



Paris, February 26th, 2021

## 25 partners committed to Les Culturales®

### The arable crop event of the year 2021

*The 15th Culturales® will take place on June 15, 16 and 17, 2021, in compliance with health regulations, on the Terralab site managed by Terrasolis, in Bétheny, a town very close to Reims in the Marne. This national open field event is organized by ARVALIS - Institut du végétal. More than 25 partners from research, development and distribution are already associated and are participating in the design of the program and activities. After more than 18 months without a ny field show, visitors, primarily arable crop producers, will be able to identify innovations and practical solutions for the performance of their farms and their sectors.*

#### Six technical centers will answer producers' questions

Over 20 hectares, technical workshops, animations and plant showcases in the field will show all kinds of innovations in line with the interests of producers:

- I produce for methanization,
- I use smart farming and digital tools,
- I adapt my best practices to enhance my production,
- I improve the fertility of my soil,
- I protect my crops with fewer chemicals,
- I produce in organic agriculture.

#### Champ de vision: the real TV channel of Les Culturales® 2021

*Champ de vision* will be a TV set animated by journalists, directly accessible in the center of the technical area. It will offer a varied program schedule: documentaries, testimonials, duplexes, round tables, etc. It will be live on the show and on our channel, it will showcase the technical innovations of the show in a playful, visual and dynamic way.



## Clap de champs: the festival of short technical agricultural films

*Clap de champs* is a national competition for students of agricultural education. Pedagogical and innovative, it offers the winners the opportunity to design a short film in the "Innovation" or "User manual" category. The prizes will be awarded to Les Culturales 2021.

## Already more than 280 exhibitors

More than 280 exhibitors have already signed up for Les Culturales® 2021, including companies from the agricultural supply, agricultural equipment, services, distribution, startups, ... They participate greatly in the marketing of innovations that are used by farmers.

More information soon on [www.lesculturales.com](http://www.lesculturales.com)

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