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## *All infos at a glance*

*Poland Fruits is the largest agri-food trade platform in the country which offers the opportunity to present products and services at the international level.*

*We want to be close with our Readers and with matters that concern them, therefore we dedicate a lot of space to practical information acquired directly on the market.*

*We would like to draw your special attention to the article authored by Barbara Groele, Secretary General of the Polish Association of Juice Producers: 'Trends, challenges and future of the juice industry'.*

*We encourage you to read the article authored by Witold Boguta, Chairman of the Board of the National Association of Fruit and Vegetables Producer Groups: 'Polish apples current problems, trends and challenges'.*

*We follow current trends concerning trade with curiosity and attention, both on domestic and global markets. Presence at the fairs is a vital element of managing a business, which provides a way of making new contacts. It also allows to present the offer to new markets. Because of this we dedicate much space to include international fair events. We are also counting on direct meetings with you during the largest fair events including Fruit Logistica in Berlin, WorldFood Poland in Warsaw, medFEL in Perpignan, Macfrut in Rimini, Anufood India numerous conferences, business congresses and economy forums. Let them contribute to the exchange of experiences and seeking new opportunities.*

*Please enjoy reading.*

*Anna Dąbrowska*

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FRUIT LOGISTICA



ANUGA SELECT INDIA



MEDFEL




MACFRUT



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A conceptual graphic of a globe where the continents are represented by various slices of fruits and vegetables, such as kiwi, avocado, and tomato. A white network of lines connects points across the globe. Two rectangular inset photos are placed on the globe: one on the left shows a crowded trade show booth with a sign that says 'FRUIT FORUM', and another on the right shows a person's hands holding a tablet with a blue arrow icon on the screen. The entire graphic is set against a light green background.

**16-18**  
April  
**2024**

[www.ifema.es/fruit-attraction-sao-paulo/](http://www.ifema.es/fruit-attraction-sao-paulo/)







Nicolas Neve

## Good year for the trade of goods

Interview with Nicolas Neve, Economic & Commercial Counsellor representing the Brussels' Government

by Anna Dąbrowska

### How would you evaluate the economic relations between

#### Poland and Belgium? How close are contacts between our countries?

In spite of all its difficulties, 2022 was a good year for the trade of goods between Poland and Belgium. According to our national statistics, 2022 was one of the best years in decades with a 16,6 % of growth of exports to Poland and 21,7 imports from Poland (slight difference from the Polish National statistics). There is a trade surplus in favour of Belgium, according to the amount of EUR sold, but this is decreasing-equilibrating. Our countries are close and trade missions, whether group or individual

mission are visiting each other country, even if it didn't reach the pre-pandemic level. Those figures concern the trade in goods but do not forget the trade in services, very important.

#### In what areas, sectors of the economy, we can talk about successes in cooperation between Poland and Belgium? Which sector raises the greatest hopes for good cooperation?

Again in the services can we note the biggest success and visibility of Belgium in Poland, Construction & Real Estate (see the Successes of CFE, Immobel, Ghelamco's, etc.) but also in Museology. Very few people know that some of the most emblematic new museums in Poland (2nd World WAR in Gdansk, Gate of Poznan ICHOT, Sybir Museum in Bialystok) have been realised due to a Belgian know-how. Also on the other side, Polish service companies are more and more in demand in Belgium. As far as trade of goods is concerned, the leading position remains chemical products (industry and pharmacology) as well as transport materials and plastics. Products of Food industry and machines remain important on both sides of the trade exchanges between the 2 countries. Food products and generally Services (which also includes services of legal companies) are the most prospective segment of the Trade exchanges. A new sub-segments appears clearly in the "products of food industry": the Bio import/export, whether it is raw materials (vegetables, fruits and also some meat) or already transformed products.

#### What prospects do you see for the development of trade between our countries?

We expect trade to grow again well this year, even in case of an economic slowdown in Poland. Some products and services are well appreciated in Poland for their quality and reliability, and on the other side Polish products and services have become extremely competitive in Belgium. The only barriers which remain to exchange are in the service sector: national qualification requirements for engineers, architects. This is regrettably hindering the exchange of know-how. Authorities are aware of the problems and are trying to solve it.



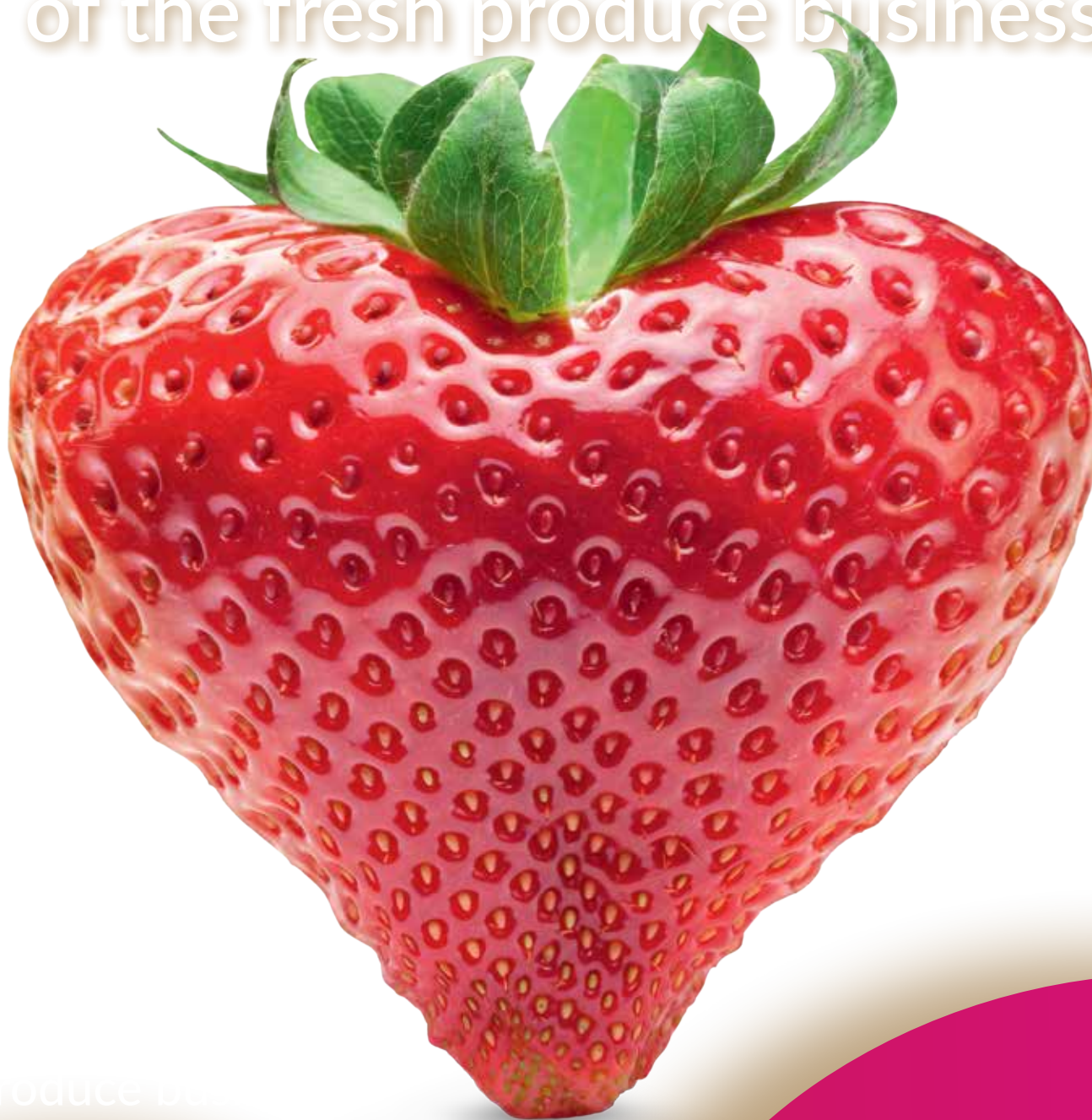
Photo: archives Nicolas Neve, pexels.com



Berlin 7|8|9 Feb 2024

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**LOGISTICA**

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 **Messe Berlin**

# FRUIT LOGISTICA

## attracts top industry people from across the globe

World's leading fruit and veg industry show breaks new records and brings together trade's top decision-makers, with attendance from along the entire international value chain.

