



"The future for farming is Artificial Intelligence, remote sensing, new innovations and technology. However, collaboration is key to creating a future where people, the planet and sustainable business solutions act in harmony to nourish everybody."

Hans Jöhr, Corporate Head of Agriculture, Nestlé and SAI Platform Honorary President

The Future For Farming – Advancing Sustainability Through Technology And Innovation

BRUSSELS, 18 April 2018 – The biggest brands and experts in food and drink from around the world will gather on 24 – 25 April in Aarhus, Europe's capital for food innovation and technology, to attend the Sustainable Agriculture Initiative Platform (SAI Platform) Annual Event 2018. For two days, industry leaders will come together to visit Danish food innovation in practice, hear expert insights as well as learn and share experiences and approaches to advance sustainable agriculture.

This year's theme - **Sustainability Through Innovation & Technology: How to Advance Sustainable Agriculture at Landscape Level** addresses the key topics such as big data, technology for smallholders, how sustainability works within both developing and developed countries and via a live blockchain lab, a view of its role in the agri-food industry. #SAIPlatform2018 will take a look at practical and potential solutions for the challenges ahead of the industry and of the farmers in sustainable agriculture and food production.

The first day starts on-the-ground as we explore first-hand, technology and innovation used in Danish agriculture systems and farming practices with multiple simultaneous field visits to crop, dairy and beef farms in Aarhus and its surroundings. [For full agenda](#)

The second day, moderated by Television and Radio Presenter, Sasha Twining, features a series of inspiring and motivational keynotes and discussion panels from industry-renowned leaders, farmers and sustainability experts. [For full agenda](#)

#SAIPlatform2018 expects up to 140 SAI Platform members and invited guests and will offer an interactive information exchange and collective learning platform, providing a unique networking opportunity with global food industry leaders; senior sustainability professionals; experts working in the food & drink industry and for the agri-food community as a whole.

About the Sustainable Agriculture Initiative Platform (SAI Platform)

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) provides a pre- competitive environment for the food and drinks industry to address global sustainability challenges facing farms today, and in the years ahead.

With a network of over 90 members, we are developing the practice of sustainable agricultural tools and principles that create secure and strong agricultural supply chains, to protect the earth's resources.

Our focus on beef, dairy, arable and vegetable, and fruit and nut as well as our pioneering Farm Sustainability Assessment (FSA) tool lead the field to effective sustainable practices while delivering value to our members, farmers, their communities and consumers.

To find out more about SAI Platform, visit our website: www.saiplatform.org

Contact

Brigid Norde-McAleer
Communications Manager
bmcaleer@saiplatform.org
+31 (0) 615 087 195