problem of weeds, while also saving time for the farmer and, through various reuse channels, provides additional income.

The VMP is fitted on the combine harvester just by screwing it onto the rear connection and likewise on a connection at the front left axle. The system quickly and easily adapts to various recent combine harvesters. For road transport, the VMP connects to the combine harvester's conveyor and folds in two.

The VMP system for harvesting and packaging chaff is automated (control electronics with console in the cab) and has its own power (integrated internal combustion engine).

The separate harvesting of this biomass opens up new outlets. Fine and light, chaff is litter that is particularly pleasant for poultry, dairy cows and lactating sows. Chaff that has served as litter is a

good substrate for a methane producer because it is rich and easily transported. The compost that results from the fermentation process in a biogas unit can then be spread.



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RAZOL

System for guiding a harrowing machine by computer vision and centrimetric GPS

Product trade name: Agrogeovisio®

The AGROGEOVISIO® system associates guidance by vision and by centrimetric GPS to control a harrowing machine in all crop situations.

The harrowing machine is guided in the row using an intermediate three-point. This guidance can be done either by computer vision or by centrimetric GPS according to the state of coverage of the crop.

A data collection system constantly records the position and size of each plant in a dated database. This can monitor the vivacity of plants and automatically map and zone the plots, while performing the harrowing work or other operations using the intermediate three-point.

This system includes an innovative centrimetric GPS that provides centrimetric positioning without using RTK technology and for a cost that is much lower than the RTK GPS.



Contact:

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plezer@razol.fr

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Remorques ROLLAND

Easy connection system for trailers with auto-piloted axles

Product trade name: Roll-Link

The ROLL-LINK system allows a single person to easily and safely connect a vehicle of 2 or 3 axles equipped with auto-piloted rear or front/rear axles (in 3 axles). When connecting a 3-axle ROLLAND skip equipped with the ROLL-LINK system, the driver approaches the skip with the tractor, then connects it to the stud and makes the hydraulic connections. In order to easily connect the auto-pilot jacks to the axles, the driver unlocks the system to free the jacks and displaces them using the system's rotation possibilities. This additional displacement will let him/her very easily place the left and right jacks in the couplings fixed on the tractor for this purpose, and lock each stud with the aid of a pin. The driver can then get back in the cab and move forward with the skip. A manoeuvre towards the left, then the right lets him/her unlock the whole system and quickly begin his/her working day. The driver alone has safely carried out this manoeuvre, which currently requires 2

people and/or numerous ascents/descents to/from the tractor's cab.



Contact:

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Treflevez - France

SULKY BUREL

Automatic adjustment of independent right and left sides on an Isobus centrifuge spreader

Product trade name: X40 fertiliser distributor - X50 Isobus

The fertiliser distributor functions using ISOBUS and the universal terminal (UT) including its task controller (TC) and more particularly, the TC-GEO function, is a John Deere 2630 Green Star interface. Using the ISOBUS protocol, the information module for the fertiliser distributor (machine ECU) sends the 12 sections that compose its layer of fertiliser to the task controller in the ISOBUS console in the form of an ISOXML file. This file assigns the left dispenser to sections 1 to 6 and the right dispenser to sections 7 to 12. The machine ECU is designed to send this type of file and the task controller is also developed to receive, read and resend the targeted doses for each of the two dispensers according to two virtual positions of the GPS aerial.

Until now, the automatic adjustment carried out from a recommendation map managed a single dose throughout the entire width. Automatic right / left

adjustment using centrifuge spreading is one step further in precision agriculture.



Contact:

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- France

JURY MEMBERS 2015

Applications were studied by an international jury composed of the best specialists in research, higher education and development, supported by more than one hundred and twenty European experts.

PRESIDENT OF THE JURY

Jean-Marc Bournigal

Executive Chairman of Irstea – France's public agricultural and environmental research Institute

Vice-Chairman Innovation, commercial development and support to the public policies of AllEnvi – National alliance for environmental research.

Chairman of PEER – Partnership for European Environmental Research.



SIMA'S 3 TECHNOLOGICAL ADVISORS

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Independent consultant for manufacturers of agricultural machinery.

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Professor of Automation and Equipment Engineering

Frédéric Vigier

Expert delegate in the Department of Industrial Partnerships and Support for Public Policies at IRSTEA.

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Émilie DONNAT, Project Supervisor - ACTA - France

Philippe ESTANOVE, Independent Consultant - France

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Florentino JUSTE, IMA director - Valencian Institute of Agrarian Research

Olivier MISERQUE, Scientific officer to the Wallonia public service - Agriculture Department - Belgium

Emmanuel PIRON, Manager of the "Spreading" Technology Research Centre - IRSTEA - France

Cédric ROYER, Engineer responsible for agricultural equipment - ITB - France

Philippe VAN KEMPEN, Agricultural Equipment Manager - APCA - France

Ariane VOYATZAKIS, Sectoral manager for agro-food and agriculture - BpiFrance - France





SIMA

INFO +



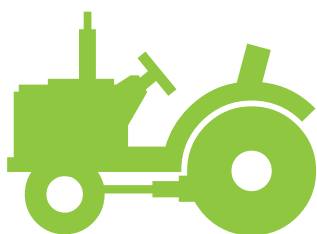
A CLOSER LOOK AT... THE MA

Since the beginning of 2014, orders for agricultural machines have undergone a drop that is more or less appreciable depending on activity sectors and geographical zones. However, the main players in the profession remain optimistic and expect a slight recovery for 2015.

Overview of the various markets.

THE WORLDWIDE MARKET

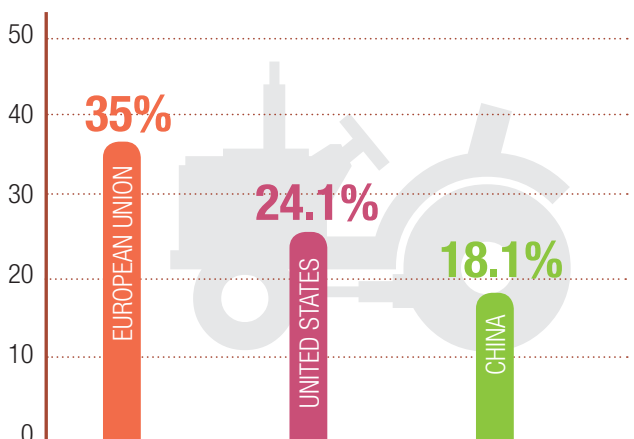
WORLDWIDE AGRICULTURAL EQUIPMENT MARKET IN 2013



2,150,000

tractors sold throughout the world in 2013, representing an increase of 10% compared to 2012. A figure that proves the progress of farm mechanisation in the world.

TOP 3 IN THE WORLDWIDE AGRICULTURAL EQUIPMENT MARKET IN 2013



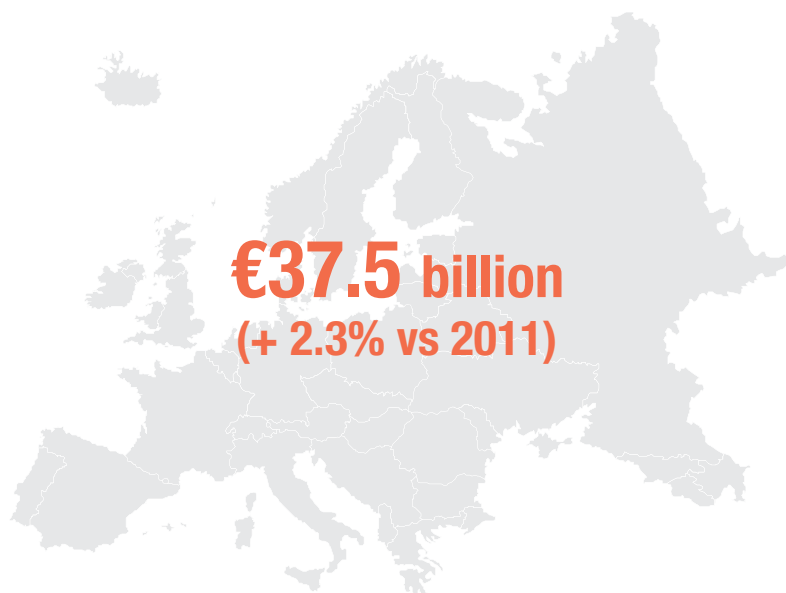
INFO+

According to a survey by Alliance Agriévolution (2013), above-average growth will come from **China, Brazil and Turkey** over the next few months, because of larger order books.

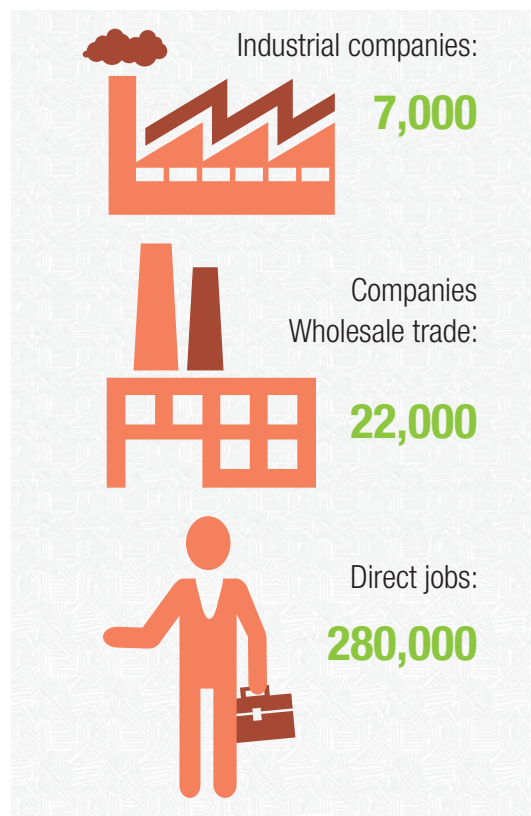
MARKET FOR AGRICULTURAL EQUIPMENT

THE EUROPEAN MARKET

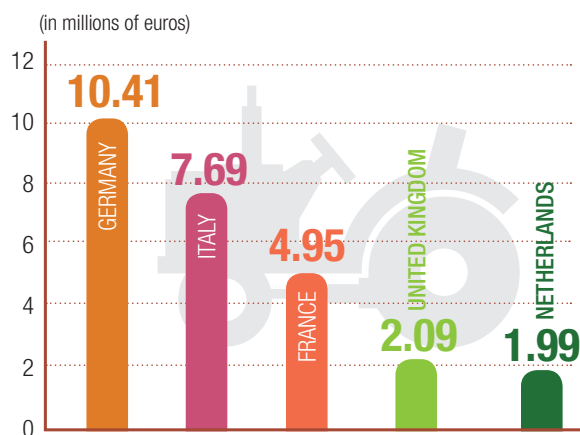
EUROPEAN PRODUCTION (UE 28) IN 2012



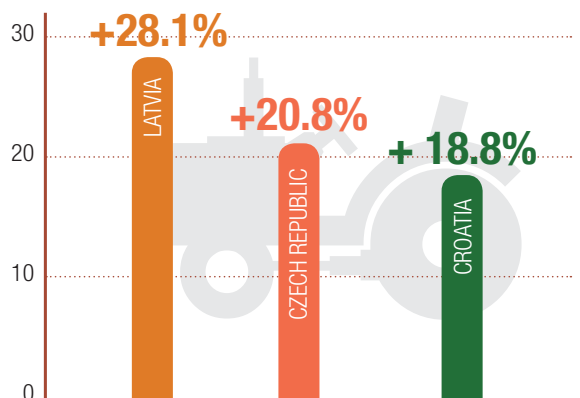
STRUCTURE OF THE AGRICULTURAL EQUIPMENT SECTOR



TOP 5 OF EUROPEAN PRODUCTION OF AGRICULTURAL MACHINES IN 2012



PRODUCTION OF AGRICULTURAL EQUIPMENT: STRONGEST GROWTH IN 2012



INFO +

The economic slowdown in the European agricultural machines industry is becoming confirmed. The index has dropped by 6 points, to -44 in November 2014, thus reflecting pessimistic opinions on growth prospects over the next six months.