**F**RUIT LOGISTICA, the world's leading fruit and vegetable trade exhibition and the heartbeat of the global fresh produce business, returns to Berlin for another record-breaking edition. From 7 to 9 February 2024, buyers and trade visitors from over 140 countries will find more than 2,770 exhibitors from 94 countries and all continents around the show's 26 halls, up from 2,610 exhibitors in 2023.

This includes a further increase in the number of Italian exhibitors and another strong Spanish participation on a high level. Of the 47 countries that booked more space at this year's show, China has grown the most, taking nearly three times more than it did last year, and more than it did prior to the pandemic.

There has also been strong interest from the Middle East and North Africa, as well as a ten per cent annual increase in the number

of exhibitors on FRUIT LOGISTICA's Organic Route to 211 participants.

"There is no other place in the world where you can really feel the pulse of the industry like you can do here in Berlin," says Kai Mangelberger, director of FRUIT LOGISTICA. "The fresh produce business faces numerous challenges in terms of disruption and cost increases that now place its profitability under threat. At times like these, companies need more partners than they did in the past. And that's why they come to FRUIT LOGISTICA."

### Innovation

FRUIT LOGISTICA retains its position as a centre of fresh produce innovation, with a packed event programme spread across six stages. For the first time this year, a new Farming Forward stage will present groundbreaking events with international and renowned partners such as the CEA Alliance and Wageningen University & Research, on the topics smart agriculture, advanced greenhouse tech, and controlled environment agriculture (CEA). And there is a packed programme of talks, interviews and discussions across all of the event's content stages: Fresh Produce Forum, Future Lab, Logistics Hub, Tech Stage, and Friday's Startup Stage.

The FRUIT LOGISTICA Innovation Award (FLIA) has also been expanded for the first time to include a FLIA Technology prize. These two, industry-leading global awards will be presented in special exhibition areas between Halls 20/21 and Halls 1.1/2.1.

### Improved visitor experience

Trade visitors to FRUIT LOGISTICA 2024 can benefit from expanded services and even greater opportunities to network. For



Kai Mangelberger, Director FRUIT LOGISTICA





FRUIT LOGISTICA 2024  
will take place in Berlin  
from 7 to 9 February 2024

example, they can secure a Gold Upgrade, which gives them access to a special lounge and other amenities. Or they can take advantage of the popular Welcome Coffee each morning, or this year's newly introduced After Work wind-down event. Plus, the show's traditional Welcome Party curtain-raiser has for the first time been moved outside the exhibition grounds, to the Metropol Theater.

"We want every attendee truly to feel 'The heartbeat of the fresh produce business,'" Mangelberger adds. "Here in Berlin, you will meet the best in the global fresh produce trade. You will receive the best insights, get to know the best innovations, and benefit from the best networking opportunities."

### The most important trends

As well as its annual European Statistics Handbook, the essential guide to production and trade in

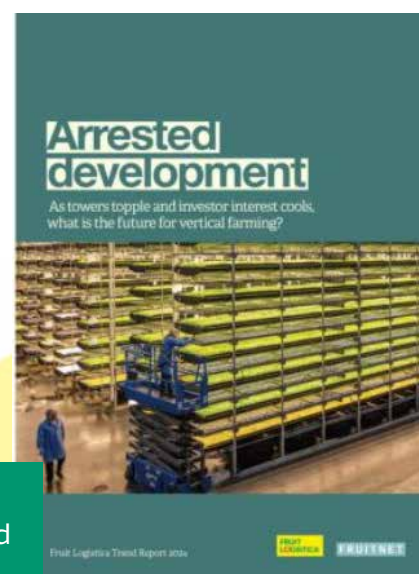
Europe's fresh fruit and vegetable business, FRUIT LOGISTICA has also published its latest annual Trend Report under the title Arrested development – As towers topple and investor interest cools, what is the future for vertical farming?

Produced by Fruitnet, the report takes a deep dive into the world of vertical farming and controlled environment agriculture. Previously heralded as the future of fresh fruit and vegetable production in an increasingly urban world, recent failures in vertical farming have raised doubts about its future.

But, as some investors and innovators head for pastures new, there is continued potential for advanced technologies to have a lasting, positive impact on the

sustainability of indoor production. And lessons that the business needs to learn in order to keep growing.

This year's FRUIT LOGISTICA Trend Report can be downloaded free of charge and offers insights into the future of sustainable production under controlled conditions.



The Trend Report 2024  
is now available to download  
free of charge.

# ANUFOOD India is now Anuga Select India



Koelnmesse Pvt Ltd at the sidelines of ANUFOOD India also announced the introduction of ANUGA Select India. The significant development is poised to reshape the landscape of India's food and beverage sector, offering unprecedented growth opportunities, and fostering collaboration. Building upon the success of ANUFOOD India over the years, Koelnmesse Pvt Ltd is now rebranding the event as ANUGA Select India. The event will be held from 28-30 August, 2024 at Bombay Exhibition Centre, Mumbai in the coming year.

**T**his year, ANUFOOD India served as a dynamic platform for more than 1,000 food brands, including industry giants such as MDH, Gopal Snacks, Haldirams, Tata Consumers, Godhawat Group, Chedda's, and many others. The event was not just about showcasing products; it was a stage for innovation, featuring exciting product launches that added flavor to the occasion.

Highlights included Mrs. Foodrite's Date Tamarind Chutney, Whole Foods' range of Makhana's, Nature Rich Foods' Mayonnaise variants, and much more.

The event covered a wide spectrum of food categories, including Agrifoods, Dairy, Fine Food, Frozen Food, Organic, Bread & Bakery, and Sweets & Snacks. Notable trends that emerged from Anuga Select India included a strong

focus on Health Foods, Millet-Based Products, and the ever-popular Kombucha.

One of the event's defining features was its international presence, with representatives from 50 countries, including the United Arab Emirates, United Kingdom, United States of America, Philippines, Russia, Saudi Arabia, and more. This global outreach demonstrated Anuga Select India's universal appeal and its role in fostering international partnerships within the food industry.

The 3-day conference at the event covered crucial topics such as plant-based innovations, protein clusters, food safety, sustainability, and the influential role of women foodpreneurs in inspiring innovation within the food industry. Specialized pavilions, including Start-ups & Food Importers, opened up growth opportunities for India's F&B sector.

Adding vibrancy to the event was the Culinary Corner, featuring live cooking workshops conducted



Photo: archives Anuga Select India



# Missed ANUGA? Attend Anuga Select India

Did You Know EU Countries imports food & beverage products worth **USD 1.15 Bn** from India ?



[www.anuga-india.com](http://www.anuga-india.com)

Bombay Exhibition Centre

Mumbai, 28-30 August 2024



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### Highlights of 2023 Edition



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Trade Visitors



**50+**  
Countries Presence



**Over 270**  
Exhibitors



**15+**  
Conference Sessions



**10,260 sqm**  
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**30+**  
Speakers & Chefs

### Focus Segments



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#### Scan to Book Your Space



#### View 2023 Post Show Report





by India's leading executive chefs like Chef Harpal Singh Sokhi, Chef Rohit Sangwan, Chef Paul Kinny, Chef Ashish Bhasin, and celebrity Chef Rakhi Vaswani. They not only showcased their culinary excellence but also demonstrated the practical usage of the products on display by exhibitors. The MDH Pro Chef Culinary Challenge saw the participation of 10 teams from leading colleges, where young chefs showcased their innovative culinary skills, receiving appreciation from attendees.

