



YEARS OF LIFE TOGETHER

THE VALUE OF SEEDS

Seed innovation for the agro-industrial system

Bologna May 19th, 2022

Savoia Hotel Regency

RV Venturoli was founded in 1932 amongst the hills of Bologna thanks to the unique vision of Luigi Venturoli. The historic Italian company now celebrates its 90th anniversary.

Continuous innovation, and key business partnerships in the global seed industry, have led to a progressive expansion of RV Venturoli's product range. This growth has put the company on a path of international excellence.

With passion, and the support of the next generation, President Vittorio Venturoli has brought a new drive to the company; ensuring it remains current through the development of innovative projects for an ever increasingly modern and sustainable agriculture.

With this goal in mind, RV Venturoli is proud to announce this gathering dedicated to in-depth study and discussion on the importance of seeds in today's agro-industrial evolution.

A handwritten signature in white ink that reads 'Vittorio Venturoli'.

Programme

- 8.30** Registration of Participants
- 9.00** Welcome by the Authorities and introductory remarks
Vittorio Venturoli, RV Venturoli President
Alessio Mammi, Councillor for agriculture, agro-food, hunting and fisheries Emilia-Romagna Region
Luca Fontanesi, Rector's Delegate for Competitive Research Projects, University of Bologna

Session 1

Wheat for the future food chains

Chair: **Antonio Boschetti**
Editor-in-Chief, L'Informatore Agrario

- 9.15** **The evolution of soft wheat supply chains: innovations and future prospects**
Massimo Blandino
Department of Agricultural, Forestry and Food Sciences, University of Turin
- 9.30** **How wheat field trials fit in the supply chain**
Paolo Rendina
Extended Supply Chain Manager, Sata
- 9.45** **RV Venturoli Products**
Eloise Bersani
Research & Development, RV Venturoli
- 9.55** **The challenges of the Italian food industry: maintaining excellence while managing price increases on raw materials and logistics**
Ivano Vacondio
President, Federalimentare
- 10.10** **Hybrid wheat: a real opportunity for farmers**
Guillaume de Castelbajac
Managing Director ASUR Plant Breeding

Coffee break

Session 2

The value of seeds in the animal production chain

Chair: **Angelo Frascarelli**
Department of Agricultural, Food and Environmental Sciences, University of Perugia and President of Ismea

- 10.45** **Animal welfare**
Leonardo Nanni Costa
Department of Agri-Food Science and Technology, University of Bologna

- 11.00** **Farmers' needs**
Andrea Formigoni
Department of Veterinary Medical Sciences, University of Bologna
- 11.15** **Parmigiano Reggiano: a supply chain that starts in the fields**
Marco Nocetti
Head of Primary Production Service, Parmigiano Reggiano Consortium

Panel Discussion

Energy transition

- 11.30** Chair: **Angelo Frascarelli**
Department of Agricultural, Food and Environmental Sciences, University of Perugia and President of Ismea
- Panelists:
Augusto Bianchini
Department of Industrial Engineering, University of Bologna
Piero Gattoni
President, Italian Biogas Consortium
Guglielmo Garagnani
President of the National Sugar Beet Association
Arturo Semerari
CEO, Agriconsulting

- 12.45** Conclusions and closing remarks
Antonio Boschetti
Editor-in-Chief, L'Informatore Agrario

Working lunch

Field trip

Azienda Agricola Boriani
Via Viadagola, 9
Granarolo dell'Emilia (Bologna)

The simultaneous translation service will be provided



Information

Meeting Venue

Savoia Hotel Regency
Via del Pilastro 2 - Bologna (Italy)

Provider and Organising Secretariat



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