FEDER UNACOMA

Italian Agricultural Machinery Manufacturers Federation

Business Dialogue Forum Italy - China

Verona, 12 April 2024

Congress Centre Palaexpo, Veronafiere

About FederUnacoma

The Federation groups the Associations of manufacturers in the field of machinery, equipment and technologies for agriculture and forestry, gardening and green keeping equipment and related components.

Around **340 companies**



- accounting for **80%** of domestic production
- more than **70%** of production is exported to **180** countries

The Associations

AGRIDIGITAL

is the association which represents the manufacturers of solutions and services based on digital technologies for agricultural and garden machinery.

ASSOIDROTECH

is the association which represents the manufacturers of systems, machinery and technologies for irrigation in agriculture and gardening.

ASSOMAO

is the association which represents the manufacturers of implements for: tilling, seeding, transplanting, fertilizing, crop protection, harvesting, first processing after harvesting, livestock raising and handling and transport.

ASSOMASE

is the association which groups the manufacturers of self-propelled machines (all agricultural machinery with one or more axles and powered by an engine, other than tractors).

ASSOTRATTORI

is the association which groups the manufacturers of tractors.

COMACOMP

is the association which groups manufacturers of: mechanical components, hydraulic components, electric-electronic components, miscellaneous components, irrigation and spraying components.

COMAGARDEN

is the association which groups manufacturers of garden machinery.

Features and strengths of the Italian industry

- Wide range of technological solutions for all in-field activities (from soil preparation up to harvesting products) and different territorial morphology with a globally recognized high level of innovation, quality and reliability







- Bespoke machinery to meet the most diverse needs in agriculture in terms of soil and crop varieties



Features and strengths of the Italian industry

- Global leader in small and medium mechanization used for **specialty crops**, **fruit and vegetables** (such as: narrow tractors and implements for orchards and vineyards, walking tractors, specific equipment used in greenhouses, etc.) and one of the major supplier at world stage of machinery for extensive crops (like cereals, oilseeds, forage, etc.)



In 2022 the share of **specialty crops** out of the **total crop value** in Italy was about **73%** of (**€ 28 bln** out of **€ 39 bln**)

- Customer's care with training activities on the use and maintenance of machines and after-sales service