The Innovative Trend Zone, curated by the Knowledge Partner 'Innova Market Insights,' enriched the visitor experience by offering insights into global trends in the food and beverage industry. The overwhelming positive feedback

from participants and attendees underscores the event's success and its favorable impression on industry experts. It serves as a testament to Anuga Select India's commitment to excellence and its ability to meet the diverse expectations of stakeholders.

Amit Lohani, Founding Board Member of the Forum of Indian Food Importers (FIFI), expressed his enthusiasm and satisfaction with ANUFOOD India, emphasizing the event's significance for the international food and beverage trade in India, he said, "We have participated in ANUFOOD India to represent the international F&B trade in the country with more than 10 companies under FIFI Pavilion. This year, it's been an interesting experience to network with so

many new companies, international pavilions, and much more. I think it has been a great experience, and I believe that next year, with Anuga Select India, it will be even bigger, larger, and better than this year. The overall quality of the participants and visitors has improved drastically over the years, and that's the fundamental key for the success of any show – ANUFOOD India has done that this year. These events allow you to create a niche for your product category, sector, and a niche for consumers, retailers, distributors, and chefs. It's a brilliant event and an amalgamation of B2B companies, all working to ensure that business is conducted in India, especially in the F&B trade."

Jagpreet Pabla, GM - Product & Technology at McDonald's (Hardcastle Restaurant Private Limited), described the event as „An enriching experience that provided valuable insights into the industry's latest developments."

Anuga Select India has made significant contributions to the development of India's food and beverage sector, aligning with the government's initiatives, including the creation of Mega Food Parks and schemes. It continues to shape a promising future for the industry, showcasing India's culinary excellence and its vast business potential on a global stage.





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**SPICES&HERBS  
GLOBAL EXPO**

15-6 MAY 2022 - RIMINI - EXPO CENTRE - ITALY

## **Third edition of Spices & Herbs Global Expo to be held at Macfrut 2024**

The Spices & Herbs Global Expo will return once again at Macfrut 2024 and is being relaunched. The only exhibition in Europe dedicated to spices, medicinal herbs and aromatic herbs has been confirmed for the third year in a row, making it a benchmark event for the sector. It is being relaunched with a more international outlook and will involve buyers from 13 countries across four continents alongside key players in the supply chain of raw materials.



**I**t is scheduled to take place at the Rimini Expo Centre from 8 to 10 May during the 41st edition of Macfrut, the international trade fair for the fruit and vegetable sector. 'This exhibition was inspired by the need to bring together professionals operating in a complex supply chain, as there currently is no such thing as a single meeting place for specialists,' explains Andrea Primavera, President of FIPPO (Italian Federation of Medicinal Plant Producers), one of the coordinators of the exhibition. 'It will have a much larger exhibition space, hosting companies from all over the world. We





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**Info on the Spices & Herbs Global  
Expo: [info@spicesexpo.it](mailto:info@spicesexpo.it)**

are working hard to make sure it becomes a must-attend event for the sector of aromatic and medicinal plants, spices and botanical derivatives.'

### **A brand new addition is an incoming programme for buyers from 13 countries.**

'The Macfrut organisers have decided to focus on incoming specialists, which is why a team of experts is busy preparing to host buyers in the sector from the main countries that make use of aromatic and medicinal plants,' adds Andrea Primavera. 'More than 13 countries across four continents are involved in the project, along with key players in the supply chain of raw materials. Buyers are offered the opportunity to find out more about an event that is set to grow over the next few years, becoming a single place where they can get to know growers, harvesters, primary processors, traders, and aromatic and medicinal plant experts. The incoming project will include not only a visit to the Spices & Herbs Global Expo pavilion, but also a tour of the Emilia-Romagna region with visits to farms and manufacturers of specialised equipment in the technological supply chain, as well as stellar examples of tourism, environmental and industrial excellence in the region.'

The upcoming Spices & Herbs Global Expo is attracting a growing number of leading companies in the supply chain of medicinal plants and their primary derivatives, including many foreign companies. International collectives will also be attending the trade fair for the first time.

What's new at Macfrut 2024: the first edition of the 'botanical by-products gallery' showcasing highly innovative and functional products from the agricultural supply chain, an area dedicated to herb processing technologies, and the 11th edition of the Fippo Forum. This area will be coordinated by FIPPO, Erboristeria Domani and Cannamela.

Photo: Macfrut





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# ASIA FRUIT LOGISTICA

## announces strategic partnership with leading Chinese wholesale markets

Three major wholesale markets join forces with ASIA FRUIT LOGISTICA on new China Business Meet-Up event in Shanghai on 27-28 May and become official partners to 2024 edition of trade show in Hong Kong.



networking formats, including a large-scale networking dinner to be held on the evening of 27 May.

### Boosting the wholesale presence at ASIA FRUIT LOGISTICA 2024

As part of the cooperation agreement, the three leading wholesale markets were also announced as the Official Wholesale Market Partners to ASIA FRUIT LOGISTICA 2024. The market partners will lead an extensive delegation of exhibitors and buyers to attend and do business at Asia's premier fresh produce trade show on 4-6 September in Hong Kong.

"ASIA FRUIT LOGISTICA is delighted to form this landmark partnership with these three leading wholesale markets – Guangzhou Jiangnan, Shanghai Huizhan and Hebei Sunhola," said Axiotis. "Together, these three markets cover the entire China market, from the south through central to north China.

"Partnerships like this are key for ASIA FRUIT LOGISTICA as the leading continental trade show as we deepen our connections and widen our reach across Asia. It's a combination that makes a lot of sense: our overall continental business platform each September in Hong Kong together with local in-depth activities with strategic partners in key markets such as China."

The countdown to Hong Kong is on! ASIA FRUIT LOGISTICA invites all industry professionals to join the journey, kicking off at the end of February with the AFL 2024 Business Meet-up and heading for Asia's biggest gathering of the global fresh produce business at **ASIA FRUIT LOGISTICA on 4-6 September 2024.**

Photos: ASIA FRUIT LOGISTICA

**A** SIA FRUIT LOGISTICA has announced a new strategic partnership with three of China's leading wholesale markets – Guangzhou Jiangnan Market, Shanghai Huizhan Market and Hebei Sunhola Market.

Ye Canjiang, Chairman of Guangzhou Jiangnan Agricultural Development Co, hailed the cooperation between ASIA FRUIT LOGISTICA and the leading wholesale markets as a win-win partnership. "This direct cooperation between the exhibition and the wholesale markets will play a key role to further grow the industry in China and enable us to create even more business at ASIA FRUIT LOGISTICA," he said. "We're excited to partner with ASIA FRUIT LOGISTICA to deepen its connections in China while at the same time boosting our presence on the international stage at the ever-expanding trade show in Hong Kong."

### China Business Meet-Up

Under the agreement, the leading wholesale markets are partnering with ASIA FRUIT LOGISTICA on the launch of its China Business Meet-Up event in Shanghai on 27-28 May 2024. The event, which takes place at Shanghai World Expo Exhibition & Convention Center, is the final station on ASIA FRUIT LOGISTICA's new Asia roadshow of Business Meet-Ups.

ASIA FRUIT LOGISTICA has launched the series of content-backed networking events – which also includes stops in Jakarta, Indonesia (27 February), Mumbai, India (21-22 March) at Fresh Produce India, and Bangkok, Thailand (3 April) – to deepen its connections in key markets across Asia and build even greater momentum for the show's return to Hong Kong on 4-6 September 2024.

