

# Horti China introduces global "technology exchange" to improve fruit and vegetable plantation

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Horti China – 17-19 September 2020 - Qingdao

Isolation saved lives and now a new sun is about to rise over China. Looking back on the past few months, not only did the Chinese fruit and vegetable industry experience a great trial, but they never interrupted the supply of fresh fruit and vegetables. Furthermore, major production areas donated large volumes of fruit and vegetables to the front lines of the fight against COVID-19. They saved a great many lives.

The most recent data from the United Nations Food and Agriculture Organization, China has surpassed India and the USA as the largest producer of fruit and vegetables in the world. The annual production volume reached 708 million tons in 2016, which was an increase of 3% in comparison with 2015. China is responsible for 39% of the global production volume of fruit and vegetables. China produced 448 million tons of vegetables.



*Photo 1: The Organizing Committee organized a visit to Qingdao Jiawo Blueberry Engineering Technology Research Center*

Global warming has led to a higher frequency of extreme weather conditions. Furthermore, there is a shortage of manpower in the fruit and vegetable industry and there is a shortage of resources as well. The agricultural industry therefore urgently needs to break away from this old-fashioned model of food production that relies on weather conditions. The most effective way towards an agricultural industry with improved efficiency is through agricultural installations.

The World Vegetable Map 2018 released by Rabobank in the Netherlands shows that vegetables are grown in greenhouses around the world in response to the need to produce high-quality, high-yield, pollution-free products with minimal resources. Many challenges faced in the cultivation of fruits and vegetables have been supported by reliable products and technology. Horti China was first organized in 2017. The exhibition offers a platform for technological solutions to problems in the global agricultural industry. Suppliers of manufactured products and technologies are able to develop close connections with farmers, traders, and investors in the agricultural industry.



*Photo 2: On site photo of Horti China 2019*

How to create opportunities in the field of vegetable and fruit production to offset the impact of the epidemic and gain more value and benefits?

### **1 Sectors connected to create interaction**

For practitioners, to drive the development of the entire industry, the close interaction and connection of the entire industry chain is particularly important. From seeds to consumers' "fruit bowl", we have planned the centralized display of related sectors for vegetable and fruit cultivation, which is also convenient for traders to complete the inspection and purchase plan in one stop. The greenhouse industry has developed



rapidly in recent years and has ushered in emerging technologies such as light supplementation, vertical planting and plant factories. According to data from the Ministry of Agriculture, the domestic greenhouse area in 2018 increased by 2.2 times from 607.700 hectares in 2001 to 1.963.700 hectares.

More and more companies are engaged in seed research and development and breeding at home and abroad. They have made immense contributions to the expansion and optimization of vegetable and fruit varieties. When we look at seedling breeding companies, at present, seedling breeding facilities in most parts of China are relatively simple. Manual operation is the main method. The emergence of intelligent greenhouses with substrates, fully automated production lines, and automatic control of temperature, light, and humidity has greatly improved efficiency in these facilities.

Under the call of "appropriate fertilization and water conservation", major breakthroughs have been made in the development of new fertilizers and pesticides, and the integrated application of water and fertilizer has become increasingly popular. Post-harvest packaging and cold-chain technology have greatly ensured the last quality assurance to the seller, so that the fruits and vegetables still retain the original flavor of the field and trees. The invention of such technologies as the Internet of Things has led to innovations in a great number of industries, including agriculture, which is one of the largest industries in the world. Innovative technology inspired the production of plantation drones, helps to verify the origin of agricultural products, and improved agricultural management systems. Technology helped the traditional farming industry to go digital and develop intelligent solutions. The relevant new technologies and new ways of thinking are all available at Horti China."



*Photo 3: French business partners visit the stand of Shouguang Vegetable Industry Group at Horti China 2019*

## 2 Creating international links, flourishing together

Horti China is a specialized B2B exhibition focused on agricultural plantation technology. The exhibition has an extremely high level of international participation. Every year the exhibition hosts such leaders as the Dutch ambassador to China or the French delegation from Angers. The exhibition also welcomes international farming companies and cultivators. The participants are able to enjoy the exhibition and exchange information on innovative technology for the agricultural industry. We introduce companies participating in other exhibitions like SIVAL in France and Macfrut in Italy to exchange and learn advanced technologies and concepts.

In cooperation with the International Peatland Society, the first International Peat Symposium was successfully held. More than 20 experts at home and abroad spoke, and more than 200 domestic and foreign representatives participated. We analyzed the development prospects of the new peat industry and shared application practices and technologies. The peat industry in the Baltic Sea is very developed. Exhibitors and experts from the Baltic Sea region also organized a B2B dialogue for the Chinese market on the exhibition in 2019, and they have learned a lot.

"Japanese technology for modern agricultural installations occupies an advanced position across the globe. We invited Berg Earth, one of the leading companies in the industry. We also invited specialists to share their expertise in dedicated forums. Horti China provides an open atmosphere for global buyers and industry specialists to meet each other once a year at this distinguished occasion. According to statistics from 2019's event, the exhibition attracted participants from more than 20 countries."



*Photo 4: On-site discussions at Horti China 2019*



### 3 Upstream and downstream resources connected

On September 21, 2019, the Asian Agriculture and Food Industry Expo (Qingdao), sponsored by the Qingdao Municipal Government, was successfully concluded. For the first time, the integration and extension of upstream and downstream resources in the three major sections of "planting + breeding + food processing" were achieved. "Horti China a B2B professional exhibition focusing on vegetable and fruit planting technology", as an important display of the planting sector, represents the industry trend of vegetable and fruit planting technology. Horti China has opened up upstream and downstream connections, which make it possible for all companies related to fruit and vegetable planting technology to develop together and that practitioners in the industry can learn innovative practices in mutual exchanges. The establishment of a large agricultural platform like Horti China has more widely attracted agricultural practitioners to visit, inspect and exchange ideas. It can be expected that the three major sectors will strengthen their interaction and double their synergy in 2020.



*Photo 5: Horti China 2019 Forum*

We are an essential production industry. The long-term development of the fruit and vegetable industry cannot be separated from the stable production of agricultural products and the improvement of quality. It also requires the innovation and development of excellent varieties, planting technology, facilities and equipment technology. From farm-to-table, to provide consumers with safer and higher quality agricultural products is an important goal. "Horti China as a B2B professional exhibition focusing on vegetable and fruit planting technology" insists on "technology" to promote the "fruit bowl" of the people across the country.

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