

# TRANSFARM 4.0

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Participation in Thematic events	06 2022

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## 1. Executive Summary

TRANSFARM 4.0 has put significant efforts into promoting the participation of its partners to thematic events across the Central Europe region. As specified also in the Dissemination and Communication strategy issued at the start of the project, connecting with the rest of the community of practice (farmers, advisory services, research entities, technology providers and more).

Coherently with such strategy, partners have engaged since the start of the project in communicating to their constituencies of reference about the scope and activities of TRANSFARM 4.0 and in a second phase also on its results, as the work unfolded in the Pilot Actions providing tangible evidence of the innovations produced.

Needless to say, the Covid pandemic has had a significant impact on the dissemination and communication actions of the project, and in particular on those that entailed direct contacts with other organisations and participation into public events.

Some of the regularly occurring events that had been identified as key targets for the action were cancelled, whereas others were reconfigured into online events. TRANSFARM 4.0 partners have been involved in a total of 14 thematic events, therefore achieving more than originally prospected, even within the limits imposed by the Covid crisis.

The following chapters provide a concise summary of the activities partners have engaged in:

## 1.1. Prega Science 2020, 18-02-2020

#### Attended by SZIE (later in the project MATE)

The Prega Science 2020 Scientific Conference on Precision Agriculture and Agro-Informatics conference took place on the 18<sup>th</sup> February 2020 in Hungary, gathering various representatives of the agricultural sector, mainly but not exclusively from Hungary.

The conference hosted a total of 150 presentations, 40 exhibition stands, 1.000 visitors among farmers, growers, technology providers, students, stakeholders, political stakeholders. Partner SZIE (later MATE) introduced principles and methods of precision viticulture applied to the monitoring of canopy microclimate and topography by PA technologies. Such exposure prompted meetings and follow up contacts with Precision Agiculture technology providers and clusters.

A short summary of the event is available at: <u>https://agroforum.hu/szakcikkek/gepeszet/szemelvenyek-a-prega-</u>2020-konferenciarol/

Webpage of the event: https://www.prega.hu/prega-science-hu/









## 1.2. Viral Mostar, 6-7 October 2020

### Attended by UM

The VIRAL Mostar conferences were promoted by the Erasmus project VIRAL (Vitalising ICT Relevance in Agricultural Learning). The 2020 edition was carried out online in October 2020 due to the Covid crisis.

Jurij Rakun from the University of Maribor opened the scientific sessions on Day 1 with a module on Robotics in Agriculture, which drew examples from the work being performed in the ROVITIS project and in TRANSFARM 4.0 with the planned Pilot Action on the variable rate sprayer in viticulture.

The workshop last two days and reached a total crowd of about 60 university students mostly from Bosnia Herzegovina and Montenegro. Most of the speakers came from the target region, from Slovenia and from the Netherlands.

Participation in the workshop was functional to establish and consolidate collaboration with the Wageningen research centre (Joao Valente).

## 1.3. ATAE Symposium Zagreb 2-4 March 2021

#### Attended by UM

The Symposium "Actual Tasks on Agricultural Engineering" is organised every year by the University of Zagreb (Croatia) and is one of the main events at academic level for practitioners and experts of agricultural mechanisation. TRANSFARM 4.0 Slovenian partners Jurij Rakun and Peter Lepej took part by presenting a publication on autonomous farm robot software architecture, a theme that is immediately related to experimental



#### AN OVERVIEW OF AN AUTONOMOUS FARM ROBOT SOFTWARE ARCHITECTURE

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work done in the ROVITIS project (Veneto Region) and forms the technological basis of the Pilot Action focusing on the variable rate sprayer in TRANSFARM 4.0.

Participation in the ATAE Symposium reinforced the positioning of UM in the landscape of regional experts in agricultural engineering. The symposium gathered about 100 experts from different countries. Rakun and Lepej's article is included in the public proceedings of the event.

## 1.4. Dunavin, Budapest, 25 June 2021

#### Attended by MATE

The DUNAVIN competition is a key event for the wine sector in Hungary and neighbouring countries. It attracts a relatively small but highly qualified attendance of the best producers in the region, as well as growers, wine experts, service providers and students.

Peter Bodor Pesti of MATE introduced the main aims and preliminary results of the TRANSFARM 4.0 project and invited technology providers and growers to accelerate the introduction of precision farming technologies in Hungary. The event provided a good opportunity for liasing with farmers and the winemaking industry.