ASIA FRUIT LOGISTICA's China Business Meet-Up marks the culmination of the roadshow and the largest-scale event in the series. The Business Meet-Up in Shanghai brings together leading buyers and suppliers from across the industry to network and explore in-depth the trends and opportunities in the fast-expanding China market. The two-day event includes an information-packed programme of expert talks and discussions organised by ASIA FRUIT LOGISTICA's knowledge partner and leading business conference organiser, ASIAFRUIT MAGAZINE. It also features a B2B expo and various business





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Vadhana Khath

# medFEL the essential meeting for the Fruit & Vegetable sector in France

Interview with Vadhana Khath, Director of medFEL

by Anna Dąbrowska

## What is MedFEL's strategy?

medFEL has a unique and assertive positioning for the fruit and vegetable sector. Our strategy is to offer an exhibition platform for eco-aware Fruit and Vegetable producers and distribution (supermarkets, retailers, central purchasing agencies, wholesalers, import/export, catering, processing, etc.) and for all companies in the sector that care for the environment and are sensitive to ecological issues. For more than 15 years, medFEL has spread its influence in Occitania. As Perpignan is the leading

dispatching hub in Europe for Fruit and Vegetables, the vocation of medFEL is to gather all the most responsible and committed players from all over France and abroad. The Fruit & Vegetable sector faces many challenges. Consumer expectations are increasingly focusing on a desire for healthy eating and environmental protection. Producers must diversify, adapt to market changes, to digital harvest optimisation, and to climate change. All these hot topics will be addressed at medFEL during a series of talks and panel discussions.



Photo: archives Vadhana Khath, Medfel



**For some years now you have been focusing on in-depth sessions on specific topics, so what's new in this edition?**

Indeed, the value proposition offered by medFEL also lies in series of talks and discussions on the sector's challenges. Over the space of two days, medFEL will offer a programme dealing with the commitment of the fruit and vegetable sector to sustainable development goals. These debates and panel discussions will be hosted by Florence Rabut, editor-in-chief of *Végétal*, and Olivier Masbou, associate journalist at Socopag.

Of course, medFEL can once again count on the participation of two Special Guest speakers. This has become a standout feature of the exhibition. They will convey the medFEL commitment and offer their perspective on the main challenges facing the profession. At the 2024 show, Isabelle Autissier, agronomic engineering and navigator, and Tomás García Azcárate, agricultural engineering PhD and agricultural economist, will be honoring us with their presence to offer top quality content. Isabelle Autissier will deliver a talk on "How do you navigate through a world in crisis?" hosted by Florence Rabut whereas Tomás García Azcárate will talk about "What European policy for fresh fruit and vegetables?" with Oliver Masbou.

Those debates will be completed with a series of talks, amongst them: "Is the increasing amount of plant-based food in collective catering to the benefit of fruit and vegetables?", "Organic: how to reinvent oneself. Conquering without going astray.", "Can artificial intelligence revolutionise our sector?", "Climate change: the "new" production sectors."

Without forgetting the traditional European forecasts for summer fruit, a genuine highlight of medFEL each year: melons and apricots live at the show, then peaches and nectarines as part of "medFEL Tuesdays" on 21 May 2024.



**What initiatives have you implemented worldwide to attract more international participants and how has it gone so far?**

For this year's edition, we are expecting 250 French and foreign exhibitors, divided up into six exhibition sectors: production, import/export, transport & logistics, packaging, processing/equipment, and engineering. The show expects to welcome 5,000 targeted professional visitors looking to build new commercial partnerships. We implemented the VIP Buyer programme, which will be reconducted this year to bring targeted international decision makers face-to-face with local players, thus creating brand new business streams to boost their export sales. This has contributed significantly to medFEL's international development. To attract more international exhibitors and visitors, we also implemented an international media plan with advertisement in various international magazines and websites. In 2024, the show is continuing to spread its wings worldwide with exhibitors from Poland, Spain, Italia, Switzerland, Greece, Algeria and Morocco.





## Biobest Group acquires full ownership in Biobest Antalya

Biobest Group N.V. ("Biobest") and Antilsan today announce the acquisition by Biobest Group of Antilsan's remaining 40% share in Biobest Antalya. The transaction allows both Biobest Group and Antilsan to strengthen their respective businesses

**B**iobest Antalya, Turkey's leading company in bumblebee pollination and biological control, will further capitalize on Turkey's excellent prospects as a leading horticultural producer. Antilsan will focus on business opportunities in fertilizers, biostimulants and distribution of agrochemical products. The longstanding and successful partnership between Biobest and Antilsan started as a production joint venture in 1998 and evolved into a fully-fledged production and distribution company in 2014. Antilsan and Biobest will continue to collaborate commercially while being fully independent in terms of shareholding.

Marc Mertens, Senior Vice-President Biobest comments: "We are grateful to our partners from Antilsan and wish to thank them for the excellent collaboration during more than 25 years. Together we were able to make Biobest Antalya Turkey's leading player in biological control and bumblebee pollination. My appreciation also goes to the Biobest

Antalya management team. Year upon year, in a challenging economic and monetary context, they have demonstrated their ability to grow the business and to be the reference for Turkish growers looking for quality products and sound technical advice. We are excited to be able to further build on this promising position to serve Turkish growers as they rise to the challenges of a more sustainable production for both the domestic and export markets. I also look forward to continue our commercial cooperation with Antilsan."

"The collaboration with Biobest has been a great experience, beneficial to both partners and to Turkish growers gaining access to leading technology and expertise. We take pride in what we achieved together." Says Ulaş Yildirim, General Manager Antilsan.

"Given the solid prospects for Turkish horticulture, Antilsan's business in fertilizers, biostimulants and pesticides has tremendous potential and this transaction allows us to accelerate our investment plans. Our investments

will cover R&D, proprietary product development and enhanced commercial presence nationwide."

"Biobest Antalya's team is fully prepared to continue to be the reference for Turkish growers in biological control and bumblebee pollination" says Yagiz Süzen, General Manager Biobest Antalya. "We build further on our existing product portfolio and our dense network of technical advisors and will develop and grow our biological solutions offering, including biopesticides. Just like Biobest Antalya has achieved a position as market leader in Turkey, Biobest Group has succeeded in achieving tremendous growth across the globe including through major acquisitions. Our team is delighted to be part of a global group that promotes exchange of expertise and best practices yet leaves ample room for local initiative and independence. Our customers can count on us to achieve economic success while dealing with the challenges of food safety, climate change and sustainable production."

Photo: Biobest



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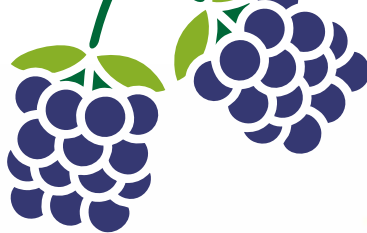
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# Global Plant Genetics Von Blackberry Developments



Blackberries are generally recognised as the smallest player of the four main berry segments. In fact, statistics bear this out and despite there having been almost a doubling in global production of fresh blackberries over the past two decades, the crop still has significant growth opportunities. In most developed global markets, fresh blackberry sales account for 5-10% of the overall berry category, again suggesting room for much greater growth.

**O**ne of the buzz phrases in the berry industry over recent years has been "better-tasting blackberries". This term is attributed to a small number of varieties that can now be found on retailer shelves and that have taken significant market share from traditional cultivars. Many people associate blackberries with a "tangy" flavour that is a result of elevated acidity levels within the berries of these



traditional types. The better tasting varieties either have higher levels of sweetness (Brix), lower acidity or both when compared to older cultivars, or indeed wild types of bramble from hedgerows.

The aim of these better tasting blackberries is to deliver an improved eating experience to the consumer and lead to more regular purchasing within the household. Now that we have a number of these varieties available to the industry, there is real opportunity for significant growth in the consumption and therefore production of blackberries. The average annual global increase in blackberry production from 2000 to 2020 was 3.4%. The proliferation of improved eating varieties could mean that we will see this growth dramatically increase in the next 5-10 years.