Nevertheless, we cannot speak of a consistent development over the entire sector. Numerous companies are still very satisfied with current business and are optimistic concerning growth prospects. Demand for dairy technology remains sustained for certain types of products. Prospects for the Garden/Green areas/Local authorities sector are expected to remain sound.

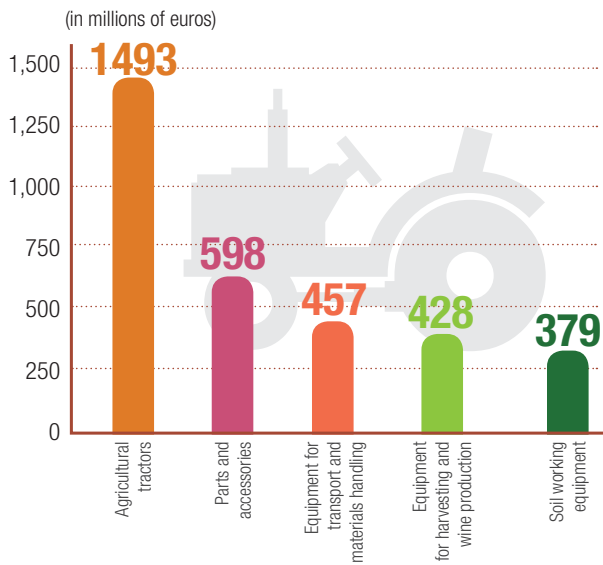
**FRENCH MARKET FOR AGRICULTURAL EQUIPMENT IN 2013:
A NEW RECORD**



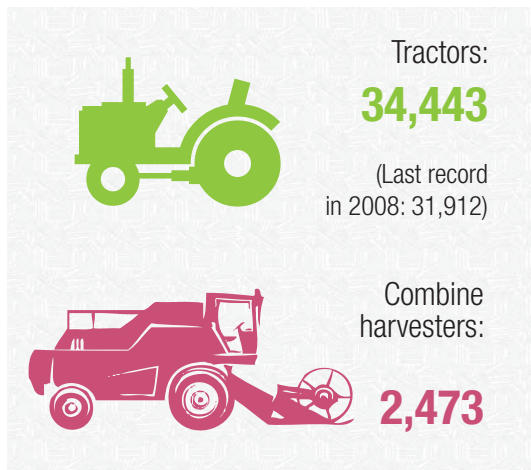
STRUCTURE OF THE AGRICULTURAL EQUIPMENT SECTOR



TOP 5 OF THE PRODUCTION OF AGRICULTURAL EQUIPMENT IN 2012



NUMBER OF REGISTRATIONS IN 2013

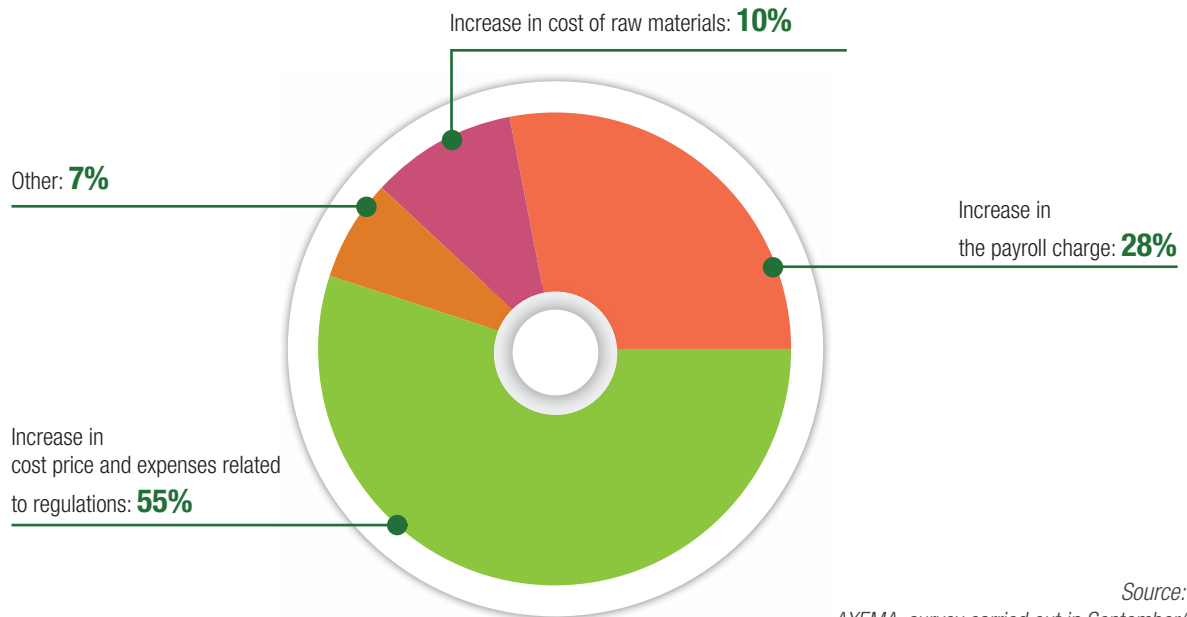


INFO+

67% of French farmers plan to invest over the period 2014-2020.

Amongst them, **83%** would like to invest in machines and equipment.

MAIN FACTORS EXPLAINING THE DROP IN THE MARGINS OF FRENCH INDUSTRIALISTS



Source:
AXEMA, survey carried out in September/
October 2014
amongst 34% of managers

2015 PROSPECTS – BY PATRICK PÉRARD PRESIDENT OF AXEMA



STAGNATION FORECAST, REBALANCING OR PROMISING PROSPECTS?

Since the beginning of 2014, orders for agricultural machines have undergone a drop that is more or less appreciable depending on activity sectors. Ongoing changes to the prices of agricultural products are certainly a good indicator, but they must not be the only one.

For an investment to be useful, its profitability must exceed that of the former generation. If this is not the case, we speak only of renewal. Logically, a moderate drop in agricultural income should cause a reappraisal of production methods and therefore increase investment! This is rarely the case, because a wait-and-see attitude is reassuring.

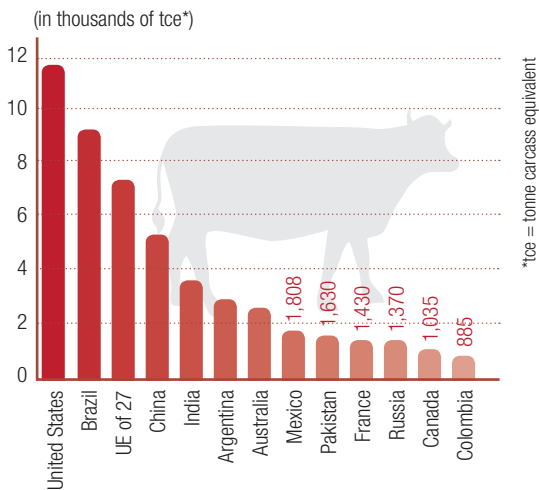
Even though the general environment remains difficult, we are far from the drop in prices of 2009 and the main players in the profession expect a slight recovery for 2015. Let's remember that productivity improvement and respect for the environment remain the focus of agricultural issues, so that innovation can continue to be the main driver of growth for our companies.

A CLOSER LOOK AT... THE

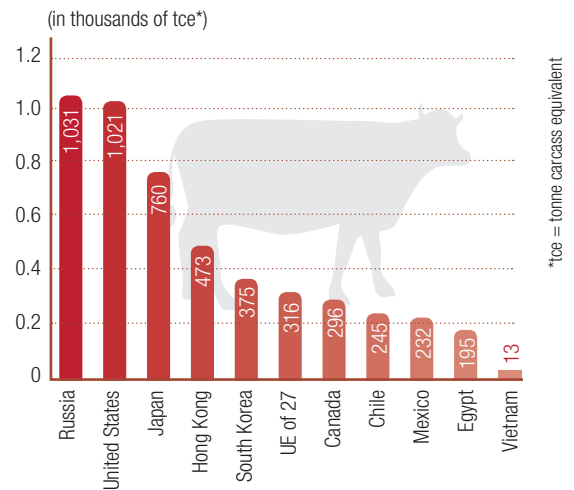
Worldwide demand for cows' milk and beef is growing strongly, driven by the emerging countries. The change in eating habits in these developing countries is a source of new opportunities for breeders to seize.

INCREASING GLOBAL DEMAND

WORLDWIDE BEEF PRODUCTION IN 2013

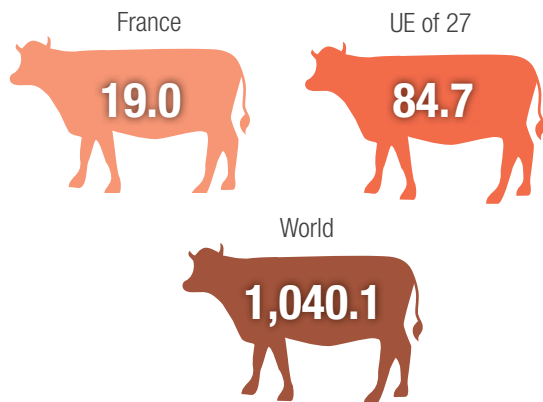


MAIN BEEF IMPORTING COUNTRIES IN 2013

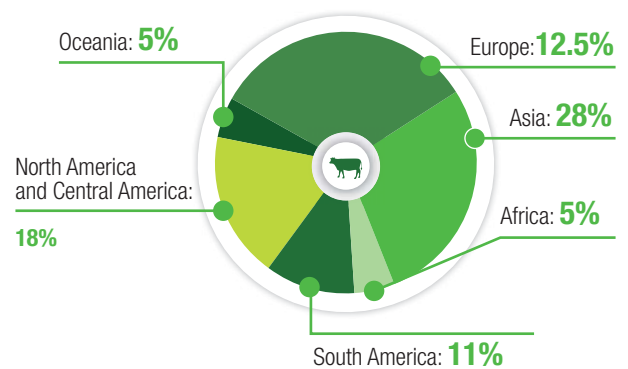


FRENCH, COMMUNITY AND WORLDWIDE CATTLE HERDS IN 2013

(in millions of heads)



PRODUCTION OF COW'S MILK IN 2012



A DYNAMIC FRENCH SECTOR



France is the n° 1 beef producing and consuming country in Europe and the n° 2 European producer of milk after Germany.

