

## Les Culturales 2023: 15 000 visitors to the field innovation show.

15,000 participants attended the 16th edition of Culturales, the world's largest field exhibition dedicated to field crops, organized by ARVALIS. With over 40 partners, including Terres Inovia (technical institute for the oil and protein sector), ITB (technical institute of beet industry) and Fnams (national federation of seed multiplier farmers), and 280 exhibitors, farmers found answers to major agricultural challenges such as climate change, food safety, nutrition, and plant health.

The public was enthusiastic while walking the Culturales 2023 trade show. For two days, 15,000 participants met over 200 experts and 280 exhibitors in the field. Farmers were able to discuss their problems in the field and find innovative solutions. For example, research and varietal selection were at the heart of discussions, particularly in the technical area devoted to climate change. Soil cultivation was also discussed from a variety of angles, including soil conservation agriculture.

Fifteen themed conferences were offered. Their diversity confirms ARVALIS's determination to provide food for thought about the future, from the opportunities offered by the sector in a tense context, to the importance of the microbiome for plant health.

### **Regional players and sectors involved.**

A round-table discussion on innovation in agriculture provided an opportunity for regional players and the industry to express their views. Cooperatives, represented by La Coopération Agricole (LCA), stressed the importance of meeting market expectations. The Île-de-France Chamber of Agriculture, represented by its president Christophe Hilairat, spoke of its innovative actions in the region, particularly in digital technology via data acquisition and robotics. As for public players, such as the Île-de-France region and the Essonne department, they support research and invest in initiatives as close to the field as possible.

A special mention must go to Thierry Guérin, host of Culturales 2023, in his capacity as Mayor of Congerville-Thionville, and Chairman of the ARVALIS National Organic Farming Commission.

### **Focus on young people and the attractiveness of professions.**

For the first time, the show featured an area dedicated to career guidance and recruitment in the "Trajectoire d'avenir" space, in the presence of ten educational establishments. The active participation of the Young Farmers of the Île-de-France region also contributed to the success of the event.

### **"Clap de champs" awards ceremony, 3rd edition of the festival of agricultural technical short films.**

Educational and innovative, this competition invited students to create a short film in the "Innovation" or "How to" categories.

The prizes were awarded on June 15 at "Champs de vision" space.

1st prize: Unilasalle Rouen (76) - Manon Bibaut and Solène Desesquelles

2nd prize: Lycée agricole Edouard de Chambray (27) - Augustin Picard, Adrien Huré and Adrien Delalande

3rd prize: ISARA (69) - Antoine David and Zoé Pottiau

Coup de cœur prize: Lycée agricole Le Chesnoy (45) - Auriane Eisenberg

Pedagogy award: Lycée agricole d'Obernai (67)