At GPG, we are excited to be playing our part in this improvement in the eating quality of blackberries with our variety, Von. Bred at NCSU by Dr. Gina Fernandez,



Photos: Global Plant Genetics, pexels.com





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Vonblackberry was selected for a range of improved characteristics, including taste, yield, quality, size and shelf-life. Since that stage, Von has been tested and now grown on a commercial scale by growers around the globe.

One of the first proponents of the commercial production of Von for the supply of fresh blackberries to retailers was The Greenery in the Netherlands. The Greenery has an exclusive licence from GPG for Vonblackberry production in the Benelux countries. Since their initial tests with the variety where its development potential was first identified, they have put in a huge amount of technical development work with Von. This has led to increased yields over a longer season of supply and the variety is marketed under the company's premium brand "Sweet and Sunny". This branding is testament to Von's excellent flavour and long shelf life.

Together with The Greenery, GPG hosted two VonBlackberry open days. These very much showcased Von at its best. The open days had two main areas of focus; nursery production of young plants and long canes as well as commercial fruit production. Further, we were able to take in the latest trials with Von blackberry at Delphy. As with all berry fruit production, it is important to start plantations with high quality plant material. The Vonblackberry has shown that it is well adapted to production from frozen long canes. One of the major benefits of this production system is that it extends the potential season of supply from a natural 4-6 weeks up to 6 months or more from the same climatic and growing conditions. As a result, using a combination of warm and temperate climates in the same Continent can mean a full 12-month supply of excellent quality Von blackberries.

Those attending the open days were from varying sectors of the blackberry industry and included growers, nurseries, fruit marketing businesses, consultants and researchers. By joining the programmes, each group was able to gain great knowledge of Von and which production methods to employ in order to maximize its potential on a global scale.





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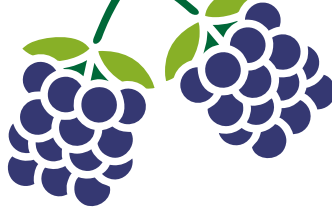
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# Where quality breeds success

## Jamie Petchell

GPG

Von is certainly at the vanguard of improved eating quality blackberries. We are excited at the prospect of it playing an important role in the growth of the blackberry category on a global scale. For too long, consumers have experienced an inconsistent varietal offer but we are genuinely seeing this reducing quickly as growers and fruit marketing businesses continue to offer better varieties. We have now licensed Von with growers and nurseries in a wide range of growing locations globally and it will be great to see its production continue to increase in the next few years.



## Soufiane Lahtati

Business Development  
Manager EMEA for GPG

It was a great opportunity to showcase Von blackberries to growers, nurseries and advisors from Mediterranean countries. I'm really excited to see the volume of Von production expand in these territories in the near future.

## Klaas de Jager

Soft Fruit Innovation  
Manager at The Greenery

Having worked with Von for more than five years now both in trials and more recently, commercial scale production, we are convinced that it offers genuine advantages both to our grower base and retail customers. Von presents its fruit extremely well and from this, we are seeing harvesting costs reduced by around 30% compared to previous varieties grown in the same production system. Its improved flavour and shelf life also mean that we can offer Von in our premium brand "Sweet and Sunny", delivering a better eating experience for the final consumer.

## Rolando Garcia

Co-Founder and Research  
Director at SynergiaBio  
in Chile and Mexico

It was very encouraging to look at the Von variety in close detail and to see the great productivity of the variety, its calibre and large size as well as excellent flavour. Having previously seen Von in South Africa last year, I knew that I liked it but a better understanding of the long cane growing system will enable me to benefit important producers in some of my growing regions too.







Our company is located on the area of apples district which is the biggest in Europe. It's located in Poland about 50km south from Warsaw. Our company is determined to export of apples. We are looking for new markets and we would like to cooperative with other countries. Our products are prepared according to customers needs.

With years of experience, our company in the cultivation of fruit quality and our commitment to sales, we have created the highest quality product enjoying a high reputation in our country and abroad. Our company introduce the process of fruit production.

Experience, knowledge and the latest technologies help us make our fruits were of the highest quality: juicy, tasty and healthy. By working with us at every stage, you will meet with friendly and professional service. We will answer all interesting questions about the company, prices, product range and current market trends.

We specialize mainly in apples but we can introduce other fruits to our offer. Such as: raspberries, strawberries, cherries, blueberries, plums or pears.



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# Bags for watering trees

Watering growing trees and other plants is one of the basic care treatments. Thanks to watering bags, you can irrigate your plants without using large amounts of water. They are mainly used for irrigating trees, but there are also versions for low-growing plants, shrubs, or perennials.

## Reliable workmanship

Tree-watering bags are sawn from the highest quality materials, thanks to which you can be sure they will fulfil their function. Aquadripes bags are made from 2 types of materials – rigidified and flexible. Additionally, they are properly reinforced against mechanical damage.

## Why is it worth it?

When using a watering bag, we provide the plant with even root irrigation. Our offer includes durable bags used mainly for irrigating freshly planted trees (drip method). Systematic watering using this method ensures proper growth conditions and provides the gardener with invaluable comfort.



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# Flexible garden pots

Flexible pots are a reliable product, showing up in both professional gardening and many households. This type of garden pots is made from high-quality porous fabric/material that enables free airflow. Thanks to flexible pots, plants get the chance for proper development with healthy roots and intensive growth.

In this category, we offer you flexible garden pots made from fabric and other materials (felt, nylon, cloth etc.). Solid reinforced stitches and handles allow for quick and hassle-free relocation. Flexible pots enable intensive plant growth. Thanks to many available colours, they can be matched to their location. Fabric pots help in regulating plants' temperature – they keep them cool in summer and warm in winter. Breathable fabric enables perfect drainage and proper aeration. Flexible garden pots are also eco-friendly, reusable, and their soft construction allows for perfect fitting.



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# Positive feedback for the everbearing varieties



Soft fruits, the CIV team in the Netherlands at the International Soft Fruit Conference.

**T**he CIV team participated in the 12th edition of the International Soft Fruit Conference, the most important international conference in the soft fruit sector, held in the city of 's-Hertogenbosch, in the Netherlands. "Together with us, our partner Idris Trading & Consulting which supports us in these markets". "it has been a great opportunity – comments Federico Stanzani, CIV Commercial Director – to meet Dutch partners and licensees, getting a preview of the latest innovations in strawberries world. The general response has been positive for our varieties, particularly in the English market thanks to our complete offer".

Among everbearing strawberries, Murano maintains high interest among growers thanks to the fruit quality and production consistency throughout the whole season; in the premium segment, Ania® /CIVRH612 with its intense

and unique wild strawberry flavour, continues to grow. For farmers looking for high production, the CIV breeding program offers Vivara, while Cantus® / CIVRH621 ensures excellent shelf life and good productivity". The trip continued with a visit to the Delphy Innovative Soft Fruit Centre, a centre of excellence in strawberry research – where CIV innovative selections of everbearing strawberries are evaluated positively in some trials – and to the Genson nurseries. "The CIV team – concludes Stanzani – brings home this experience which contributes to maintaining our commitment in the field of strawberry varietal innovation".

**CIV will be present at Fruit Logistica Berlin in Hall 2.2 stand A20.**

## Italian Consortium of Nurseries

CIV – the Italian Consortium of Nurseries – leads the way in terms of varietal innovation and the production of certified plant propagating materials. Headquartered in San Giuseppe di Comacchio, in the province of Ferrara, it has been in operation since 1983 and consists of three leading Italian nurseries: Vivai Mazzoni, Salvi Vivai, Tagliani Vivai. Synergy, experience, and substantial investments in research have enabled CIV to offer leading-edge products that better meet market demands. With its long-term outlook, CIV has been engaged for years in selecting varieties that can provide high quality production with lower energy requirements and low environmental impact. Overall, every year the three nurseries produce about 5 million rootstocks, 3.5 million apple, pear and stone fruit plants, and 250 million strawberry plants. CIV is a founding member of the International New Varieties Network (INN), a global association of nursery gardens that promotes the exchange, assessment, and marketing of new varieties in the main production areas on a worldwide scale.