TO NOTE

The end of the milk quotas regime on 1 April 2015 means that the face of the French dairy landscape is likely to change.

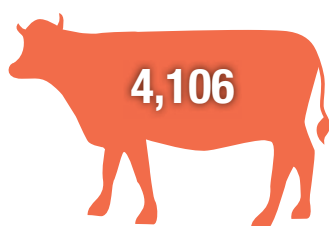
MARKET FOR CATTLE BREEDING

NUMBER OF COWS IN FRANCE ON 1 JANUARY 2014

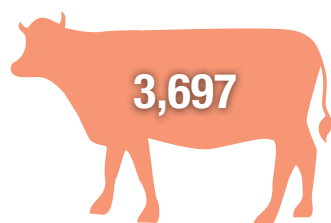
Breed type		Change 2005/2014
Prim'Holstein:	2,464	-7%
Charolais:	1,523	+2%
Limousin:	1,035	+19%
Montbéliarde:	647	+2%
Blonde d'Aquitaine:	482	+12%
Normande:	367	-26%
Salers:	205	+12%
Aubrac:	170	+46%
Crossed*:	591	-14%
Others:	290	-33%
Total:	7,775	-3%

FRENCH LIVESTOCK HERD IN DECEMBER 2013


(in thousands of heads)



Suckling cows



Dairy cows



Researchers from Inra and UNCEIA, as part of an international consortium, have announced that the genomics of 234 cows have been sequenced. This is an important stage in an ambitious project aiming to **obtain the genomes of 1,000 bovines**. This work, published in Nature Genetics on 14 July 2014, opens up the prospect of breeders performing genomic selection of animals. Its overall objective is to reduce the number of bovines with genetic faults and increase the number in good health, which can be used in producing beef and dairy products.

AND WHAT ABOUT THE JOBS MARKET?

The stock breeding industry represents great potential: from production to supervision and consulting, the production systems generate requirements for qualified labour. These jobs are generally accessible through training at levels ranging from the Professional Aptitude Certificate to the Professional Licence. However, new requirements requiring a higher level of skills are starting to appear, in line with changes to the sector (genetics, IT assistance, size of herds, ...) and to the legislation (food security, animal well-being, ...).

3,162 jobs in animal production assigned to APECITA in 2013.

Sources:
 French stock-breeding industry, August 2014, FranceAgriMer
 Employment by field of activity, 2014 edition, APECITA
 The dairy economy in figures, 2014 edition, CNIEL
 agriculture.gouv.fr
 GEB-Institut de l'élevage





SIMA

WORLD

AN INCREASINGLY **INTERN**

SIMA-SIMAGENA 2015 will be more than ever the exhibition for all types of agriculture, whatever the size of the farm or the cultivation method, and for all continents, with the presence of countries representing profitable markets that are growing strongly.

UNPRECEDENTED GROWTH

As proof of its dynamism and its influence abroad, the 76th SIMA-SIMAGENA exhibition is notable for the significant **increase in the international presence**, with:

EXHIBITORS



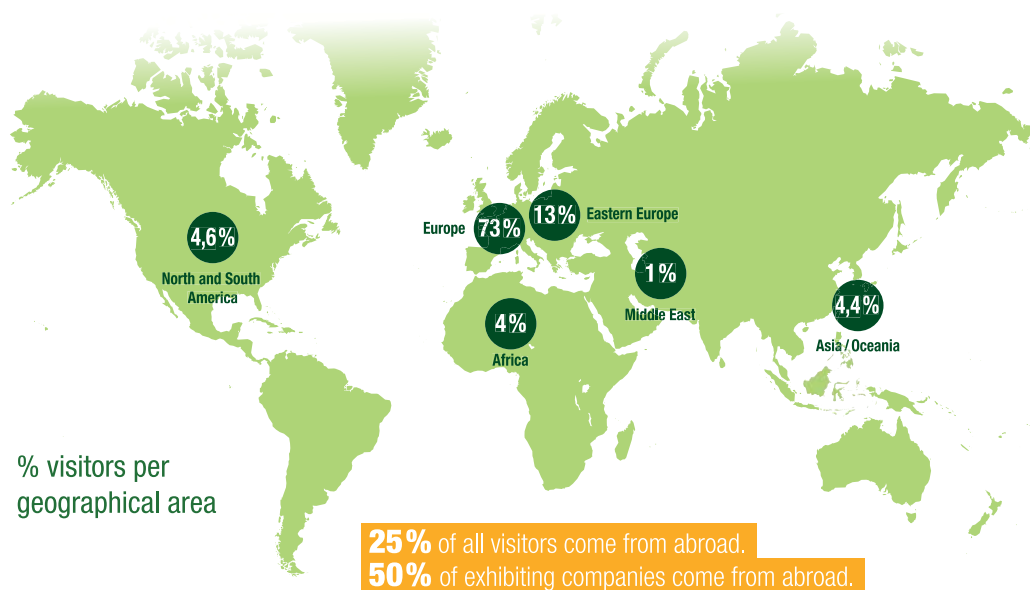
- **More than 40 countries** represented
- **Amongst the foreign exhibitors, 38%** are new
- **New countries:** South Korea, Croatia, Estonia, Greece, Lithuania, ...
- Countries which, after initial participation, have strongly increased their surface area: Poland, Turkey, India, United States, ...
- Countries which have been historically present, which continue to increase the surface of their stands: Germany, The Netherlands, Great Britain, the Czech Republic, ...

VISITORS



- **145 countries** represented
- more than **300 delegations of foreign buyers and opinion-leaders** expected
- **25%** of visitors from abroad

The benchmark international trade show



ATIONAL EVENT

COUNTRIES UNDER THE SPOTLIGHT

South Africa, Mexico and Japan will be under the spotlight, with meetings with experts intended for exhibitors and carried out in cooperation with Ubifrance. They can provide updates on the agricultural equipment sector and the specifics of each market. At the same time, practical workshops open to visitors will give an overview of investment opportunities. They will be followed by sessions during which local products can be tasted.

MONDAY 23 FEBRUARY	
8:00 A.M. – 10:00 A.M.	Experts' meetings <i>International Business Club – mezzanine hall 6</i>
10:30 A.M. – 11:30 A.M.	Workshop: overview of opportunities in South Africa by John Purchase (Agbiz) and Théo de Jajer (Agri SA) <i>Workshops area – hall 7</i>
12.00 P.M.	South Africa under the spotlight: tasting local products in the presence of South African professionals <i>International Business Club – mezzanine hall 6</i>
3:30 P.M. - 4:30 P.M.	Workshop: overview of opportunities in Japan by Akira Nagata (United Nation University - IAS) <i>Workshops area – hall 7</i>
4:30 P.M.	Japan under the spotlight: tasting local products in the presence of Japanese professionals <i>International Business Club – mezzanine hall 6</i>
TUESDAY 24 FEBRUARY	
8:00 A.M. – 10:00 A.M.	Experts' meetings - <i>International Business Club – mezzanine hall 6</i>
10:30 A.M. – 11:30 A.M.	Workshop: overview of opportunities in Mexico by Javier Usabiaga <i>Workshops area – hall 7</i>
12.00 P.M.	Mexico under the spotlight: tasting local products in the presence of Mexican professionals <i>International Business Club – mezzanine hall 6</i>



SOUTH AFRICA

SOUTH AFRICA AT A GLANCE



Surface area: **122 320 100** ha



GDP 2012: **384 Billion**



GDP per capita: **7 508 USD**



Population : **51,8** million inhabitants (2011)



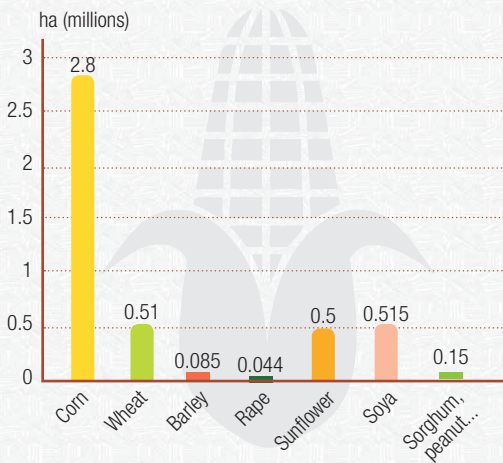
Rural population: **40%**



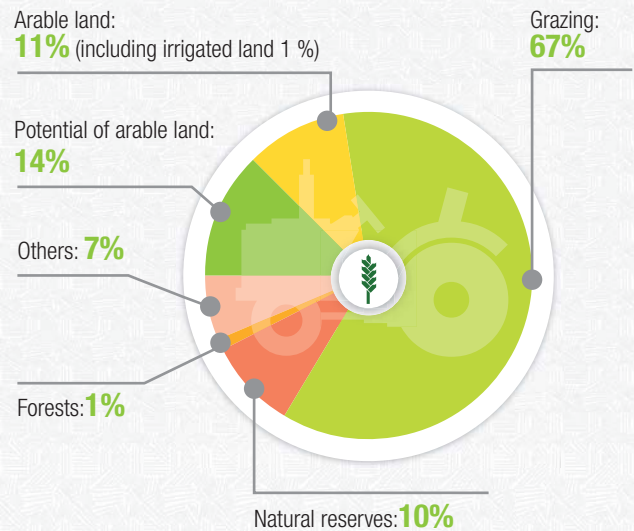
Rate of growth in 2012: **2,5%**

SOUTH AFRICA AND AGRICULTURE

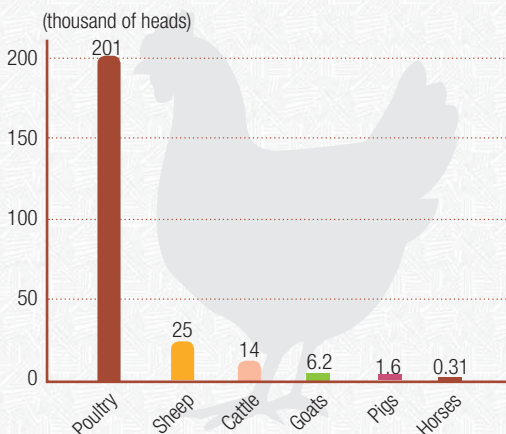
MAIN CROP PRODUCTION



AGRICULTURAL LAND IN SOUTH AFRICA



MAIN LIVESTOCK PRODUCTION



South Africa is the African continent's leading agricultural producer. The agricultural sector accounts for **2.4%** of the country's GDP and **6.5%** of its exports. It employs **4.8%** of the working population. Its agricultural land covers **100** million hectares or **82%** of South African territory. **45,000** farms are commercially run.