A short summary of the event is available at: https://borespiac.hu/2021/06/28/borok-a-duna-ket-oldalarol/

## 1.5. Vite in Campo, Susegana 26-27 July 2021

#### Attended by CREA and UM

Vite in Campo (Vineyard in the field) is a yearly event organised in Veneto region by INformatore Agrario, one of the most important publishers in agriculture in Italy. The 2021 edition was organised in Susegana, at a local winery in the Prosecco region, very close to the CREA experimental farm.

The event was organised over a two days with presentations, meetings, stands and a "carosello" (showcase) area devoted to demonstrations of the technologies developed. Luca Masiero of CREA provided a presentation of the TRANSFARM 4.0 approach to precision agriculture and a summary of the work being deployed in the Pilot Actions. Jurij Rakun of the University of Maribor illustrated together with Italian producer Maschio Gaspardo, the variable rate sprayer engineered for precise treatment on grapes in the framework of Pilot Action 2.



Vite in campo 2021 featured a total of 2000 visitor, 55 companies exhibiting products and technologies and about 200 machines. It was a robust source of contacts and a great exposure to general visibility in the sector for the TRANSFARM 4.0 project and its partners.

## 1.6. TrendTalk at the Pöttinger Landtechnik GmbH

### Attended by Francisco Josephinum



Transfarm4.0 was at the TrendTalk at the Pöttinger Landtechnik GmbH company on 01 09 2021. Mr. Heinrich Prankl, Vice-Director at HBLFA Francisco Josephinum addressed current developments in the agricultural machinery sector in connection with future challenges and illustrated the main activities performed in TRANSFARM 4.0, highlighting the importance of smart and connected machines, to optimise farm operations.





## **1.7. RIEDER EXHIBITION**

Attended by Francisco Josephinum

TRANSFARM 4.0 was represented from Francisco Josephinum at the Ried exhibition. Innovative technologies for agriculture were presented and live demonstrations carried out within the framework of the "Innovation Farm" hall.

The event saw also the visit of Federal President of Republic Austria Alexander van der Bellen, the Minister of Agriculture Elisabeth Köstinger and the Govenor of Upper Austria Thomas Stelzer.

With the attendance on the fair in Ried, it was possible to



reach a crowd of approximately 500 farmers



from Austria and Bavaria (Germany). FJ held a stand, regularly attended by Reinhard Streimelweger and Helmut Steinkellner, devoted to TRANSFARM 4.0 and recorded several interactions with potential users, as well as some bilateral meetings with solution providers and other research institutions.





## 1.8. Lippay János-Ormos Imre-Vas Károly Scientific Congress, 24th September 2021

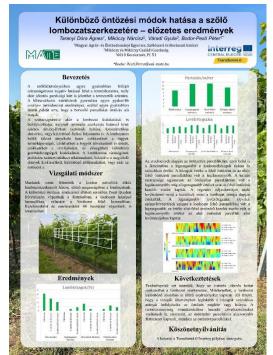
### Attended by MATE

The János-Ormos Imre-Vas Károly Scientific Congress is a highly reputed appointment for practitioners and

researchers in agricultural innovation from Hungary and abroad. Its 24<sup>th</sup> edition took place in Budapest in September 2021, attracting a total of 140 people, among researchers, professors and students.

Partner MATE presented some of the main technological concepts of the TRANSFARM 4.0 project, including the introduction of the canopy architecture of the pilot action plots, and the 2D visualization of the canopy structure linked to the Sensor Data Acquisition for Precision Viticulture in a FI-Ware data lake for Big and Smart Data Management under Pilot action case study 3. These results were included in the data evaluation provided by sensors, and correlation between canopy architecture, microclimate and plant physiology.

The presentation was functional to consolidate relations with researchers and students interested in the deployment of data driven technologies in farms environments.



## 1.9. Researchers night (Kutatók éjszakája) event, 24<sup>th</sup> September 2021

#### Attended by MATE

The Researchers night is a European wide initiative that takes place in different countries and research institutions, usually opening up labs, infrastructure and demonstration sites to facilitate the interaction between the world of research and civil society. The Budapest edition in September 2021 prompted the visit to the MATE lab of six students and visitors.