Photos: CIV







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## Sorma Group presents a state-of-the-art stone fruit processing plant

With production capacity of almost 1 million kilos of fruit in one processing shift and a 15-20% saving on labour costs, the line is the world's largest and most highly automated in the stone fruit sector.



**S**orma Group will be exhibiting again this year in order to meet established and potential customers from the trade to provide insights into its many innovations for the post-harvesting processing and packaging of fruit and vegetables. The projects presented include the most highly automated and largest (in terms of daily output) line ever installed for stone fruit.

### The stone fruit processing line

"Thanks to a catalogue of more than 160 models of machine and 50 of packaging, Sorma is the only player in the sector able to design an entire processing line from A to Z," states Mario Mercadini, the company's Marketing Manager. "This is exemplified by the new stone fruit plant designed, installed and commissioned for a big Spanish customer. This summer fruit processing line is the largest in the world in terms of daily production capacity and it embodies all the performance and leading-edge technology of Sorma machines."

The plant covers all processing phases: from the point where the fruit enters the plant via continuous-cycle bin/box tippers to the washing/treatment phase, and onward to optical grading by colour, shape and internal and external quality, packaging in punnets or in boxes with pockets, and the labelling, palletisation and strapping of the packs, with complete product traceability.

**The most outstanding amongst the Sorma technologies installed, which make it globally unique in terms of production capacity, flexibility and level of automation, include:**

**The optical sorter machine with HyperVision, installed on all 21 grading lines.** With an operating system using 9 cameras per line and the InstanDefect-AI proprietary artificial vision software package, based entirely on Artificial Intelligence, HyperVision is able to grade fruits' external and internal quality with a product grading accuracy unprecedented in the sector, an essential technology fundamental for

the efficiency of all the rest of the plant.

**The innovative trolley fruit conveyor system** installed in the sorter machine, which enables processing of all the various types of fruit (generally specific models are used for each variety).

**This plant is therefore exceptionally flexible. In fact, it is able to process up to four types of fruit simultaneously, with a choice of two processing options depending on the fruit's degree of ripeness, accurately detected by the HyperVision optical systems:**

1. all or some of the fruit can be sent directly to the packaging phase, i.e. to the packing machines and then automatically on to the palletisers;
2. the fruit (or some of it) can be sent to a system for automatically placing the pre-graded product in bins for transfer to cold stores, ready for use at a later date depending on demand from customers, when it will be fed into the final packaging phase.

All this is completely automated: the processing flows for the various types of incoming fruit are managed by a centralised supervision system programmed and monitored by just one operator. The plant is able to process nectarines, peaches, apricots, plums, Paraguayo flat peaches, apples and Rocha pears (with a dedicated infeed line with submergers and relative water channels for the most gentle handling).

"This project," states Daniele Severi, Director of the Technology Division at Sorma Ibérica, "far surpasses anything previously designed and installed for processing summer fruit, in terms of both production capacity, which may be as high as 1 million kilos of fruit processed in a single daily shift, and the level of automation applied, which has enabled a 15-20% reduction in staff numbers in daily processing, with a direct incidence of labour costs on ROI (Return On Investment). The plant is designed to meet the general need within the fruit and vegetable sector for a flexible, functional response to modern distribution's varying demands."

Photos: Sorma Group





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# The European wooden packaging sector demonstrates unity and strength at Fruit Logistica

The Spanish Federation of Wooden Packaging and its Components (FEDEMCO) will be on the international stage once again when it takes part at the Fruit Logistica trade fair in Berlin. For the first time, the German, French and Italian associations, which together with FEDEMCO form the European association Grow International, will have a joint stand at Hall 11.2 - B14.



adoption last year, the PPWR has already become a standard for all European companies that will have to reduce their waste rates to 15% by 2040 and ensure full recyclability of packaging by 2030, among other issues.

"With the new regulation, manufacturers have additional obligations in relation to packaging and its recycling. It is important that both they and the distribution chains that buy from them are aware of these implications," says Soler. "Both FEDEMCO and Grow International have been doing important work in this area for months. Here at Fruit Logistica, we will also be giving a presentation to which we are inviting the entire international fruit and vegetable sector," he adds.

The presentation will take place on Thursday 8 February at 3pm in the Fresh Produce Forum in Hall 23 - E03. Salvador Cervera, member of the Executive Committee of FEDEMCO and representative of the European lobby group Grow International, will explain what the new regulations mean and how they affect us all. Following the presentation, the companies and media representatives present will have the opportunity to ask questions. A cocktail will also be served for journalists who have confirmed their attendance in advance.

## Wooden packaging, sustainable and recyclable

In this scenario of growing environmental concern, wooden packaging is in an advantageous position in terms of both sustainability and recyclability. "Wood is a 100% biodegradable raw material that already exists in nature. That is why its transformation into packaging consumes less water and energy resources than other packaging," explains Soler. "Moreover, its carbon footprint is negative. The sustainable forests from which it comes absorb more CO2 than is emitted during manufacture. Finally, the recyclability of wooden packaging is guaranteed with the Ecowooc® brand, which we presented last year," he concludes.

Photos: Fedemco

**T**he wooden packaging sector is already active in Brussels thanks to its federation Grow International. FEDEMCO has been chairing the presidency of this group for the past two years. It is therefore natural for us to participate together and for FEDEMCO to lead the delegation here as well," explains Enrique Soler, President of FEDEMCO. "The debate on the future of packaging is taking place at European level. That is why it is essential that we stand together. The decisions that are taken in Brussels affect us all," adds Soler, referring to the new European regulation.

This new packaging and packaging waste standard, better known by its acronym PPWR, is a proposed EU regulation. Voted in October 2023 and currently in its amendment phase, it aims to boost the circular economy, reduce waste and improve recycling. As a result of its







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## Robopac machinery pioneer in innovation at Fruit Logistica 2024

Fruit Logistica, one of the world's leading events in the fruit and vegetable industry, promises an edition full of novelties and innovations starting with the number of visitors expected to exceed 63,000.

The event is scheduled from 7 to 9 February 2024 at Messe Berlin, and will be attended by leading companies in the industry, including Robopac Machinery (Hall 6.1 Stand A42).

**T**his year the focus is on the latest trends and developments in the sustainable supply chain, a topic of growing importance in the fruit and vegetable industry. Robopac Machinery will therefore be at the forefront of presenting solutions and technologies that aim at reducing the impact of the entire production chain while implementing production efficiency.

With a constant presence at this landmark exhibition and under the leadership of Aetna Group, a leading group in end-of-line solutions, the Robopac Machinery division, which has been producing and marketing stretch film wrapping technology since 1984, will present five key solutions for the fruit and vegetable market.



## 12 companies set to take part in the Italian pavilion at ProPak Philippines

Manufacturers and visitors will converge on Manila from 31 January for the sector's most important trade fair in the Philippines, a country that saw a surge in Italian exports in 2023



ProPak Philippines

**A** group of 12 Italian companies are ready to set off for ProPak Philippines, the packaging exhibition due to be held in Manila from Wednesday 31 January to Friday 2 February. Thousands of visitors will attend the show in search of the best packaging and automation technologies for their companies.

Expectations are running high for the innovations showcased by the companies participating in the Italian pavilion organised by Ucima. The Italian presence has grown in number compared to last year and now consists of 12 companies: Agriflex, Borelli, Cavanna, Cevolani, Cepi, IC Filling, GDM, Goglio, IMA, IPI, Omag and Tropical Food.

The Philippines is an important market for Italian packaging machinery producers, with Italy well established as a key trading partner and ranking second in business volume in the sector after China. In addition, the Philippines is currently experiencing significant development, with particularly strong growth in the food and beverage, pharmaceutical and personal care industries. The 17.7% growth in Italian exports to the country during the first ten months of 2023 reflects a receptive market with ample opportunities for further development.