||| SOUTH AFRICA AND AGRICULTURAL MACHINERY

Agricultural machinery market:
between **523** and **697** million euros (*source: SAAMA*)



80% of agricultural machinery is imported.
France market share: **4%**



New tractor sales in 2013:
7 500 (5% reduction on 2012)



New combine harvester sales in 2013:
350 (3% increase on 2012)



South Africa's two-tier system of agriculture generates demand for a wide range of agricultural machinery, from simple non-electronic equipment to highly advanced satellite-guided machines. Mechanization has become a major challenge for practically every sector following a rise in agricultural wages.

||| KEY CHALLENGES



MAIN STRENGTHS OF SOUTH AFRICAN AGRICULTURE:

- satisfactory level of agricultural infrastructure,
- efficient, export-driven agriculture, with spring/summer season coinciding with autumn/winter in the northern hemisphere,
- large climatic diversity allows for very varied agricultural production,
- growing internal demand (rise in living standards and demographic growth),
- the development of trade resulting from internal stability, growing regional integration (SADC), the protection of foreign investment and an increasing number of trade agreements.



MAIN WEAKNESSES OF SOUTH AFRICAN AGRICULTURE:

- scarcity of water resources and a wide variation in precipitation set against a background of climate change,
- drop in available agricultural land resulting from expansion of mining,
- insecurity in rural areas,
- complexity of implementing agricultural reform launched 18 years ago.

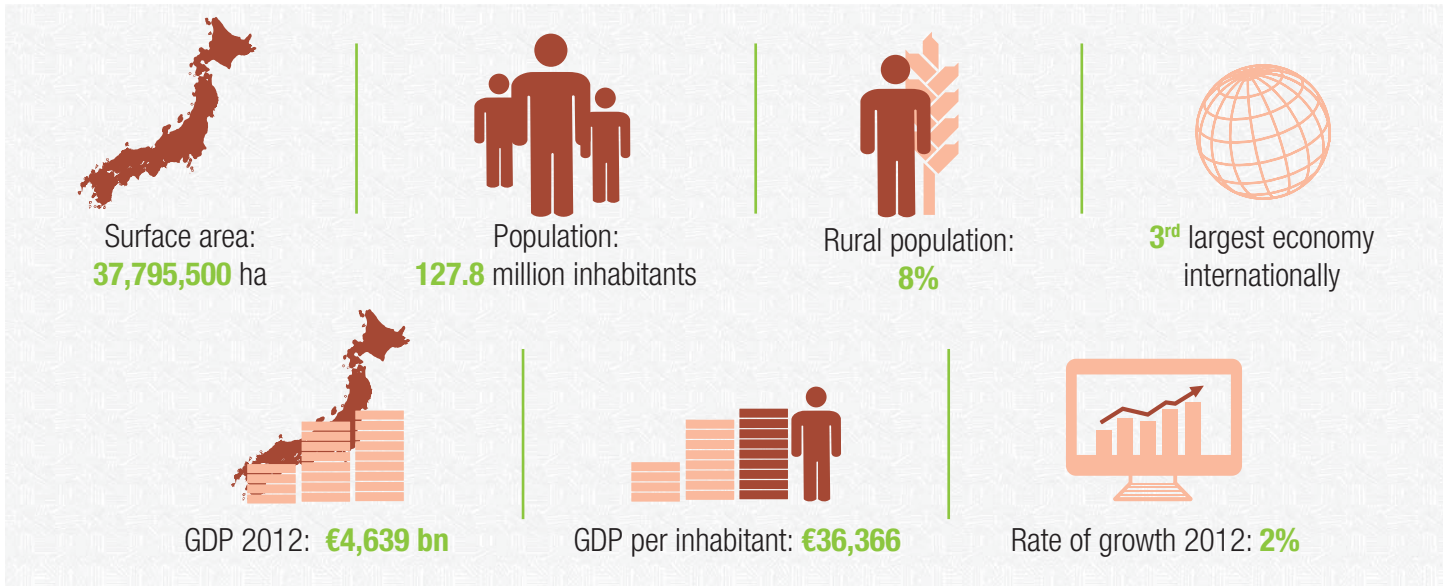
If the South African agricultural sector manages to overcome these various obstacles, it offers numerous comparative advantages that should allow it to rise to food security challenges and help grow the economy and generate jobs

Sources : Ubifrance, Service Études Agrotech 2014 – FAO 2013

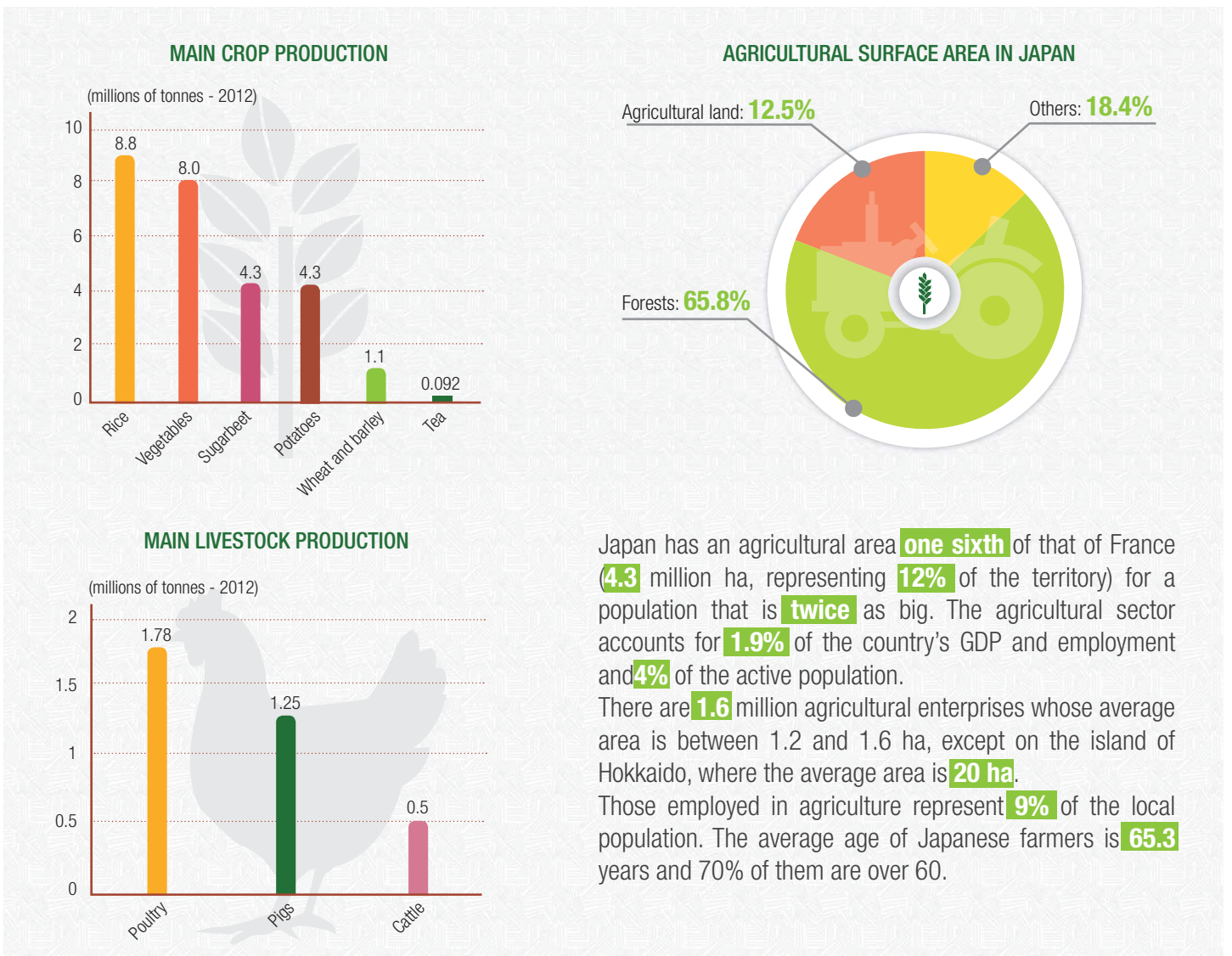


JAPAN

JAPAN AT A GLANCE



JAPAN AND AGRICULTURE



JAPAN AND AGRICULTURAL MACHINERY

National production of tractors: **150,000** units representing **1.9** billion euros of which **100,000** were exported (*in 2013*)



Japanese imports of agricultural equipment: **804** million euros (*in 2013*) representing growth of **+31%** since 2011

+31%

France is the n° 3 supplier country with **86.2** million euros of exports of farming equipment.



Mechanisation is variable depending on the sectors, but it is **growing strongly** due to the power of Japanese industry and major players such as Kubota, Honda, Iseki, Mitsubishi... The market for Japanese agricultural equipment is considered as mature. France represents 11.5% of imports, in front of the United States.

KEY CHALLENGES



THE MAIN POSITIVE SIGNALS CONCERNING JAPANESE AGRICULTURE:

- Japan is a reference market in the Asia/Oceania zone: selling in Japan is a guarantee of quality.
- The region of Hokkaido offers fine opportunities for French manufacturers of agricultural equipment. Its arable crops and large stock breeding farms contrast with the rest of the country, which mainly produces rice.
- Since 2012, there have been many announcements of reform concerning the possible liberalisation of agriculture. Objectives: more competitive agriculture for greater openness to free trade. The measures announced aim to concentrate aid on professional farmers and encourage them to increase the size of their farms.



THE MAIN WEAKNESSES OF JAPANESE AGRICULTURE:

- Mainly mountainous, Japan only has 12% of agricultural plains, which are increasingly subject to the pressure of urbanisation.
- Japanese agriculture, in spite of government support, provides less than 40% of food self-sufficiency.
- Japan is the number one worldwide importer of food products, particularly meat products, as well as cereals and oilseed and protein mainly intended for animal food.
- The government must find a compromise with powerful agricultural trade unions opposed to a reappraisal of government policy, which, until now, has been very protectionist.

Relieving an ageing agricultural population and increasing the size of farms will be necessary to stop the erosion of Japanese agricultural competitiveness.