Peter Bodor-Pesti provided them with a general introduction of the Precision Agriculture principles, and illustrated their application within the Pilot Action 3 for Sensor Data Acquisition for Precision Viticulture. In particular, he pointed to the benefits in terms of quality and optimisation of operations and environmental gains that the wine industry can obtain by applying such technologies.

As a follow up, some students interested in Precision Agriculture contacted MATE to find out about possible specialisation opportunities.

A summary of the event is available at: https://app.kutatokejszakaja.hu/esemenyek/magyar-agrar-eselettudomanyi-egyetem/applikaciokkal-a-szoloben







## 1.10. "Digitalization in the viticulture sector" online conference, 20<sup>th</sup> October 2021.

### Attended by MATE

The Digitalizáció a szőlészeti-borászati ágazatban konferencia (Hungarian Title) was an online conference addressing primarily the wine industry of Hungary, especially on issues related to quality control, optimisation, sustainability and marketing. It provided a relevant exposure to most of the sector key stakeholders in the country, with 250 participants (searchers, grapevine growers, technology providers, students).

Peter Bodor-Pesti provided an Introduction of the Sensor Data Acquisition for Precision Viticulture in a FIWare Data Lake for Big and Smart Data Management under Pilot action case study 3. The video recording of the conference is available at: https://www.youtube.com/watch?v=KWWq9LXJjjA

Peter Bodor-Pesti's presentation was scheduled at 10.30 under the title Transfarm4.0: Határon átnyúló precíziós gazdálkodási együttműködések (TRANSFARM 4.0: Cross-border Precision Farming Collaborations)

After the conference MATE got several requests from researchers and technology providers to collaborate in the topic. Sencrop company requested an on-line meeting where they introduced the technology they provide and further collaboration with the company is in progress. Kertészet és Szőlészet (Horticulture and Viticulture) printed magazine contacted with PP6 to write a paper about the Transfarm4.0 project.

## 1.11. EIMA International 2021, 19-23 October 2021

#### Organised by FEDERUNACOMA, attended by CREA, UM, ARRSA

A detailed account of TRANSFARM 4.0's participation at EIMA International 2021 is provided in DC5.2 Open Innovation Week. EIMA International is one of the largest world's fairs of agricultural machinery and technologies. It is organised every two years in Bologna in the month of November and is a not to be missed appointment for producers, experts, farmers associations and the world of research and innovation in general. The 2021 edition took place in October as a catch-up edition for the 2020 one which had been cancelled due to the Covid crisis.





During its five days from the 19<sup>th</sup> to the 23<sup>rd</sup> of October, TRANSFARM 4.0 partners managed a dedicated stand in the Digital EIMA section of the fair, showcased the innovations proposed by the project, including the variable rate sprayer engineered for Pilot Action 2.

EIMA International recorded a very high participation with more than 270.000 visitors (reaching almost the 2016 levels) and 1.364 exhibitors. The TRANSFARM 4.0 stand was visited and attracted interaction with approximately 1.500 visitors. TRANSFARM 4.0 organised in this context a short session in the Digital EIMA area, a Press Conference for international journalists, a main conference with the participation of about 70 people and one live streaming. Partners regularly engaged into presentations, bilateral talks and explored potential collaboration opportunities with other organisations from different parts of Europe and the world. The project's participation at



EIMA got also a good media coverage during the period.

## 1.12. International Forum of Mechatronics, 20-21 October 2021

#### Attended by LCM and FJ

The Austrian partners presentd the TRANSFARM 4.0 project at the IFM (International Mechatronics Forum) held in Linz on the 20-21 October 2021. A specific workshops was organised on the 21<sup>st</sup> under the Title: "Smart Farming, Innovation Transfer in Agriculture"









The workshop was participated by about 20 experts and researchers, while the whole event attracted roughly 500 participants, 139 of which took part also in bilateral meetings. TRANSFARM 4.0 was presented also out of the specific workshop into sessions with companies interested in its technological developments.

The presentation of TRANSFARM 4.0 in the workshop was managed jointly by Reinhard Streimelweger of FJ and Albert Pötsch of LCM.

