



Top-notch supporting program promises fascinating discussion of current topics – Instagram channel goes online with great content – Cooperation with Baden-Württemberg Cooperative State University Ravensburg

A beacon of hope for the industry: 11th Fruchtwelt Bodensee offers forward-looking forum for discussion

Friedrichshafen – The international impact of the challenging market situation, rising operating costs, and general supply-chain security issues is creating a need for increased communication among fruit producers, distillers, and the agricultural industry. With the opening of the 41st Fruit Growing Days and the subsequent panel discussion, Fruchtwelt Bodensee will be offering a platform for experts from the individual branches of the industry for vigorous exchange of opinion from January 13 to 15, 2023.

The versatile supporting program with expert lectures and seminars on current topics is particularly impressive. Supra-regional universities that are rethinking the job profile of farmers and fruit producers in the context of the digital transformation will be collaborating with the trade fair event for the first time. Digital achievements and smart farming will also be the focus of the launch of the Fruchtwelt Bodensee channel on Instagram, the Start Up Area, and the promotion of sustainable cultivation concepts.

More than 300 exhibiting companies from 13 countries will be making an appearance at the international trade fair for commercial fruit growing, distillation, and agricultural technology, putting the focus on the latest developments in cultivation, harvesting, and product development. In keeping with these themes, speakers from the worlds of theory and practice will report on the latest advances in quality fruit production in regard to agri-photovoltaic systems, crop protection, and the energy transition. Fruchtwelt Bodensee is also putting its focus on sustainability initiatives and the associated digital technologies. “At Fruchtwelt Bodensee, farmers, fruit producers, and distillers get the opportunity to engage in international exchange on the most burning issues. First-hand knowledge gives them the chance to set up their businesses to be ready for the future and to benefit from the experience of industry experts,” says Project Manager Petra Rathgeber.

The tasting seminars “The Next Big Thing – Trends on the International Spirits Market” and “Production of Highly Aromatic Whiskeys through the Use of Special Malts” can be booked at: <https://www.fruchtwelt-bodensee.de/de/tickets>. Purchase of the limited number of tickets is only possible with online registration.

Fruchtwelt Bodensee will be held from January 13 to 15, 2023. It will be open Friday and Saturday from 9 a.m. to 6 p.m. and Sunday from 9 a.m. to 5 p.m. Day tickets cost 19 euros but are also available online for 15 euros. An overview of the lecture program is now available online. Further information is available at: www.fruchtwelt-bodensee.de and <https://www.instagram.com/fruchtwelt.bodensee/>