Sources: *Agricultural policies throughout the world: some examples / Japan 2014, Agriculture.gouv.fr / Ubifrance.fr / Axema.fr*



MEXICO

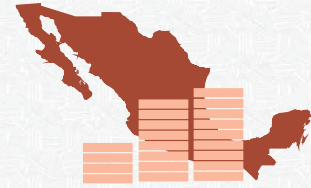
MEXICO AT A GLANCE



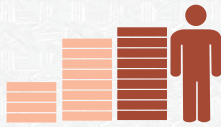
Surface area (2011):
196,438,000 ha



Population (2012):
120.8 million inhabitants



GDP 2012:
€917 billion



GDP per inhabitant (2012):
€7,587



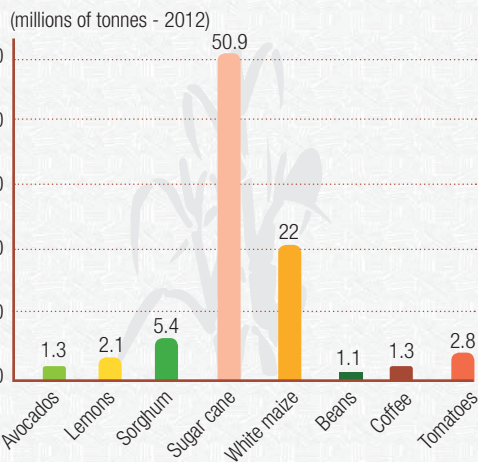
GDP growth rate (2012):
3.8%



N° 1 trading power
in Latin America

MEXICO AND AGRICULTURE

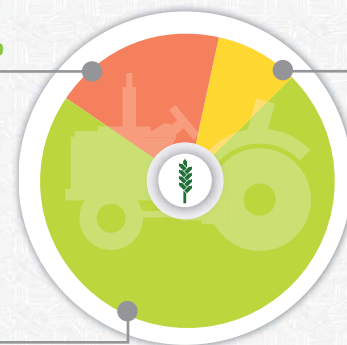
MAIN CROP PRODUCTION



FARM TYPOLOGY

Farms
"in transition": **19%**

They have low levels of production and productivity due to low levels of technology and allocation of capital.



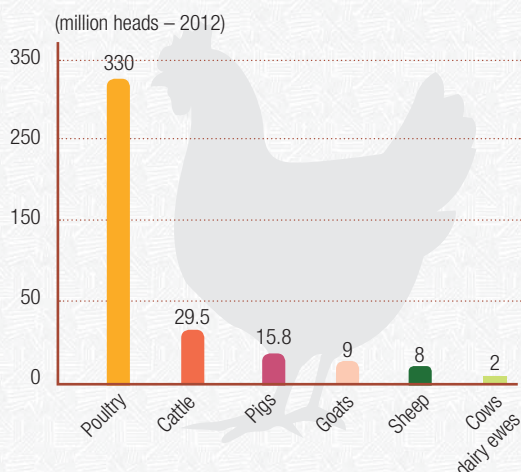
"Competitive" farms: **9%**

They represent dynamic entrepreneurial agriculture that is highly integrated with national and international markets.

"Family" farms: **72%**

They produce for their own consumption and their integration with the national market is very low.

MAIN LIVESTOCK PRODUCTION



Mexico is now ranked amongst the top 10 worldwide agricultural producers. In 2012, Mexican agriculture represented **3.4%** of GDP. The agro-industrial sector represents **5%** of total Mexican GDP. The agricultural labour force employs **13.7%** of the active population. Its usable agricultural surface area is **52.3** million ha (of which **5.3** million ha are irrigated land): **27.5** million ha are actually cultivated and **24.8** million ha are arable. The country has **5.4** million agricultural enterprises. Cattle raising is predominant: 3 of the 10 largest farms in the world are located in Mexico.

MEXICO AND AGRICULTURAL MACHINERY

€2.46 billion:
amount of imports
of agricultural material, greenhouses and inputs (2011)



Mexico is the **n° 1 importer**
of agricultural machines in Latin America



Mexico is one of the **3 largest markets** in the world
for agricultural greenhouses and the n° 1 market in the world for
French greenhouse manufacturers (about €30 M of exports per year)



The **development of the agricultural sector** in Mexico is strategically important for its **modernisation**. With nearly 4 % of worldwide food production, 29 million tonnes per year, the country has **strong potential** for development in equipment for greenhouses, the application of technology to crops, irrigation, seeds, materials handling and sorting raw materials, controlling hygiene, freezing and the food chain, packaging,...

KEY CHALLENGES



THE MAIN STRENGTHS OF MEXICAN AGRICULTURE:

- Its ranking amongst the 10 largest agricultural producers worldwide,
- The proximity of the country (considered as "NAFTA's garden") to the North American market and the complementarity of production cycles,
- Its position as a regional hub due to its commercial opening, with the signature of 12 free trade agreements involving 45 countries,
- The lack of customs duties on agricultural machinery and equipment in the EU/Mexico free trade agreement,
- The beneficial effects of NAFTA: increase in agricultural exports, particularly fruit and vegetables, price moderation,
- The agricultural reform plan currently being studied by the government.



THE MAIN WEAKNESSES OF MEXICAN AGRICULTURE:

- Its structural weakness: great inequality (60% of farmers in poverty), low productivity (land fragmented), lack of equipment, problems with access to water,...
- Agriculture at two speeds: small entrepreneurial owners and subsistence agriculture in the South and large farms concentrated in the North,
- Its dependency on the United States, which constitutes 72% of its agricultural imports,
- The negative effects of NAFTA: acceleration of the rural exodus to the United States, access to the North American market which only benefits a minority of farmers (less than 10%),...
- The apparent instability of the country: cartels, urban guerrillas, ... particularly at the US border.

In spite of Mexico's structural weaknesses in agriculture, its openness to trade, its influence in worldwide agricultural production and the political reforms that have already begun offer numerous opportunities, particularly in stock breeding (nutrition, genetics and methanation) and in equipment for greenhouses, soil working equipment, sorting and grading and, overall, in the application of technology to crops.

Sources: *Agricultural policies throughout the world: some examples / Mexico, 2014, Agriculture.gouv.fr*
Comparison of agriculture in the countries of NAFTA, 2013, Ubifrance Mexico
Developing and investing in Mexico Business opportunities, 2013, pwc.com/mx





SIMA

USEFUL
INFORMATION



INTERNATIONAL FORUMS

SIMULTANEOUS TRANSLATION INTO ENGLISH

SUNDAY 22 FEBRUARY	
11:00 A.M. – 1:00 P.M.	Agriculture, environment and the regions: the role of agricultural technicians in a changing Europe
2:00 P.M. – 5:00 P.M.	How do EurAgEng and the agricultural-technology engineers contribute to innovation for the sustainable intensification of agriculture? Organised by EurAgEng (The European Network for Engineering and Systems in the Rural Sector) and the SitmAfgr.
MONDAY 23 FEBRUARY	
11:00 A.M. – 12:30 P.M.	Agricultural Work Contractors and innovation: what prospects with the CAP 2014-2020? Organised by the FNEDT (National Federation of Regional Contractors) and the CEETTAR (European Confederation of Agricultural Work, Rural and Forestry Contractors)
2:00 P.M. – 5:00 P.M.	Innovative funding for agricultural production: Payment for Environmental Services Hosted by SAF (Société des Agriculteurs de France)
TUESDAY 24 FEBRUARY	
1:30 P.M. – 5:00 P.M.	Isobus – functionalities for interconnection: what progress since 2013? Organised by AEF (Agricultural Industry Electronics Foundation)
WEDNESDAY 25 FEBRUARY	
10:30 A.M. – 12:00 MIDDAY	Direct recycling of purified bio-methane: what operational solutions exist for methanation on the farm? Organised by the AAMF (association of French farmers/methane producers), with the support of TRAME (head of the networks for methodological support to companies)
2:00 P.M. – 3:30 P.M.	From seeds to marketing: what innovations? Organised by AGRITEL (organisation specialised in managing agricultural risks)

(As of 20 November 2014 / subject to changes at a later date)

DETAILED PROGRAMME OF INTERNATIONAL MEETINGS

SUNDAY 22 FEBRUARY

Agriculture, environment and the regions: the role of agricultural technicians in a changing Europe

From 11:00 a.m. to 1:00 p.m.

How do EurAgEng and the agricultural-technology engineers contribute to innovation for the sustainable intensification of agriculture?

Organised by EurAgEng and the SitmAfgr

From 2:00 p.m. to 5:00 p.m.

Innovation is necessary to meet the challenges with which agriculture must cope. Agriculture uses numerous techniques

that are all potentially sources of innovation, and engineers in agricultural technologies, with their understanding of biological systems, engineering and technology, play an essential role in the sustainable intensification of agricultural production. This international conference will give an overview of recent and forthcoming innovations in the area of agriculture, with information coming from manufacturers, scientists, doctoral students and trend analysts coming from the whole of Europe.

MONDAY 23 FEBRUARY

Agricultural Work Contractors and innovation: what prospects with the CAP 2014-2020?

Organised by FNETD and the CEETTAR

11:00 a.m. – 12:30 p.m.

According to the European Union, research and innovation in agriculture are particularly important for coping with the challenges set by the CAP 2014-2020. This means ensuring viable agricultural production while faced with growing worldwide demand, based on the sustainable management of natural resources and climate change, while contributing to balanced regional development of rural zones in the EU. Beyond words, what is the use and benefit for Agricultural Work Contractors? French and European speakers hold presentations and discussions with participants on the practical opportunities open to Agricultural Work Contractors on access to programmes and funding set up to support innovative projects.

Innovative funding for agricultural production: Payment for Environmental Services

Organised by the SAF

2:00 p.m. – 5:00 p.m.

This conference will provide some ideas for discussions on positive remuneration for agricultural production in environmental matters, and the feasibility of such an arrangement, through several testimonials from European countries. Or, how are heads of agricultural companies innovating and actively contributing to the environment?

TUESDAY 24 FEBRUARY

Isobus - functionalities for interconnection: what progress since 2013?

Organised by AEF

1:30 p.m. – 5:00 p.m.

The Isobus standard in the world of agricultural machinery offers various functionalities allowing agricultural machines, tools,

consoles and software to interconnect. We will look at the major progress since 2013 within AEF and how this will help farmers, dealers and agricultural manufacturers.

WEDNESDAY 25 FEBRUARY

Direct recycling of purified bio-methane: what operational solutions exist for methanation on the farm?

Organised by the AAMF with the support of TRAME

10:30 a.m. – 12:00 midday

Agricultural methanation produces a bio-gas which can be purified to obtain bio-methane. The first projects to inject bio-methane into the gas networks are operational. Focused on a French farmer/methane producer operating an injection unit, European specialists (English, Norwegian, ...) will tell of current experience in their countries and work on new technologies. This meeting will give an update on what exists, on available technologies and mention equipment under development to allow facilities in zones that are poorly served by a gas network. Also on the programme: the potential use of bio-methane fuel.

