



Fruchtwelt Bodensee offers international industry news and networking opportunities

- **Some 350 exhibitors representing the sectors of commercial fruit growing, the distillation industry, and agricultural technology**
- **Lake Constance Fruit Growing Days, featuring expert lectures and panel discussions**
- **Excursion to the Lake Constance Fruit-Growing Competence Center (KOB) in Bavendorf on the day before the fair begins**

Friedrichshafen – What are the latest developments in commercial fruit cultivation, agricultural technology, and the distilling industry? From February 20 to 22, 2026, Fruchtwelt Bodensee will host an international platform for exchange at Messe Friedrichshafen. The supporting program will focus on the central themes of water management for fruit plantations, agri-photovoltaics, digital tools for farm administration and field operations, crop protection strategies, and shifting consumer behavior. Approximately 350 exhibitors will showcase their latest products and services, while dedicated zones will highlight farm shops, research and development, the education sector, and start-ups. For the first time, a central Demo Area will feature live demonstrations of machines and equipment.

“Lake Constance is the beating heart of the European fruit cultivation industry. Fruchtwelt Bodensee is far more than a product exhibition – it’s the sector’s central hub for networking, where exchange, expertise, and fresh inspiration come together. Feedback from our visitor and exhibitor surveys consistently confirms the fair’s high quality and international character, a status further reinforced by the expert supporting program. “We are developing this in close collaboration with leading industry partners,” emphasizes Project Manager Sharon Kommer. The total of 350 exhibiting companies matches the high level of the previous event and includes 45 new exhibitors. Lectures, panel discussions, and workshops will be held across two stages.

Where research meets practice: The 43rd Bodensee Fruit Growing Days

The 43rd Bodensee Fruit Growing Days will deliver science-based insights on market developments, consumer trends, water management, agri-photovoltaics, and digital workflows. The Lake Constance Fruit Growing Days program is primarily coordinated and curated by Fruit Region Lake Constance (Obstregion Bodensee), the Lake Constance Fruit-Growing Competence Center (Kompetenzzentrum Obstbau Bodensee (KOB)), the Lake Constance District Office (Landratsamt Bodenseekreis), the Allgäu-Upper Swabia Farmers' Association (Bauernverband Allgäu-Oberschwaben), the Lake Constance Fruit Market Association (Marktgemeinschaft Bodenseeobst), and the Württemberg Fruit Cooperative (Württembergische Obstgenossenschaft).

Consumer research and perspectives on fruit cultivation

The Lake Constance Fruit Growing Days, held as part of Fruchtwelt Bodensee, will open with a focus on changing consumer behavior. High-ranking representatives from the food retail trade, fruit production, marketing, science, and consumer research will illuminate the causes of declining apple consumption among the younger generations and discuss possible solutions. One factor discussed is that many consumers are uncertain about crop protection. After the panel discussion, Prof. Dr. Andreas von Tiedemann of Georg-August Universität Göttingen will pose a provocative question: "Is chemical crop protection an outdated model?" After evaluating the present circumstances, he will identify the scientific findings that justify reevaluating public perceptions of crop protection.

In keeping with this topic, at the trade fair on Saturday, Ursula Schockemöhle of AMI Agrarmarkt Informations-Gesellschaft will present an assessment of the current situation on the German and European apple markets. In her lecture entitled "Challenges on the apple market: between oversupply, price pressure, and consumer trends," she will examine the forces shaping the apple market, look at how the market has evolved since the start of the season, and outline the future developments that she considers likely. She will also examine consumer behavior, especially that of Gen Z.

Digital irrigation strategies for fruit production

As climate change progresses, demand-driven irrigation in fruit cultivation is becoming increasingly important. At the trade fair on Saturday, KOB will be presenting a full lecture series highlighting the latest developments in practical, digital applications. The focus will be on the European Interreg VI project “Water Supply for Fruit Growing,” which will investigate and further develop regional optimization concepts by comparing soil moisture sensor-based irrigation with a free irrigation app. In 30-minute short lectures, the necessity and adaptation strategies of irrigation in pome fruit cultivation will be discussed, along with the associated project idea and implementation in the Lake Constance region. We will present multi-year trial results on the practical application of models and sensors, along with an overview of sensor types used to measure water availability. A practical introduction to the free ALB irrigation app for modeling water demand will be provided, and a research institute will present irrigation software and hardware. The lecture series will conclude with an exploration of efficient irrigation in viticulture, providing practitioners and consultants with a comprehensive knowledge base for shaping digital transformation and water-efficient practices in fruit growing.