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# Polish apples current problems, trends and challenges

Polish apples have been enjoying unflagging popularity on the domestic and foreign markets for years, primarily through quality, both internal and external.



**C**haracterized by intense taste, juiciness and freshness, which are the result of appropriate selection of varieties and a careful production and harvesting process. Orchards producing dessert apples are managed in accordance with the principles of sustainable agriculture, which means caring for the environment and biodiversity. We strive to minimize the use of pesticides and artificial fertilizers, which allows us to produce healthy and tasty fruit.

The apple harvest in 2023 amounted to 3,890 thousand tons and were approximately 9% lower than the previous year's harvest. It can be estimated that of this amount approx. 1,150 - 1,200 thousand tons will go to the fresh market (domestic market and export), the remaining fruit will be intended for processing, mainly into apple juice concentrate and NFC juice.



## Apple production in the face of current market challenges

Polish fruit growers, like their colleagues from other European countries, face many challenges, including: rising production costs at low sales prices, lack of labor, and the current and expected effects of the implementation of the European Green Deal and other EU climate strategies.

Changes in the selection of varieties that better meet market requirements are necessary. Currently, the most commonly cultivated variety is Golden Delicious and varieties from the Red Delicious group. In recent years, due to high market demand, the production of „Gala” apples has increased significantly. It is necessary to select appropriate varieties for specific markets. However, pomology specialists agree that the importance of club varieties will increase in the coming years. Club varieties currently grown in Poland include: Pinova, Cameo, Magic Star, Pola.

## Apples in the opinion of the Polish consumer

According to research conducted in 2023 by Kantar Public on behalf of the National Association of Fruit and Vegetable Producers Groups, just over half of Poles (51%) most often eat red apples. 39% of Poles believe that the color of apples does not matter. Red is preferred by the youngest (69%). Forty-year-olds (46%) and people buying apples are less likely to believe that the color does not matter. The sweet and sour taste of apples is the favorite taste of Poles (42%). Sweet taste came second (32%), and sour taste third (11%). 13% of respondents

Photos: archives W. Boguta,



## саженцы из голландского питомника

believe that taste is not important to them. Sweet and sour taste is preferred by women (45%) and people aged 50+. Sweets are appreciated slightly more often by men (33%) and people aged 18-39 (39%). However, for Poles, the most important thing when buying apples is their appearance/smell (46%), price (41%) and variety (29%). Poles most often said that they associated apples with a healthy snack (82%) and fruit available all year round (80%). They most often consume apples fresh (80%). Apples are consumed much less frequently as an ingredient in cakes/desserts (18%), as an ingredient in dishes (15%) and in the form of preserves (6%).

### Export is important

The amount of apples produced means that the success of Polish fruit growers depends on exports. In the 2022/2023 season it amounted to approximately PLN 796,000. tone. It is estimated that there will be a decline in the current season, mainly due to reduced exports to the Egyptian and Belarusian markets.

In 2022, the largest recipients of apples from Poland were the following countries: Egypt, Kazakhstan, India, Belarus, Mongolia, Jordan, United Arab Emirates, Kingdom of Saudi Arabia, Norway and Uzbekistan.

Among the prospective sales markets for Polish apples, experts point to Asian markets, especially India, Thailand, Malaysia and Vietnam, where fruit consumption is growing dynamically. The prospect of entering these markets is very interesting for Polish fruit growers. However, an important issue in opening Asian markets are cultural differences and a very long process of establishing relationships and conducting business talks before starting actual cooperation.

Currently, we can observe the development of exports from Europe to South American countries such as Colombia, Ecuador, Mexico and Peru.

*The new, post-pandemic consumer, both at home and abroad, is looking for products with added value, produced in accordance with the principles of sustainable agriculture. Polish apples meet these criteria, but in order to survive, the fruit industry must meet new expectations, especially in the field of modern marketing, promotion and implementation of innovations.*

Witold Boguta  
Chairman of the Board  
National Association of Fruit  
and Vegetables Producer Groups



### ЯБЛОНИ

полное  
разнообразие сортов



### ГРУШИ

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B.A. Lucas  
Сepuna  
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Doyenne du Comice  
Oksana Xenia  
Sweet Sensation



### СЛИВЫ

большое  
разнообразие сортов



### ЧЕРЕШНИ

#### Gi.3, Gi.5, Gi.6, Gi.12

Areko  
Bellise bedel  
Burlat  
Fertard cov  
Folfer cov  
Giorgia  
Hertford  
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# List of National Association of Fruit and Vegetables Producer Groups Members

COMPANY	ADRESS	PHONE	WWW
 Grupa Producentów AMAZIS Sp. z o.o.	Trzek ul. Wierzbowa 8, 62-025 Kostrzyn	+48 666 031 812	www.amazis.eu
 Grupa Producentów AMPLUS Sp. z o.o.	Brzeźnica 5A, 28-300 Jędrzejów	+48 (12) 620 34 58	www.gpamplus.pl
 APPLE TEAM Sp. z o.o.	Zalesie 71, 05-600 Grójec	+48 (48) 685 51 81	www.appleteam.pl
 Grupa Producentów "BIO-FOOD ROZTOCZE" Sp. z o.o.	ul. Tadeusza Kościuszki 60, 37-632 Stary Dzików	+48 607 071 223	-
 CAROTA Sp. z o.o.	ul. Przemysłowa 4, Przytyk, 57-256 Bardo	+48 (74) 637 29 00	www.carota.pl
Przedsiębiorstwo Rolniczo-Handlowe DEMETER Sp. z o.o.	Złotniki Wielkie 1, 62-817 Żelazków	+48 (62) 769 16 10	-
 Grupa Producentów Owoców ELITA Sp. z o.o.	Lubianków 28, 95-015 Głowno	+48 (42) 719 24 93 +48 790 769 696	www.elitaowoce.pl
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 Grupa Producentów Owoców i Warzyw EUROSAD Sp. z o.o.	Konary 101, 05-660 Warka	+48 (48) 667 60 02 +48 696 894 549	www.grupaeurosad.pl
 FASGRO Sp. z o.o.	Starynia 7, 82-224 Lichnowy	+48 (55) 620 07 37	www.fasgro.pl
 FRUIT FAMILY Sp. z o.o.	Sadków Szlachecki 23, 05-622 Bełsk Duży	+48 (48) 661 11 69	www.fruitfamily.eu
 FRUIT LOGISTICS Sp. z o.o.	Ostrowiec 1A, 05-650 Chynów	+48 (48) 661 49 89 +48 668 639 196	www.fruitlogistics.pl
 FRUIT-SAD Sp. z o.o.	Dobiecín 4, 05-620 Błędów	+48 (48) 627 79 39	www.fruitsad.pl
 GOLD-SAD Sp. z o.o.	Bełsk Mały 27A, 05-622 Bełsk Duży	tel/fax (48) 661 17 03	www.gold-sad.pl
 Spółdzielnia Ogrodnicza GÓR-SAD	Góra Św. Jana 100, 34-623 Szczyrzyc	+48 601 953 945 +48 606 704 647	www.gorsad.pl
 GRUPA SKOWRONKI Sp. z o.o.	Skowronki 14, 05-622 Bełsk Duży	+48 781 750 650	www.gpskowronki.pl
 GRZYBEK BIALSKI Sp. z o.o.	Hola 20A, 21-500 Biata Podlaska	+48 (83) 342 14 85	-
 JABŁKO SIEDLECKIE Sp. z o.o.	ul. Kolejowa 5, 08-125 Suchożebry	+48 662 689 737	www.jablkosiedleckie.pl
 JANFRUIT Sp. z o.o.	Dąbrówka Nowa 8, 05-620 Błędów	+48 661 553 138	www.janfruit.com