From seeds to marketing: what innovations?

Hosted by AGRITEL

2:00 p.m. – 3:30 p.m.

The development of new technologies, precision agriculture and decision-making tools: the management of agricultural enterprises is entering a new era. The modernisation of equipment and the computerisation of tools is now offering farmers opportunities to set up new practices within their companies. Seeds, soil working equipment, harvesting and marketing, each main stage in producing the seed is concerned.

LECTURES

MONDAY 23 FEBRUARY	
2:00 P.M. – 3:30 P.M.	Recycling and agriculture: why is France the world champion? Organised by ADIVALOR (farmers, distributors and industrialists for the recycling of agricultural waste)
4 P.M. – 5:30 P.M.	Innovations are raining down in irrigation Hosted by AFJA, the French Association of Agricultural Journalists (Association française des journalistes agricoles)
TUESDAY 24 FEBRUARY	
9:30 A.M. – 12:30 P.M.	Drones: a vector of progress for agriculture Organised by ARVALIS (technical Institute serving farmers and their industry), the Institut du végétal and INRA (national institute for agronomic research)
2:00 P.M. – 3:30 P.M.	Connected agriculture, Information and Communication Technologies and robotics: new services for more productive, safer and more environmentally-friendly agriculture Organised by IRSTEA (France's public agricultural and environmental research Institute)
WEDNESDAY 25 FEBRUARY	
9:30 A.M. – 1:30 P.M.	CUMA: players in innovation in agricultural equipment Organised by FNCUMA (national federation of cooperatives for the use of agricultural equipment)
4 P.M. – 5:30 P.M.	DIVA: agricultural-vehicle registration data at the service of your marketing strategy Hosted by AXEMA

(As of 20 November 2014 / subject to changes at a later date)

DETAILED CONFERENCE PROGRAMME

MONDAY 23 FEBRUARY

Recycling and agriculture: why is France the world champion?

Organized by Adivalor

2:00 p.m. – 3:30 p.m.

Since 2001, A.D.I.VALOR has been the eco-organisation in charge of managing agricultural supply waste: plastics and used packaging. Rates of collection and recycling currently achieved make French agriculture the world champion in waste management. This success is the result of a voluntary process that brings together marketeers, distributors and farmers with the same objective: to make French farms cleaner and more environmentally friendly.

Innovations are raining down in irrigation

Organised by the AFJA

4:00 p.m. – 5:30 p.m.

Irrigation demands ever more precise control, for economic, environmental and societal reasons. The objective is to maximise both water efficiency and energy consumed. Buried drip feeds, solar pumps, capacitive probes, variable-speed drives, electronic starters, ... innovative technical solutions exist or are being developed. This conference will provide an update with manufacturers and experts.

TUESDAY 24 FEBRUARY

Drones: a vector of progress for agriculture

Organised by ARVALIS, the Institut du végétal and INRA

9:30 a.m. – 12:30 p.m.

The widespread availability of drones makes it much easier to acquire aerial images. Amongst agricultural applications, improved knowledge of the development of plants can make controlling crops more accurate. Nevertheless, these images will only be useful if the on-board sensors are reliable and adapted and the agronomic interpretation models are appropriate... This conference will provide an update on the various types of drones and the on-board sensors that exist. Testimonials from farmers, economic and development organisations and manufacturers will provide information on the benefits. A wide-ranging round-table discussion will also take place, from scientists to users, to consider improvements and future applications.

Connected agriculture, Information and Communication Technologies and robotics: new services for more productive, safer and more environmentally-friendly agriculture

Organised by IRSTEA

2:00 p.m. – 3:30 p.m.

The research carried out by Irstea in the field of information and communication technologies (ICT) and robotics allows innovation at the service of more productive, safer and more environmentally-friendly agriculture. On the programme for this conference: the development of agricultural Information Systems; robotics in the fields; the development of sensors on drones, the dissemination of tools for decision-making and the contribution of the use of mobile connected objects (smartphone, tablets): these technological innovations are all new services for professionals, and essential components of the agro-ecology of the future.

WEDNESDAY 25 FEBRUARY

CUMA: players in innovation in agricultural equipment

Organised by FNCUMA

9:30 a.m. – 1:30 p.m.

Designing, aid with production, using or setting up innovations, particularly technological ones, these are the areas where the Cuma are involved in innovation. Built around testimonials from Cuma, experts and debates, this conference will allow everyone to understand the potential that is offered and the enablers to be used by groups of Cuma users to contribute to the broad deployment of innovations that allow them to triple their agro-ecological performance.

DIVA: agricultural-vehicle registration data at the service of your marketing strategy

Hosted by AXEMA

4 p.m. – 5:30 p.m.

Since January 2013, Axema Promotion & Services has been marketing DIVA, an online tool generating marketing reports on agricultural-vehicle registration data. This portal provides simple and personalised access in the form of tables and maps.

Prepared in close cooperation with the manufacturers of agricultural vehicles to enhance the official data, in order to generate unique and relevant reports, DIVA is a reference for all professionals in agricultural equipment who wish to control the information relative to registrations, as well as for their customers and suppliers.

Axema Promotion & Services offers you a presentation of the numerous possibilities made available by DIVA, through a demonstration of the portal, and gives voice to several users, who share the lessons of their experience.

PRACTICAL WORKSHOPS

SIMULTANEOUS TRANSLATION INTO ENGLISH

SUNDAY 22 FEBRUARY	
11:30 A.M. TO 12:15 P.M.	Risks related to driving tractors over long periods Organised by the national federation of associations of agricultural employees for the popularisation of agricultural progress (FNASAVPA)
2:30 P.M. TO 3:15 P.M.	Recruitment difficulties in farming supplies Organised by the employment association for management, engineers and technicians of agriculture and agrifood (APECITA)
3:30 P.M. TO 4:15 P.M.	Methanation in the dry phase, what are the prospects for facilities related to stock breeding? Organised by the association of French farmers/methane producers (AAMF)
MONDAY 23 FEBRUARY	
10:30 A.M. TO 11:30 A.M.	South Africa: overview of investment opportunities
11:30 A.M. TO 12:15 P.M.	Small-scale methanation: how to build projects adapted to medium-sized farms for a profitable business? Organised by the AAMF
12:30 P.M. TO 1.15 P.M.	Supervisory jobs in the agricultural sector Organised by the school of rural law and agro-food management (IHEDREA)
2:30 P.M. TO 3:15 P.M.	Precision agriculture at the service of work organisation: robots and connected objects (Pays de la Loire) Organised by the chambers of agriculture
3.30 P.M. TO 4.30 P.M.	Japan: overview of investment opportunities
4:30 A.M. TO 5:15 P.M.	The quality of composts: the challenge to the industry Organised by the French association of farmer/compost producers (ACF)
TUESDAY 24 FEBRUARY	
10:30 A.M. TO 11:30 A.M.	Mexico: overview of investment opportunities
11:30 A.M. TO 12:15 P.M.	Safety in methanation facilities: lessons learned from the experience of farmers/methane producers in France Organised by the AAMF
12.30 P.M. TO 1.15 P.M.	Machinery driver: a job with new driving technologies Organised by APRODEMA
2:30 P.M. TO 3:15 P.M.	Individual methane-production plant and direct sowing on plant cover (Midi-Pyrénées) Organised by the chambers of agriculture
3:30 P.M. TO 4:15 P.M.	The life of the soil and plant cover Organised by the association for the promotion of sustainable agriculture (APAD)
WEDNESDAY 25 FEBRUARY	
10:30 A.M. TO 11:15 P.M.	Testimonials on the professions that are developing in the Cuma Organised by FNCUMA
11:30 A.M. TO 12:15 P.M.	Innovation in companies Organized by APECITA
12.30 P.M. TO 1.15 P.M.	Workshop mechanic/technician: a job that is very keen on new technologies Organised by APRODEMA
2:30 P.M. TO 3:15 P.M.	A different way of removing weeds: mechanical weed removal to reduce the use of pesticides (Aquitaine) Organised by the chambers of agriculture
3:30 P.M. TO 4:15 P.M.	Biodiversity and the agriculture of soil conservation Organised by the APAD

THURSDAY 26 FEBRUARY

11:30 A.M. TO 12:15 P.M.	Energy from wood: power from the heart of our regions Organised by the ACF
12.30 P.M. TO 1.15 P.M.	Export marketing/sales executive: a job between technical aspects and languages Organised by APRODEMA
2:30 P.M. TO 3:15 P.M.	Can digestate obtain the status of a product, to be commercially developed other than through spreading? Current situation and prospects. Organised by the AAMF

(As of 20 November 2014 / subject to changes at a later date)

DETAILED PROGRAMME OF PRACTICAL WORKSHOPS

SUNDAY 22 FEBRUARY

Risks related to driving tractors over long periods

Organised by FNASAVPA

From 11:30 a.m. to 12:15 p.m.

Testimonials from agricultural employees who are experienced and enthusiastic about agricultural mechanisation and discussions with those in the room. What are the risks (vibration, noise, . . .)? How do employees come to terms with them? What have the developments been over the last 10 years? How have employees contributed to improving equipment?

Recruitment difficulties in farming supplies

Organized by APECITA

From 2:30 p.m. to 3:15 p.m.

The APECITA presents the jobs market for farming supplies and its recruitment problems. It will also present the various training courses and jobs in this sector.

Methanation in the dry phase, what are the prospects for facilities related to stock breeding?

Organised by the AAMF

From 3:30 p.m. to 4:15 p.m.

Certain farms mainly produce manure that they recycle through methanation. The technology in the liquid phase appears less appropriate because the fibrous elements are harder to manage. How do "dry phase" technologies provide a more satisfactory solution? What are the costs? Is there control of the process of preparing input materials to express their methane-generating power? The AAMF association's "dry phase" working group gives an update on existing solutions.

MONDAY 23 FEBRUARY

South Africa: overview of investment opportunities

By John Purchase (Agbiz) and Théo de Jager (Agri SA)

From 10:30 a.m. to 11:15 a.m.

Small-scale methanation: how to build projects adapted to medium-sized farms for a profitable business?

Organised by the AAMF

From 11:30 a.m. to 12:15 p.m.

Farms, even of modest size, are interested in recycling their effluents and the biomass available on their land. Grouping within a collective project is not always possible or desired.

Could these project initiators install an agricultural methanation unit for a reasonable investment? Could they generate sufficient income to cover these investments and remunerate their work? The farmers/methane producers of France offer to share their method of analysing operating costs and share the experience of a livestock farmer.

Precision agriculture at the service of work organisation: robots and connected objects (Pays de la Loire)

Organised by the chambers of agriculture

From 2:30 p.m. to 3:15 p.m.

Within the SIMA, the chambers of agriculture are extending the Innov'Action open days, "farmers talk to farmers".