Agri-PV in bureaucracy and practice

The topic of agrivoltaics has gained significant attention in recent years. At the trade fair on Sunday, the Lake Constance District Agricultural Office will shed light on the approval process for an agri-photovoltaic (agri-PV) system. Stadtwerke am See will examine marketing strategies and pricing trends for PV systems. To conclude the topic block, the KOB will present the latest research findings in the field of agri-photovoltaics.

Digital assistants in the farm office and orchard

Whether in the farm office or out in the field, digital assistants are becoming ubiquitous. Starting on January 1, 2026, the application of pesticides and other crop protection agents must be recorded digitally. The Tettnang Maschinenring will share its experiences with the digital spray logbook “Mein Acker” and discuss alternative field record-keeping systems. In a similarly practical manner, the Augustenberg Agricultural Technology Center will teach proper adjustment

of crop-protection equipment for specialty crop cultivation and how to calculate pesticide application rates using the leaf wall area model.

Informative meeting point for the whole family in Hall B4

Hall B4 will offer a family-friendly informational and social event – with catering provided by the Landfrauen – where “Maschinenring” associations from several regions and the Tett nang District Farmers’ Association (Kreisbauernverband Tett nang) will present their services. The special exhibition entitled “My Farm Shop” (“Mein Hofladen”), featuring some 20 exhibitors, will showcase solutions for direct marketing, shop design, vending machines, and retail products. The “Farm as a Place to Learn” (Lernort Bauernhof) initiative will be presenting two afternoon lectures on Saturday and Sunday, outlining its programs that allow children to experience agriculture and food production firsthand on farms. The stage will host a fashion show twice daily. Childcare for trade fair visitors will be available in Hall B4.

Distilled spirits in Hall B2

The booth sponsored by the Association of Small-Scale and Fruit Distillers of South Württemberg/Hohenzollern (Verband der Klein- und Obstbrenner Südwürttemberg/Hohenzollern) in Hall B2 invites visitors to stop by for professional exchange and a pleasant get-together. Products that won gold and silver medals will be available for tasting, and the individuals recently elected as “distillation royalty” are expected to be in attendance. Plans are underway for several seminars on the topics of small-scale distilling and cocktail mixing. Registration for these seminars will open at the beginning of December on the online ticket shop linked from the trade fair homepage. The exhibitors in Hall B2 will showcase products for the distillery sector.

Excursion to the Lake Constance Fruit-Growing Competence Center (Kompetenzzentrum Obstbau Bodensee (KOB))

For the first time, the KOB in Bavendorf will be showcasing a preview of a current local project on the day before the fair. The Department of Yield Physiology and Production Technology will present its rootstock and training system trials on Thursday, February 19, 2026. In addition, the study is investigating whether the improved light conditions achieved by a narrow fruit wall optimize yield and enhance fruit quality. Registration for the paid excursion

will open in December 2025 and will be possible via the Fruchtwelt Bodensee ticket shop.

Prices and opening hours

Fruchtwelt Bodensee will be open from February 20 to 22, 2026, from 9 am to 5 pm each day. Day tickets cost 23 euros but will also be available online for 19 euros. The ticket shop is already open. For further information, see:

www.fruchtwelt-bodensee.de and
<https://www.instagram.com/fruchtwelt.bodensee/>

Press contact:

Kerstin Rieger, Manager of Media Relations

Tel.: +49 7541 708-327

E-mail: kerstin.rieger@messe-fn.de

About Fruchtwelt Bodensee

Fruchtwelt Bodensee is the international trade fair for commercial fruit production, distillation, and agricultural technology. Every two years, exhibitors from across Europe present the latest developments and products in fruit growing, distilling, harvesting machinery, crop protection, nurseries, agricultural technology, and agricultural trade. The exhibitors' information and product offerings are complemented by the Lake Constance Fruit Growing Days' wide-ranging, well-founded conference program on current topics from the worlds of practice and research. Moreover, the Lake Constance region – Germany's second-largest fruit-cultivation area – provides ideal conditions for regional networking.

About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is located at the scenic meeting point of four countries along the shores of Lake Constance. Founded in 1950 to bolster the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade exhibitions. Its extensive portfolio includes congresses, corporate and sporting events, television productions, and live concerts. Each year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. With a total of 87,500 m² of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two outdoor areas in the inner courtyard measuring 15,500 m². Additionally, the Static Display area spans 20,000 m² and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and include the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.