



grossetofiere

**42<sup>a</sup>** Fiera del  
**Madonnino**  
23 - 24 - 25 April 2022  
The Madonnino Fair



**THE TUSCAN AGRICULTURE FAIR**  
**A LONG STORY 42 LASTING EDITIONS!**

# THE EVENT

*The Madonnino Fair is the more important fair event of Tuscan Agriculture*

- › It represents the most important date for the operators of the sector.  
The 42<sup>nd</sup> edition will take place in the **Exhibition Center of Grossetofiere in Grosseto**, Braccagni, in three days: **23 – 24 – 25 April 2022**.
- › It creates business opportunities by encouraging meetings between suppliers and demand, consolidating **new market opportunities**.
- › It facilitates the permanence of the visitors in the event with **numerous attractions and happenings** organized with excellent services.



# MISSION

*Do not forget the beginnings to strengthen the future*

- › **To be genuine;** the Madonnino Fair is the symbol of simplicity and rurality, but also of a strong link between a territory and its inhabitants. Thanks to the dedication of the farmers, it is recognized as **the event of Tuscan Agriculture and of the Central Italy**.
- › **To be modern;** to adapt your product to the requirements of the market, of exhibitors and of visitors, **improving e revising the themes of the fair** without modifying the format, that has been consolidated in more than four decades.



**[www.fieradelmadonnino.it](http://www.fieradelmadonnino.it)**



# LAYOUT

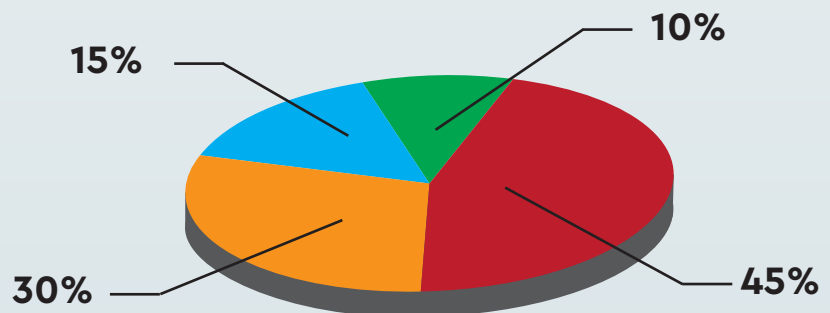
***There are 60,000 square meters. occupied by the Madonnino Fair, distributed as follows:***

- › **Agricultural machinery and devices:** the central and main sector of the event occupies for 57% of the exhibition uncovered area, in this area are all the most important brands, represented with the local dealers.
- › **Zootechnics:** zootechnical exhibitions and an Educational Farm are organized in this space of 7,000 square meters.
- › **Gardening:** technical courses for visitors are organized in an area of 10,000, as well as special sales of green products including equipment and machinery.
- › **Events area and Baby Parking:** several shows related to the rurality are organized in the 1,600 square meter ring, while the close green area is completely dedicated to children with educational activities related to the agricultural world.
- › **Food and wine:** These services are usually inside modular outbuildings or in 4x4 gazebos and they occupy an area of 7,500 square meters.
- › **Parking area:** large and very accessible parking spaces complete the area of the Madonnino Fair.

# VISITOR'S TARGET

## ***Profession***

- › Farm worker 45%
- › Management employer 30%
- › Freelancer 15%
- › Other 10%



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# PROGRAMS 2022



## AGRICULTURE 4.0

### *Increase agricultural production, respecting the natural environment*

In a dedicated pavilion it will talk about **Agriculture 4.0, Smart Farming, Agriculture of precision**. Increase **the sustainability of the agricultural model** through innovation technology is one of the most important challenges in the near future to allow Italy to increase agricultural production and at the same time protect the environment.



## ZOOTECHNICAL EVENTS

### *Rediscovering biodiversity*

It will be promoted a project, in collaboration with the **AIA (Italian Breeders Association)**, dedicated to **native breeds in danger of extinction**, with the creation of a large farm animals setting of over 1,000 square meters. In recent years it has been undertaken a process of recovery of these breeds, thanks to the rediscovery of the territory and the enhancement of livestock production, through **the recognition of certified production of IGP and DOP marks**.



## GARDENING

### *Lessons and conferences*

Grossetofiere has signed an important **agreement with the Order of Agronomists and Agricultural Experts** with the aim of expanding the sector dedicated to the gardening, through the creation of **didactic areas where lessons and conferences will be organized**.



## EDUCATIONAL FARM

### *Approaching children to the rural world*

There will be numerous educational activities that will take place in the **green area** of the Center Fairs where children will be able to get closer to the rural world with **games and entertainment**.



## A.M.O!

### *Agricultural Machinery Opportunity*

An event within the event: the **sale of second-hand agricultural machinery** will provide the exhibitors with the possibility of **optimizing participation costs**.

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