



## Over 12000 visitors for the sugar beet at Moyvillers !

The small town of Moyvillers, in the Oise, was, for two days, on **the 26<sup>th</sup> and 27<sup>th</sup> of October**, the capital of the sugar beet industry thanks to **Betteravenir 2016**, the European sugar beet field exhibition organized by the French Sugar beet Institute (ITB) and the Royal Belgium Institute for Sugar beet (IRBAB).



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The particular context, with **the end of quotas in 2017** when the price of sugar will no longer be guaranteed to the producer, has raised an important mobilization of the entirety of the sector. Braving the fog, **over 12 000 visitors** came to this event. Half of them were from the Hauts-de-France, including planters from the **Oise, Aisne and Somme**. But all of the other sugar beet regions were also present: from **Normandy to Alsace**, and the **Seine-et-Marne, Limagnes and Champagne!**

The **important foreign mobilization** showed the international-scale interest, because in addition to Belgium, co-organizer of the event, **fifteen foreign delegations** were present: Germany, the Netherlands, England, Sweden, Ukraine, Poland, Switzerland, Spain, Italy, Turkey, Morocco, Egypt, China, Japan ...

The **planters, entrepreneurs, and agricultural technicians** enjoyed the **170 exhibitors** who were present to talk and prepare for the future. Technical issues on harvesting and improving profitability, which were at the heart of the event, generated great interest:

- **The Village of Technologies**, novelty of this edition, enables farmers **to find concrete answers on silos conservation and soil compaction**, two issues that will be crucial in the future.
- In addition, the two sunny afternoons enabled thousands of visitors to observe and closely look at **harvesting, unearthing and sheeting equipment** being used.

Alexandre Quillet, President of the ITB concludes: "**Betteravenir 2016 is a success**. The technical innovations that were shown and that are to come will continue to help **optimize production costs and maintain competitiveness!** The entire industry gathered today shows that we all feel affected by post-quota issues and **that a future full of opportunities is awaiting.**"



Were present: **Alexandre QUILLET**, President of the ITB, **Anaïs DHAMY**, Vice President of the County Council of the Oise department, **Guy PATERNOSTER**, President of the IRBAB, **Véronique BROUCKAERT**, head of the cabinet of René Collin, Belgian Walloon Minister of agriculture, **Marie-Sophie LESNE**, Vice President of the Regional Council of Hauts-de-France region in charge of agriculture and agri-food, **Annick DECAMP**, Mayor of Moyvillers, **Willy BORSUS**, Belgian Federal Minister of agriculture, **Didier MARTIN**, Prefect of the Oise department. © ITB

*Betteravenir 2016, the biggest European field exhibition dedicated to sugar beet. In 2016, it welcomed Beet Europe, the bi-annual international meeting for sugar beet machinery constructors.*

*It was organized by :*

*It was supported by :*

