



International Trade Fair for Commercial Fruit Growing, Distillation and Agricultural Technology to be held from February 23 to 25, 2024 – Federal Minister of Agriculture Cem Özdemir and Baden-Wuerttemberg’s Minister of Agriculture Peter Hauk announce that they will attend – Extensive supporting program of lectures and distillery seminars planned

Policymakers turn their focus to Fruchtwelt Bodensee

Friedrichshafen, Germany – The upcoming edition of the International Trade Fair for Commercial Fruit Growing, Distillation and Agricultural Technology will take place from February 23 to 25, 2024, and its compelling themes are expected to garner the attention of policymakers on both the federal and state level. For example, Baden-Wuerttemberg Minister of Agriculture Peter Hauk will be present on the Friday of the fair for the opening of the Lake Constance Fruit Growing Days. Then on Saturday, Germany’s Minister of Agriculture Cem Özdemir will engage in discussions with representatives from the fruit growing and agricultural industries. “We are delighted that these two prominent politicians recognize the significance of Fruchtwelt Bodensee as a crucial industry gathering and choose to utilize the trade fair as a platform for exchanging ideas,” Project Manager Sharon Kommer says.

The industry is currently facing complex issues and challenges, including rising production costs, declining prices, climate change, sustainability and crop protection. The supporting program for the Lake Constance Fruit Growing Days includes various presentations on topics such as farm management analyses, long-term storage, agricultural photovoltaic systems, cultivation of organic products, managing pear orchards and the sustainability project “*Echt Bodenseepfel*” (“Genuine Lake Constance Apple”). Special emphasis will be placed on topics related to digital transformation and automation in the cultivation of specialty crops. A series of lectures will focus on this subject area, and attendees will have the opportunity to learn about the latest advancements and view initial results from practical applications. Distillery lectures and seminars are scheduled for the Saturday of the fair. Sharon Kommer reports positive trends among the exhibiting companies: “We are currently experiencing a 30 percent increase in registrations compared to the same period last

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year. This growth gives us great confidence that we will be able to provide visitors with a wide selection of top-notch products and services,” says Sharon Kommer.

The International Trade Fair for Commercial Fruit Growing, Distillation and Agricultural Technology will take place at the exhibition grounds in Friedrichshafen from February 23 to 25, 2024. The ticket shop will go online in mid-November. More information is available at: www.fruchtwelt-bodensee.de/en.