Florent and David Hilairret, who are involved in the South Vendée development group, are attentive to initiatives for improving technical and economic performance: the use of capacitive probes for irrigation, RTK automatic steering for improved accuracy and work comfort, managing fertilisation by drone, directly printing objects with a 3-D printer and managing spare parts,...

Japan: overview of investment opportunities

By Akira Nagata (United Nation University - IAS)

3:30 - 4:30 pm

The quality of composts: the challenge to the industry

Organised by the ACF

From 4:30 p.m. to 5:15 p.m.

Compost from green waste, agricultural products, bio-waste, household waste, sewage sludge,... A great diversity of raw materials, processes and finished products characterises the composting industry.

In order to ensure that there is a high-quality return of organic matter to the soil and that the soils are sustainably conserved, overview of the composting industry for a better understanding of jobs and techniques and to be able to better appreciate the quality of the composts used.

TUESDAY 24 FEBRUARY

Mexico: overview of investment opportunities

By Javier Usabiaga

From 10:30 a.m. to 11:30 a.m.

Safety in methanation facilities: lessons learned from the experience of farmers/methane producers in France

Organised by the AAMF

From 11:30 a.m. to 12:15 p.m.

Is methanation a risky activity? How to include safety aspects from design and in procedures? From a survey amongst 25 functioning facilities, the farmers/methane producers of France tell of their experiences. What are the worrying situations? What are the practical solutions for reducing and managing this risk? What are the recommendations and how can initiators of agricultural products be supported to improve their procedures?

Machinery driver: a job with new driving technologies

Organised by APRODEMA

From 12:30 p.m. to 1:15 p.m.

Drivers do a job that is at the interface between the customer and the company. The recent development in technology has changed driving practices and the management of tools: driving controlled using a GPS, Isobus system,... The job of driver is becoming more and more specialised and technical.

Individual methane-production plant and direct sowing on plant cover (Midi-Pyrénées)

Organised by the chambers of agriculture

From 2:30 p.m. to 3:15 p.m.

Within the SIMA, the chambers of agriculture are extending the Innov'Action open days, "farmers talk to farmers".

Philippe Nouvellon works on 120 ha of UAA with a herd of suckling cows of 70 LU in organic farming in the commune of Parisot to the west of Tarn. Established in 1981, he has 2 priority objectives for the current year: building an individual methane-production plant and setting up direct sowing under plant cover. A member of a CUMA with appropriate equipment, and in cooperation with the groups of the Chamber of Agriculture, he has always sought to innovate in various areas: commercial development of his products, buildings, energy, cultivation techniques,...

The life of the soil and plant cover

Organised by APAD

From 3:30 p.m. to 4:15 p.m.

With Alfred Gässler, expert and developer of direct sowing under plant cover in France and in Europe, Director of the association for the promotion of sustainable agriculture.

For productive and environmentally-friendly agriculture, the correct functioning of the soil is imperative. Annual or perennial plant cover can protect the surface of the soil against harm from wind, rain and sunlight. The roots of the covering plants structure and aerate the soil. The exudation from the roots nourishes microflora in the soil, which are essential for good agricultural production.

Testimonials on the professions that are developing in the Cuma*

Organised by FNCUMA

From 10:30 a.m. to 11:15 a.m.

Mechanic, machine driver, accounting secretary and even manager. The Cuma are developing and so are the teams of employees. New skills are emerging around specialised technologies and innovative methods of organisation. Meet some of the players who are currently in employment to discover their day-to-day experiences and share their motivation.

* *Cooperative for the use of agricultural equipment*

Innovation in companies

Organized by APECITA

From 11:30 a.m. to 12:15 p.m.

Manage creativity to boost motivation to innovate.

Workshop mechanic/technician: a job that is very keen on new technologies

Organised by APRODEMA

From 12:30 p.m. to 1:15 p.m.

The mechanic diagnosis, maintains and repairs agricultural equipment in the workshop, on site or on customers' farms. Increasingly, diagnosis is done using computerised resources. The development of the latest technologies is therefore bringing developments to this job outside its traditional image.

A different way of removing weeds: mechanical weed removal to reduce the use of pesticides (Aquitaine)

Organised by the Chambers of Agriculture

From 2:30 p.m. to 3:15 p.m.

Within the SIMA, the chambers of agriculture are extending the Innov'Action open days, "farmers talk to farmers".

The Dufréchou family has been involved, over many years, in reducing the use of phytosanitary products. The use of a Kress tined hoeing machine on maize allows mechanical weeding between the rows (hoeing machine) and as near as possible to the plants (with the Kress tines). On this farm, phytosanitary products are used only on post-emergence maize and on the rows.

Biodiversity and the agriculture of soil conservation

Organised by the APAD

From 3:30 p.m. to 4:15 p.m.

With Gérard Rass, agronomist engineer, ecologist, general secretary of the association for the promotion of sustainable agriculture.

Soil Conservation Agriculture is constructed through restoring the biodiversity of the ecosystem of agricultural plots and, in particular, soils. Objectives: to optimise the useful effects for a sustainable production system. Establishing Soil Conservation Agriculture is one of the elements allowing an effective strategy for protecting and restoring natural biodiversity.

Energy from wood: power from the heart of our regions

Organised by the ACF

From 11:30 a.m. to 12:15 p.m.

Wood, and more generally, biomass, is a source of wealth and energy for the regions. Its commercial development in short supply chains can adapt services to local requirements and provide lasting solutions that create jobs, to better meet the environmental and energy challenges of today and tomorrow.

Export marketing/sales executive: a job between technical aspects and languages

Organised by APRODEMA

From 12:30 p.m. to 1:15 p.m.

Development in foreign markets is a significant problem for manufacturers. Better knowledge and practice of foreign languages is one of the main issues in this job.

Can digestate obtain the status of a product, to be commercially developed other than through spreading? Current situation and prospects

Organised by the AAMF

From 2:30 p.m. to 3:15 p.m.

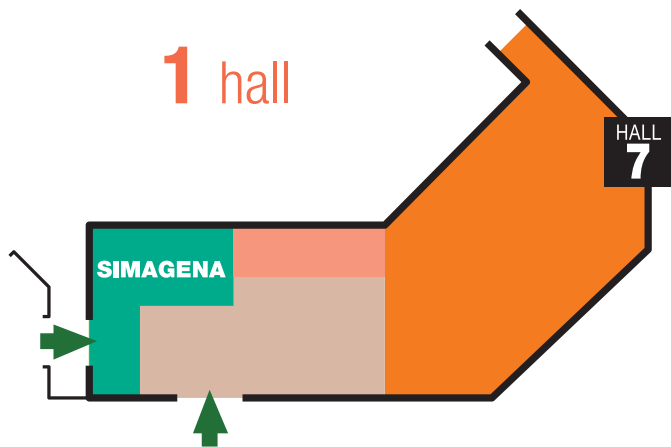
As a methanation unit is a classified installation, the outgoing material must be managed via a spreading plan. Yet, this digestate is a high-quality fertiliser, but it is not clear how to benefit from this status to be able to sell it or transfer it to other farmers. AAMF, Aile and Trame, as part of a Valdipro project, have explored possible ways to obtain a product status: approval, the existing standardisation and its development, as well as the prospects for changes to European regulations on fertilisers... Come and discover the operational solutions as well as probable changes, with testimonial from farmers who have explored certain avenues to commercially develop digestate as a fertiliser.

SIMAGENA

"INNOVATION IN GENETICS" MEETING

2015 TOPIC: NATURALLY HORNLESS CATTLE

WHAT'S NEW

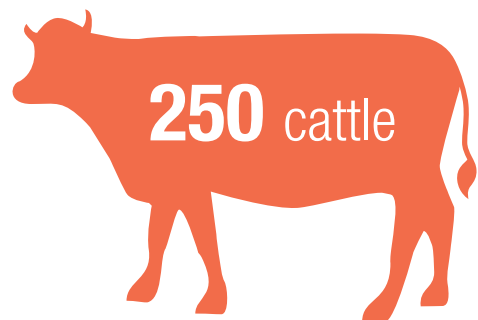


1 hall

200 livestock farmers,
and European stock
breeders

7 breeds

Milk: Holstein, Montbéliarde
Beef: Aubrac, Blonde d'Aquitaine,
Charolaise, Limousine, Salers



THE BEEF CATTLE PROGRAMME

Since 2003 and under the leadership of KBS Genetic, beef cattle breeds have contributed significantly to SIMAGENA's renown. The 2013 show confirmed the presence of meat breeds with the quality and number of animals exhibited as well as a panel of internationally recognized judges. Farmers who raise the Aubrac, Blonde d'Aquitaine, Charolaise, Limousine and Salers breeds from all of France's regions were on hand, in addition to the many livestock farmers who attended from abroad. The same will hold true for the 2015 show, with an expected increase in the participation of livestock farmers from abroad.

New in 2015: Hornless Charolais open show, with a panel of international judges

SUNDAY 22 FEBRUARY – 1:30 p.m.

New in 2015: Sale of the naturally-hornless Charolais breeding stock - Organised by Gènes Diffusion in partnership with KBS Genetic

SUNDAY 22 FEBRUARY – 5:00 p.m.

A Euro Limousine Open Show - With more than 80 animals from various European countries (Germany, Italy, Luxembourg, Belgium, Switzerland, France).

WEDNESDAY 25 FEBRUARY - from 9:00 a.m. to 5:00 p.m.

Sale of multi-breed Simbeef - The Limousine day will end with this and it will be one of the highlights of the 2015 exhibition. Recognized throughout Europe, this event brings together large-scale buyers – some from the mass merchandising market for slaughter animals – from throughout Europe (Germany, Belgium, Italy, Luxembourg, United Kingdom and Switzerland). The best buyers come to SIMAGENA to purchase animals of exceptional quality, as well as high-quality embryos and semen. Again, European customers account for 50% of the exhibition's buyers. The Limousine, Charolaise, Aubrac, Salers, and Blonde d'Aquitaine breeds will be represented.

WEDNESDAY 25 FEBRUARY – 5:00 p.m.

THE DAIRY CATTLE PROGRAMME

SIMAGENA 2015 will see the return of a European supply of Holstein dairy cattle. The breed will be highlighted on Tuesday 24 February 2015. The day will begin with a competition and end with an auction. The Montbéliarde competition will also take place this Tuesday.

New in 2015: Competition on primiparous Holstein cows

TUESDAY 24 FEBRUARY – 10:00 a.m.

Paris Dairy Sale - Holstein auction - Organised by Diamond Genetics (Netherlands). It will place 30 lots of heifers and cows on the auction block, about 50% of them being of French origin.

TUESDAY 24 FEBRUARY - 4:00 p.m.