Technologies for fruit production



Tractors



Land maintenance between rows



Crop protection



Mechanical weeding



Irrigation



Pruning and harvesting



Transport of bins

A full range of solutions for fruit growing

Technologies for vegetable production



Tractors



Land preparation and tillage



Sowing, transplanting and fertilizing



Crop protection



Harvesting



Irrigation



Walking tractors

A full range of solutions for horticulture

Both for open field and greenhouse production

Technologies for grains and oilseed production



Tractors



Land preparation and tillage



Sowing, transplanting and fertilizing



Crop protection



Harvesting



Irrigation



Handling and transport

A full range of solutions for open field crops

Technologies for forage production



Rotary mower



Forage cutter wagons



Rotary tedders



Rotary rake



Pick-up baler



Bale wrapper

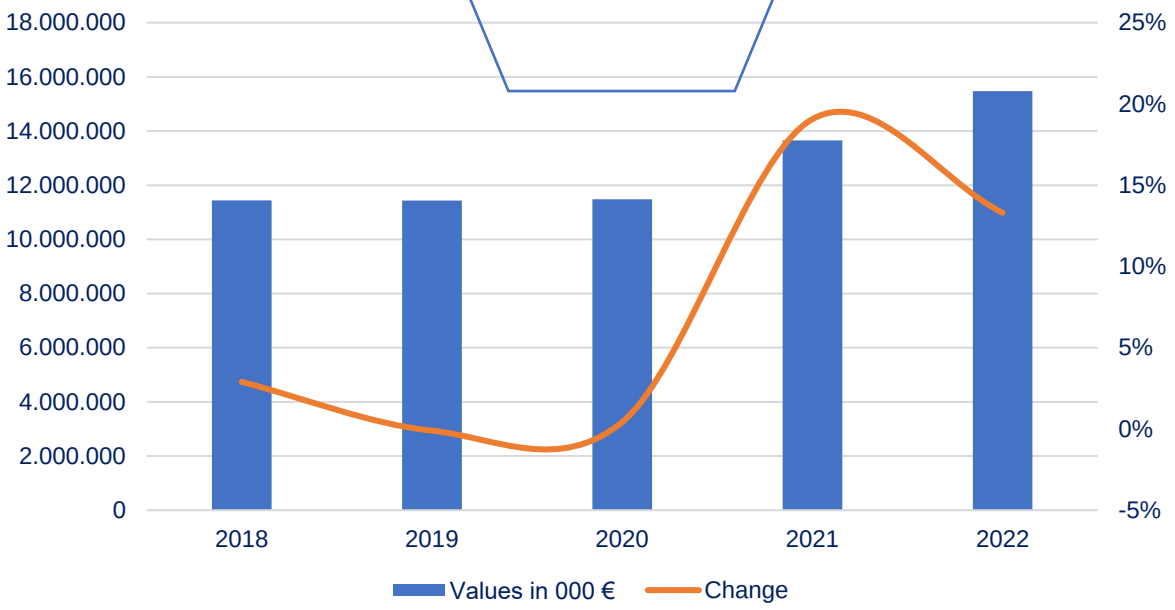


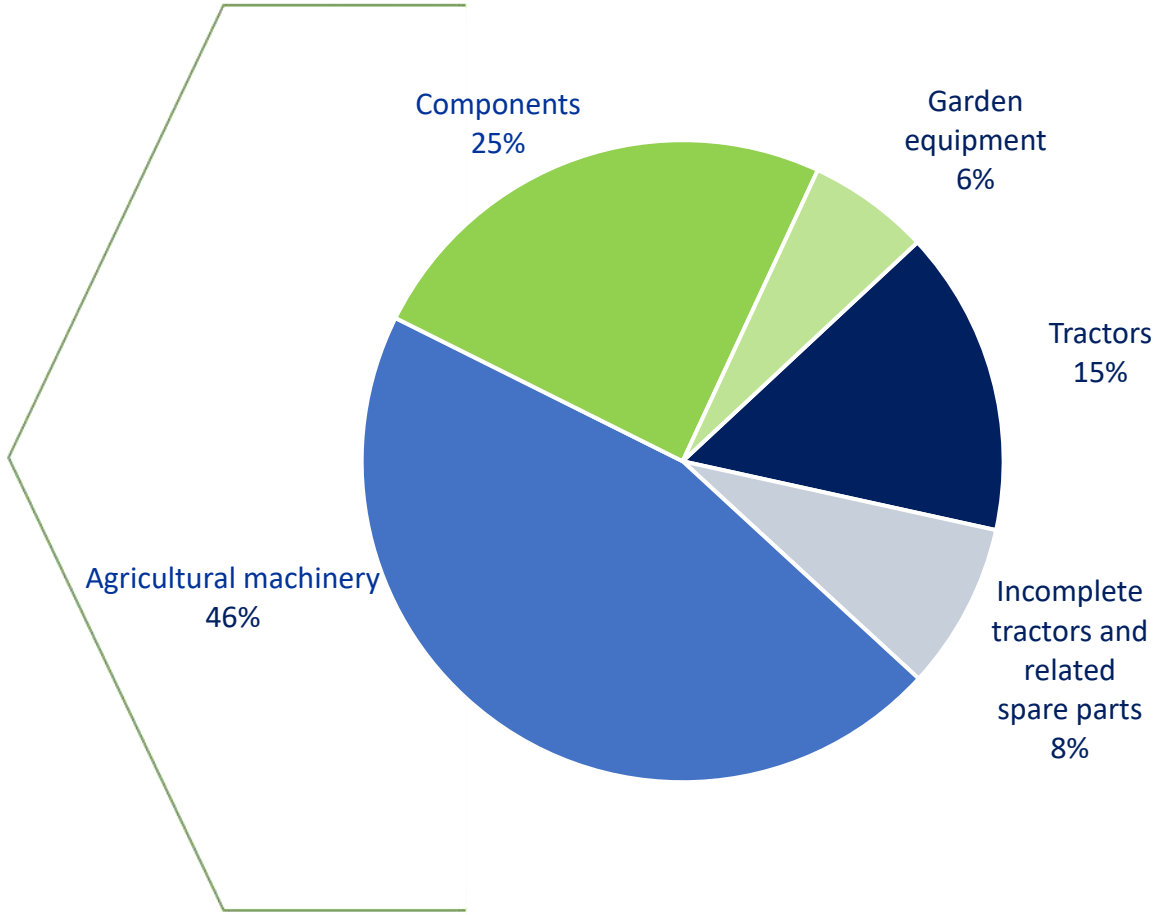
Feed wagon

A full range of solutions for livestock farming

Domestic production – 2022

€ 15.5 bln
+13.3%



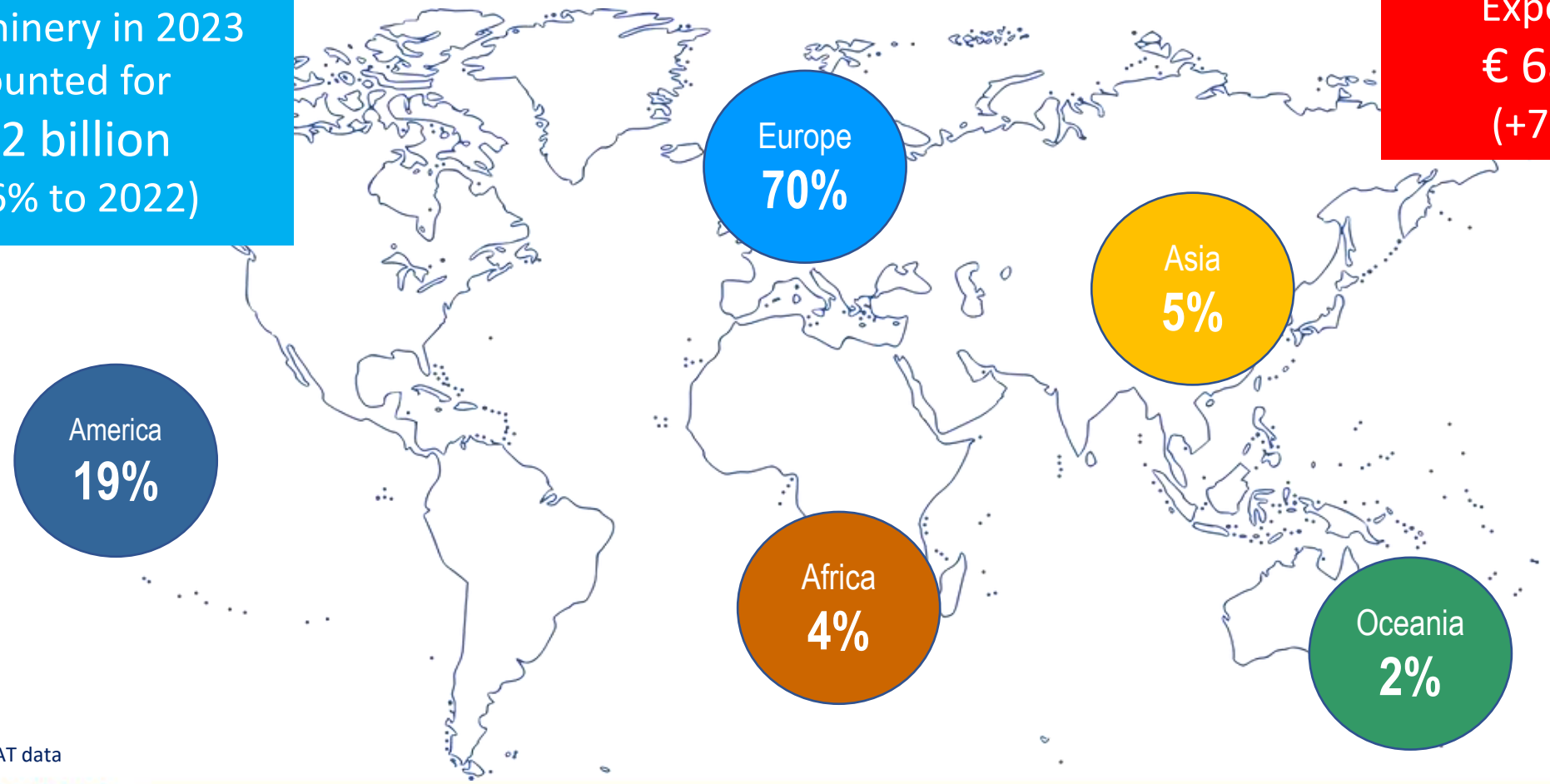


Source: FederUnacoma Statistical Dept.

