



The whole sugar beet sector united for Betteravenir 2016

The French Sugar beet Institute (ITB) and the Royal Belgium Institute for Sugar beet (IRBAB), both interprofessional organizations, share the same goal of improving sugar beet production and economical performance while respecting our environment. They are once again gathered to organize the biggest European field exhibition dedicated to sugar beet : BETTERAVENIR 2016.

This 6th edition of the event will take place in the North of France, in one of the main European areas for sugar beet.

26th and 27th October 2016 in Moyvillers, in the Oise department

A MAJOR EVENT FOR THE SUGAR BEET SECTOR

Both agriculture and agro-industrial sectors are getting ready to answer the end of European quotas system within a strongly evolving context. All our sectors will gather at BETTERAVENIR 2016 to demonstrate that sugar beet is part, of our agriculture and industrial landscapes, now and for the future.

- **80 hectares** are dedicated to the exhibition ;
- More than **150 exhibitors** : sector suppliers (agricultural equipment, seeds, protection products, fertilizers ...), institutional representatives and R & D partners will present and discuss their latest innovations in the sector.
- **12 000 visitors** are expected

HARVESTING AT THE HEART OF BEETEUROPE 2016

- **Dynamic exhibition** of harvesting, cleaning and tarping tools.

New in 2016



- **"The Village of Technologies"** : workshops on the latest research and advances in soil compaction, crop quality and conservation of beets presented by technical experts from ITB, IRBAB and their partners.

AN INTERNATIONAL EVENT

Since 2010, the international meeting for sugar beet machinery constructors **Beet Europe** has been organized every two years in an European country member of **IIRB***. After Poland in October 2014, **the 4th edition** of Beet Europe will be held in France, together with Betteravenir 2016. A large international delegation of visitors and professionals of the sugar beet sector will be present to develop exchanges and collaborations.

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