AND ACTIVITIES THROUGHOUT THE 5-DAY EVENT

Open shows renowned throughout Europe. SIMAGENA was the first show to organize a European open show for cattle. The event showcases animal husbandry and the quality of breeder farmers over several generations. Participants also have access to stalls for their animals, and the opportunity to present their work and benefit from a forum for showcasing their know-how. The Charolaise, Aubrac, Blonde d'Aquitaine, Salers and Limousine breeds will be in the spotlight.

Naturally hornless cattle of the breeds Holstein, Limousine, Salers and Charolaise, will be presented by Gènes Diffusion and KBS Genetic. They will participate in open shows, proof of the importance of this new type of breed.

A Genes Diffusion animal genomics presentation highlighting 2 breeds: Holstein and Charolaise, and commercial demonstrations of equipment.

RING PROGRAMME

SUNDAY 22 FEBRUARY	
8.00 A.M.	Beef cattle weigh-in
1:30 P.M.	Open show on the hornless Charolais NEW
4:00 P.M.	Holstein presentation by Gènes Diffusion
4:30 P.M.	Charolaise presentation by Gènes Diffusion
5:00 P.M.	Auction of animals of the hornless Charolais genotype NEW Organised by Gènes Diffusion and KBS Genetic
MONDAY 23 FEBRUARY	
9.30 A.M.	Aubrac open show
11:30 A.M.	Genomics presentation by Gènes Diffusion
2:00 P.M.	Blonde d'Aquitaine open show
4:00 P.M.	Salers open show
TUESDAY 24 FEBRUARY DAIRY CATTLE DAY	
10.00 A.M.	Competition on primiparous Holstein cows NEW
1:00 P.M.	Presentation of animals of the Holstein genotype
2:30 P.M.	Montbéliarde competition
4:00 P.M.	Charolaise presentation by Gènes Diffusion
5:00 P.M.	Paris Dairy Sale, Holstein auction by Diamond Genetics
WEDNESDAY 25 FEBRUARY	
9:30 A.M. – 5:00 P.M.	Euro Limousine open show
5:00 P.M.	Sale of multi-breed Simbeef , with the Limousine and Aubrac breeds
THURSDAY 26 FEBRUARY	
9.30 A.M.	Parade of champions for each breed and inter-breed open show Sales presentations by KGS Genetic, Gènes Diffusion and other breeding associations

(As of 20 November 2014 / subject to changes at a later date)



APPENDICES



SIMA 2015

AND ITS PARTNERS

- **AAMF** - Association of French farmers/methane producers
- **ACF** - Farmers/Compost Producers of France
- **Acta** - Animal and Plant industry Institute
- **Adivalor**
- **Aérospacé Valley** - Worldwide competitiveness cluster
- **AEF**
- **Afja**
- **Agri Sud-Ouest Innovation** - Competitiveness cluster
- **Agrosup Dijon**
- **Agritel**
- **Apecita**
- **Aprodema**
- **Arvalis Institut du Végétal**
- **Axema**
- **BpiFrance**
- **Bordeaux Sciences Agro**
- **Ceettar**
- **Cetim**
- **Cetiom**
- **Chambers of Agriculture**
- **Climmar**
- **Diamond Genetics**
- **Elsenburg Agricultural Training Institute** - South Africa
- **Entrepreneurs des Territoires**
- **ETSIAMN** - Universitat Politècnica de València - Spain
- **Eurageng**
- **Fnasavpa**
- **Fncuma**
- **Futuribles International**
- **IAR** - Industries & Resources competitiveness cluster
- **Ibma**
- **Ihedrea**
- **Institut Polytechnique Lasalle Beauvais**
- **Irstéa**
- **ITB**
- **Jeunes Agriculteurs**
- **KBS Genetic**
- **Ministry of Agriculture, Food Production and Forestry**
- **MomagriRI**
- **ONCFS**
- **OSEO**
- **SAF**
- **Sedima**
- **Sitma-Fgr**
- **Terre-Net Média**
- **Trame**
- **Ubifrance**
- **Uipp**

VISITORS

ENTRANCE FEES

	ONLINE PRICE (INCLUDING VAT)	PRICE AT AN EXHIBITION RECEPTION (INCLUDING VAT)
INDIVIDUAL VISITOR	€25	€35
GROUP OF 10 PERSONS AND +	€20 PER PERSON	€35 PER PERSON
GROUP OF 10 STUDENTS AND +	FREE	€35 PER PERSON

PREPARING FOR YOUR JOURNEY

BY AIR	<p>Identifying code to be communicated when reserving tickets: 22576AF For more information, see: www.airfranceklm-globalmeetings.com</p> <p>♦ Roissy Charles de Gaulle airport: 5 minutes away from the Parc des Expositions Paris Nord Villepinte. From the airport: RER ligne B - direction Paris - stop Parc des Expositions or take the SIMA shuttle to the Parc des Expositions (departures every 30 mn, from 8:00 a.m. to 11:00 a.m. and from 4:00 p.m. to 7:00 p.m.).</p> <p>♦ Orly airport: take the Orlyval to the station Antony then RER ligne B - direction Roissy - stop at Parc des Expositions.</p>
BY TRAIN	<p>Train tickets: 25% reduction on SNCF return tickets on the mainline network outside the Paris area. Offer code: EV 93</p> <p><i>Fares subject to certain conditions. Information and tickets are available at SNCF stations, SNCF boutiques and SNCF-approved travel agencies, or via telephone: 36 35 (€0.34/min.) from within France or 33 (0) 892 35 35 35 from outside France.</i></p> <p>♦ Roissy TGV station: 5 minutes from the Parc des Expositions, Paris-Nord Villepinte.</p> <p>♦ Gare du Nord: Take RER Line B in the direction of Roissy to the "Parc des Expositions" station.</p>
BY CAR	<p>15 minutes from the Paris ring road by motorways A1 and A3, then the A104, exit Parc des Expositions. GPS location: Longitude: 2°31'06"E - Latitude: 48°58'03"N</p>
FIND A HOTEL	<p>Preferential-price accommodation by contacting A.T.I., the official reservation centre for the exhibition:</p> <p>www.atibooking.com / E-mail: sima@atibooking.com Tel: + 33(0)1 40 54 64 00 – Fax: + 33(0)1 44 05 01 48</p>

SERVICES ++

<p>ROAD BOOKS AVAILABLE ON WWW.SIMAONLINE.COM</p>	<ul style="list-style-type: none"> - They contain useful information on Paris, transports, catering, how to obtain your badge, the catalogue,... - Go to www.simaonline.com/international visitors page
<p>A FREE MOBILE APPLICATION ON APPLE STORE AND ANDROID MARKET</p>	<p>Information accessible at any time: plan of the halls, list of exhibitors, useful information, access plan to the park, photos of the exhibition, events agenda,...</p>
<p>CONCIERGE SERVICES – LOGE DES SERVICES RECEPTION AREA ON THE ESPLANADE SIDE (BETWEEN HALLS 4 AND 5A)</p>	<ul style="list-style-type: none"> - From 22 to 26 February, from 08:30 a.m. to 6:00 p.m., concierges are available to visitors at the Loge des Services or by telephone on +33 (0)1 48 63 34 00 - Services: express dispatch of packages or letters, dry-cleaning on-site, taxis, couriers, reservation of shows, restaurants, visits to Paris,...
<p>INTERNATIONAL BUSINESS CLUB</p>	<ul style="list-style-type: none"> - New location in the mezzanine of hall 6 - Area for business meetings, relaxation, restaurants, free Wi-Fi
<p>SIMA OFF</p>	<p>The SIMA has negotiated preferential prices in famous Paris locations:</p> <ul style="list-style-type: none"> ◆ Montparnasse Tower (56th floor): restaurant "Ciel de Paris" ◆ Musée du Quai Branly: restaurant "Les Ombres" ◆ Musée d'Orsay: restaurant ◆ Musée du Louvre: restaurant "Café Grand Louvre" ◆ Crazy Horse <p>More information on: www.simaonline.com - Section: Useful Information / Outings in Paris</p>
<p>WORLD AGRICULTURE AND STOCK BREEDING WEEK: SYNERGY SIA/ SIMA-SIMAGENA</p>	<p>The two largest exhibitions in the centre are taking advantage of their synergy and offering:</p> <ul style="list-style-type: none"> ◆ Free shuttles between the two exhibition halls ◆ A SIA reception desk at the SIMA is in hall 7 of the Paris Nord Villepinte exhibition centre ◆ A SIMA reception desk is at the SIA at gate V of Parc de la Porte de Versailles. <p><i>Note: neither the SIMA invitation card, nor the SIMA badges give access to the International Agriculture Exhibition.</i></p>

AND THERE IS ALWAYS SIMA TV BY TERRE-NET

The SIMA has renewed its partnership with Terre-Net to offer visitors and exhibitors even more documentaries and videos.

On the programme for 2015:

- before the exhibition, testimonials from farmers and stock breeders, interviews with manufacturers and experts, tractor races,...
- at the exhibition, a TV centre in hall 6 with special broadcasts, interviews,... everything shown on the screens that are in the exhibition halls!



GO TO THE PRESS AREA: WWW.SIMAONLINE.COM - PRESS SECTION

TO BE DOWNLOADED	<ul style="list-style-type: none"> - Press releases and press packs on SIMA-SIMAGENA 2015 - Press releases from exhibitors and partners - Photos of products recognised at the SIMA Innovation Awards - New products presented by exhibitors (starting in January 2015) - Events and press conferences organized by exhibitors (starting in January 2015) - Redistribution of the press preview on 27 November 2014 - Photos of the last exhibition and the 2014 press preview
YOUR CREDENTIALS	<p>Request your accreditation beforehand on www.simaonline.com - Press section. Your personalized badge will be given to you upon your arrival at the Press Area.</p>
CLUBS AT YOUR SERVICE	<ul style="list-style-type: none"> - SIMA Press Area: Mezzanine - Hall 5A. Open from Saturday 21 February 2015 - SIMAGENA police station: hall 7 - VIP lounge: Mezzanine - Hall 5A - International Business Club: Mezzanine - Hall 6
YOUR ONSITE CONTACT INFORMATION	<p>CLC COMMUNICATIONS</p> <p>Jérôme Saczewski: 06 09 93 03 44 Elisabeth Meston: 07 86 18 97 25 Marion Sarrio: 06 63 58 04 03</p>

THE SIMA PARTNER IN THE BOUCHONS D'AMOUR ASSOCIATION

The Comexposium group and the SIMA are partners of the association Bouchons d'Amour, founded in 2001 by Jean-Marie Bigard with the main objective of helping disabled people.

For this, the association collects plastic bottle caps on a national scale, which are then converted to recyclable pallets. These pallets are sold to China, to compensate for their lack of wood. The amount from the sales of pallets is then fully paid to "Bouchons d'Amour".

The SIMA is working with them and will collect the bottle caps that are brought by visitors during the event. Collectors will be made available at the restaurants at the SIMA.



#Bouchonsdamour



Les bouchons d'Amour - official page!



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