Italian exports – 2023

Exports of tractors and ag. machinery in 2023 accounted for
€ 7.2 billion
(+11.6% to 2022)

Exports to China
€ 68.6 million
(+79% to 2022)



Source: ISTAT data

FEDER UNACOMA
Italian Agricultural Machinery Manufacturers Federation

Challenges in Chinese agriculture

Scarcity of arable land	• Rapid urbanization and industrialization lead to progressive land degradation and losses of fertility
Environment	• Excessive chemicals and pesticide use causes soil and water pollution with reduction in yields and soil fertility
Aging of farming population	• High concern related to the future manpower for agricultural production
Income gap between rural and urban areas	• Young generations are discouraged to pursue careers in agriculture

What solutions to face challenges?



Farming practices

Advanced technologies

Sustainable agricultural production

Sustainability in agriculture

Sustainable primary production

- Reduce and optimize water consumption
- Preserve soil from erosion and soil organic matter depletion (soil fertility)
- Reduce the use of fertilizers and chemicals
- Preserve the biodiversity
- Protect animal welfare and reduce pollution from livestock
- Decrease energy consumption and engine pollution
- Improve the quality of life of rural communities

Sustainable farming practices

- ❑ Minimum, strip or no tillage
- ❑ Crop rotations
- ❑ Planting cover crops
- ❑ Integrated Pest Management
- ❑ Crop-livestock integration



Advanced technologies for sustainable farming

- Solutions used in Precision Farming:
  - ISOBUS systems
  - Assisted or automated guidance
  - Variable Rate Application (VRA)
  - Automatic Section Control
  - GNSS (Global Navigation Satellite System)