## 1.13. 2-5 March 2022, Fiera Agricola di Verona

### Attended by CREA, FEDERUNACOMA and UM

Fiera Agricola (Agricultural Fair) is a relevant event for the agricultural sector at international level. The 2022 edition took place in Verona between the  $2^{nd}$  and the  $5^{th}$ . CREA managed a stand for TRANSFARM 4.0 and showcased the key innovations generated by the project with its Pilot Actions, with a special emphasis on the work done in Pilot Action 2 with the variable rate sprayer engineered also by UM and implemented on a sprayer provided by Italian manufacturer Maschio Gaspardo.

Fiera Agricola hosted 520 exhibitors and attracted a total of 68.000 visitors. TRANSFARM 4.0 was exposed to interaction with hundreds of visitors at the stand and with ten companies (some of them associated to FEDERUNACOMA) willing to explore potential collaboration on the basis of the innovations generated).

## 1.14. Prega Science 2022 Scientific Conference on Precision Agriculture and Agro-Informatics conference, 11<sup>th</sup> May 2022., Hungary

#### Attended by MATE

The Prega Science is organised every two years and is a key event for the sector in the Central Europe and Danubian region. Its 2022 edition attracted 150 presentations, 40 exhibition stands, 1000 visitors farmers, growers, technology providers, students, policy makers and other stakeholders.

MATE presented the key results of the project and in particular of trials carried out under Pilot Action 3. Given the maturity of the results shown in the final phase of TRANSFARM 4.0, a special emphasis was given to messages and interaction with policy makers. Meetings were also organised with clusters of the Hungarian wine industry.

## 1.15. CONAVI IX Convegno Nazionale di Viticoltura, 13-15 June 2022, Conegliano (TV) Italy

#### Attended by CREA, MATE

CONAVI (National Congress of Viticulture) is a higly reputed scientific event for all researchers, farmers, growers and interested parties in wine making. It is co-organised by the University of Padova and by TRANSFARM 4.0 coordinator CREA. Aside from CREA, also MATE attended the congress with a presenttion by Peter Bodor-Pesting on the Remote Sensing evaluation of the canopy microclimate and plant physiology of the grapevine cultivar Harsevelu with different irrigation methods.





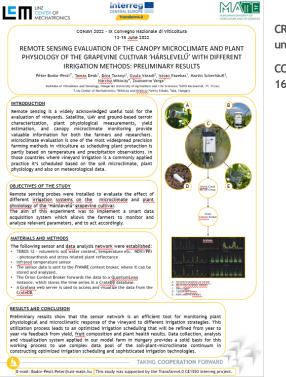
This enabled further conacts with researchers and the definition of potential new research collaborations with CREA and with IASMA (the Agricultural Institute of San Michele all'Adige), a research organisation based in Trentino region.

#### The event link is available at: https://www.conavi2022.it/index.html

Bodor-Pesti, P., Deák, T., Taranyi, D., Váradi, Gy., Fazekas, I., Scherhäufl, M., Mikóczy, M., Varga, Zs., (2022): Remote sensing evaluation of the canopy microclimate and plant physiology of the grapevine cultivar 'Hárslevelű' with different irrigation methods: preliminary results. IX Convegno Nazionale di Viticoltura, 13-15 June 2022, Conegliano (TV) Italy.

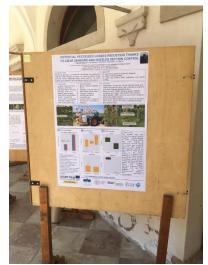
#### Sessione 3 - Viticoltura di precisione e telerilevamento

- Bodor-Pesti P. Remote sensing evaluation of the canopy microclimate and plant physiology of the grapevine cultivar 'Hárslevelű' with different irrigation methods: preliminary results.
- Pisciotta A. Stima del numero di acini su grappoli di uva da tavola attraverso l'analisi di immagini.
- Shmuleviz R. Application of proximal and remote sensing to study the spatial variability in the Valpolicella area.
- Sozzi M. Telerilevamento iperspettrale per applicazioni di viticoltura di precisione: risultati preliminari dalla missione PRISMA.
- Zanchin A. Potential pesticides losses reduction thanks to lidar sensors and nozzles section control.



CREA's poster on the TRANSFARM 4.0 activities obtained also the prize for under 35 researchers posters.

CONAVI just preceeded the TRANSFARM 4.0 Final event in Susegana on the 16th June, which has enabled participation to the TRANSFARM event also by



researchers and companies attending the CONAVI.