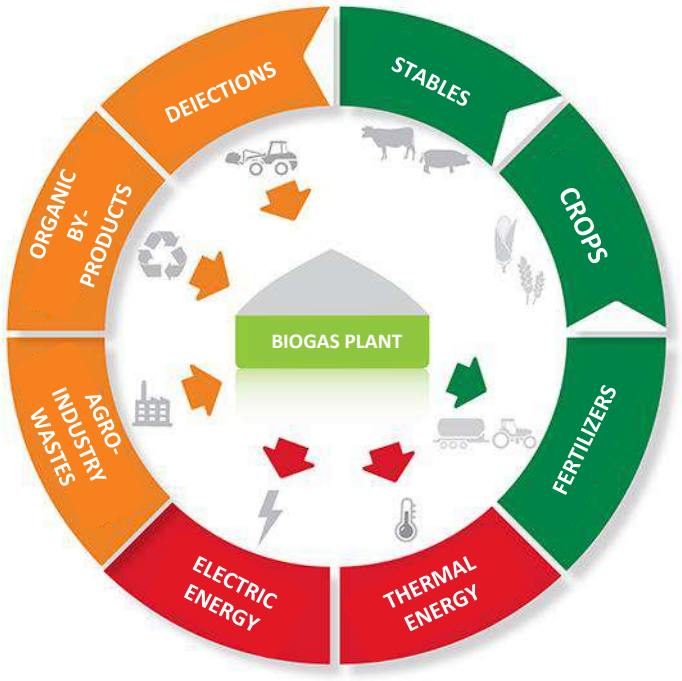
- Agriculture 4.0 and Smart Farming

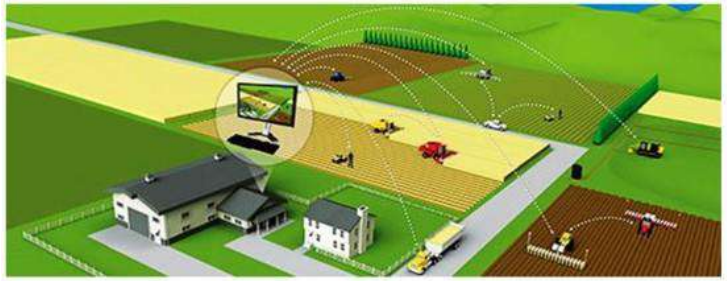


- Robots and AI



The second Green Revolution – The digital farm





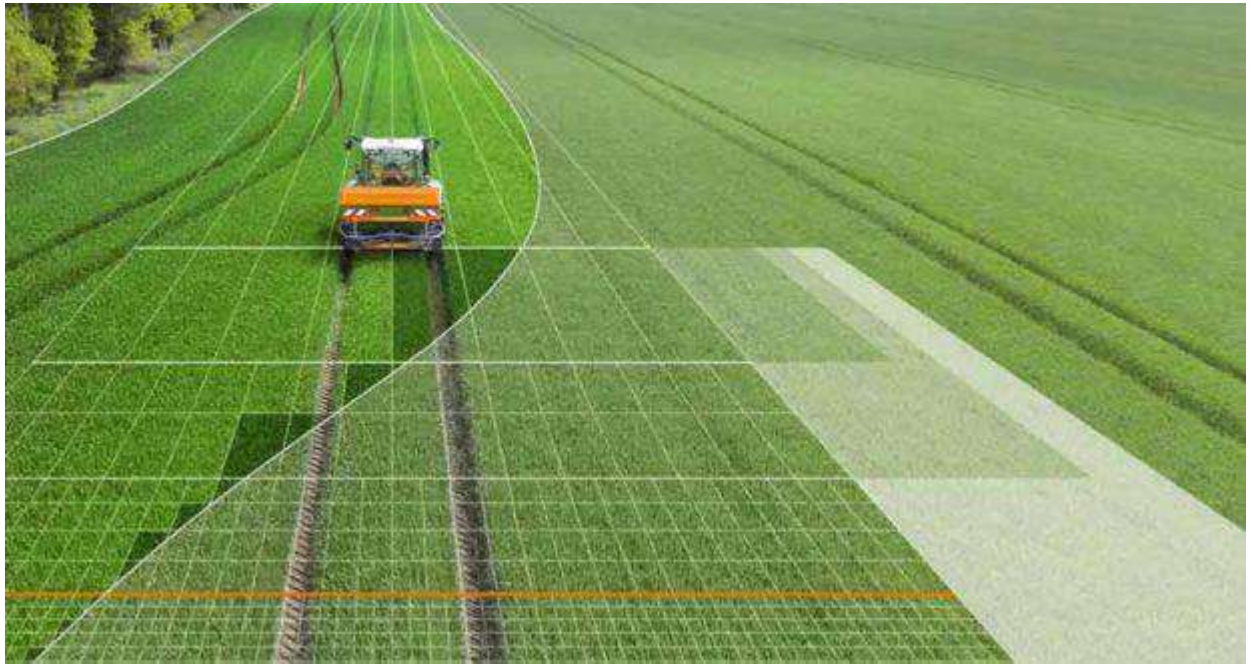
It is part of a supply chain context and is itself the aggregation of several closely related activities

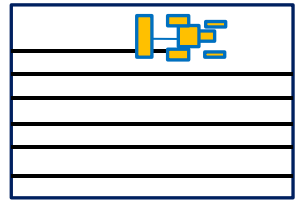
AGRICULTURE VALUE CHAIN	Pre-production	Production	Processing	Distribution	Retail
PRIMARY STAKEHOLDERS	• Seed suppliers • Fertilizer suppliers • Irrigation businesses	• Farmers • Associations • Cooperatives	• Mills • Food processing companies • Packaging companies	• Traders • Distribution companies	• Wholesalers • Retailers • Export companies



TRACEABILITY

The advantages of digital agriculture





Automated crop treatments based also on agronomic features



More precise and targeted crop treatments, even on a single plant basis



Synchronization of operating machines

The advantages of digital agriculture



Increase the level of safety in the field (and more) when using the machinery



Data analysis and sharing even in the entire production chain



Reduce or eliminate downtime through remote servicing



Make machines more and more ”smart” and ”adaptive”



For a better agriculture and a better world



Smart farming and **sustainable agricultural** practices, managed by **farmers**, can:

- feed the world
- protect natural resources
- contribute to fight the climate change
- improve the rural livelihood

Thank you for your attention

Fabio Ricci
FederUnacoma – Deputy Director General
Tel. +39 06 43298222 – Fax +39 06 4076370
Mobile +39 335 5222817
E-mail: fabio.ricci@federunacoma.it
Website: www.federunacoma.it