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SCAN FOR EXHIBITOR  
REGISTRATION



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 Contact: +91 70755 27117  
 Email Id: js@hitex.co.in

 Name: Sudarshan Ryagalla  
 Contact: +91 91211 85610  
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	Grupa Producentów "KLASA" Sp. z o.o.	Klementowice 136, 24-170 Kurów	+48 885 253 525	www.gpklasa.pl
	LA-SAD Sp. z o.o.	Borzęcin 15, 05-620 Błędów	+48 (48) 370 36 80	www.la-sad.pl
	Sadownicza Spółdzielnia Handlowa ŁOSOSINA	Łososina 340, 33-314 Łososina Dolna	+48 (18) 548 40 55	www.sshlososina.nrs.pl
	Sądecka Grupa Producentów Owoców i Warzyw OWOC ŁĄCKI Sp. z o.o.	Łącko 761, 33-390 Łącko	+48 (18) 444 69 86	www.owoclacki.pl
	OWOC WYSOCZYN Sp. z o.o.	Siedzów 30 B, 08-443 Sobienie Jeziory	+48 734 172 842	www.owocwysoczyn.pl
	Spółdzielnia Sadownicza POLSAD w Lewiczynie	Lewiczyn 2a, 05-622 Belsk Duży	+48 (48) 661 13 69	www.spolsad.pl
	Grupa Producentów Polskie Jagody Sp. z o.o.	Olchowiec 120, 23-413 Obsza	+48 (84) 627 32 28	www.polskiejagody.pl
	RAJPOL Sp. z o.o.	Wólka Łęczeszyska 16, 05-622 Belsk Duży	48 (48) 661 15 83	www.rajpol.com.pl
	Zrzeszenie Producentów Owoców i Warzyw "SAD-POL" Polubicze	Polubicze 34, 21-580 Wisznice	+48 (83) 378 23 96	-
	Grupa Producentów Owoców SAD-VIT Sp. z o.o.	Dąbrówka 25a, 24-120 Kazimierz Dolny	+48 602 120 803	-
	Spółdzielnia Producentów Warzyw i Owoców SIELEC	Sielec Kolonia 46, 28-530 Skalbmierz	+48 (41) 352 00 16	www.spsielec.pl
	SMAKI MAZOWSZA Sp. z o.o.	Rękowice 55, 26-910 Magnuszew	+48 506 157 700	www.smakmazowska.pl
	Grupa Producentów Owoców ZELSAD Sp. z o.o.	ul. Radosna 13, 33-312 Tęgoborze	+ 48 (18) 444 94 15 +48 502 343 213	www.zelsad.pl
	Grupa Producentów Warzyw SZWAGROL Sp. z o.o.	ul. Mikołaja Reja 9, 28-530 Skalbmierz	+48 693 550 864	-
	Grupa Producentów Owoców i Warzyw TRZEBNICKIE SADY Sp. z o.o.	ul. Marcinowska 10, 55-100 Trzebnica	+48 (71) 312 02 80	www.sady-trzebnica.pl
	TWÓJ OWOC Sp. z o.o.	Wichradz 32A, 05-660 Warka	+48 (48) 332 27 63	www.twojowoc.pl
	Grupa Producentów Warzyw WANGA Sp. z o.o.	Szulec 9B, 62-860 Opatówek	+48 (620) 767 66 84	www.grupawanga.pl
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**P**oland is one of the leaders in production and processing of many fruit and vegetables in the EU and worldwide, among which ca. 75% of fresh and processed products are exported. The specificity of the Polish market is designation of the vast majority of fruit and vegetables for processing, mostly for such semi-finished product as concentrated juices, NFC juices or frozen food, among which also the majority (ca. 70%) is exported to multiple countries, mostly the EU. As a result, the changes of the law in the EU and international cooperation are of significant importance and have impact on the entire industry, i.e. production of fruit and vegetables, processing and export.



## Trends, challenges and future of the juice industry

The juice industry provides important and strong support for development of the Polish horticulture industry and export of fruit and vegetables in Poland. Fruit and vegetable preserves (including juices) constitute ca. 10% of the value of products sold by the food industry and rank third in this category, only after the meat and dairy industries. In terms of consumer expenses for food, fruit, vegetables and their preserves rank fourth, after meat, grain products and dairy.

The specificity of the juice industry in Poland is very large fragmentation of fruit and vegetable producers and the low level of specialisation of production in terms of industrial and dessert fruit. As a result, fruit harvesting requires to be restructured, in particular production of fruit and vegetables needs to be precisely specified, depending on their intended use. In order to maintain strong position and the global market in terms of various types of fruit and vegetables, it is very important to have

a long-term strategy of development of the industry and to strengthen competitiveness of Polish products and producers of fruit, vegetables and their preserves. KUPS popularises the Juice Orchards initiative, i.e. specialisation of apple production divided into dessert apples and juice apples. Separation of orchards with juice apples to be used in production of concentrated juices, NFC juices and other semi-finished products will improve competitiveness and resilience of the industry and will result in the decreased negative impact on the environment.

The changes of the law in the EU and international cooperation are of significant importance and have impact on the entire industry, i.e. production of fruit and vegetables, their processing and export, so in 2023 and 2024 the very important field of KUPS's activities have been public consultations of legal acts in the EU (e.g. the amendment to the Fruit Juice Directive) and Poland (e.g. the Deposit Return Scheme being created).

The amendment to the Fruit Juice Directive includes

Photos: archives B. Groele, pexels.com





the works on the directive no. 2012/12/EU of the European Parliament and of the Council, amending the directive no. 2001/112/EC of the Council concerning fruit juices and similar products to be consumed by humans, where one of the most important changes expected by the European Commission is adding the new category of fruit juices with lowered content of sugar (NFC and concentrated juice) to the Fruit Juice Directive.

On July 23, 2023 the long-consulted act amending the act on management of packaging and packaging waste and some other acts was passed, that is going to introduce the deposit return scheme in Poland on January 1, 2025. As a result, the time for development and launching the Poland-wide, environmentally and economically effective, widespread and consumer-friendly system is very short (just a dozen or so months). The juice industry was very active during consultations to the act as it is now during the phase of development of the system, because it is going to cover plastic bottles which are our most popular packaging used during juice production, as well as steel cans and reusable bottles that are also used during bottling of juices.

Many changes leading to more environment-friendly EU policies meeting assumptions of its certain strategies (Green Deal, Farm to Fork, Next Generation, etc.) are performed on the EU level. KUPS keeps an eye on the works and activities of the European Commission and takes part in consultations, expressing its opinions and doubts. Recently, we have been particularly active together with other 27 organisations from the agriculture and processing industry in counteracting the implementation of the system of food labeling based on the Nutri-Score label containing information on a nutritional value, to be implemented in the entire EU. Currently, it is a voluntary food labelling system that can be sometimes seen on food products in Polish stores. Originally, it was supposed to convey reliable information on a nutritional value. Unfortunately, it shows only general information that may be misleading



to consumers. As a result of its specificity, the system is designed only to health adult members of the society and it depreciates natural, traditional, regional and eco-friendly products.

As a member of the juice industry, KUPS has established the system of industrial self-control with purpose to maintain quality and authenticity of the juice product market (Voluntary Juice and Nectar Control System – DSK). It is the tool that has the largest impact on the very high quality of Polish juices, which is confirmed by audit reports. Also, KUPS is the only Polish entity that has been constantly popularising the 5 a Day idea in Poland since 2008, cooperating with multiple academic and scientific centres and assuming that, as entrepreneurs, we should get included in informational and educational activities regarding health nutrition, physical activity and balanced diet, based on 5 portions of vegetables and fruit, one of them being a glass of juice.

*Barbara Groele, Secretary General  
of the Polish Association  
of Juice Producers (KUPS)*



# List of juices and nectars producers

COMPANY	ADRESS	PHONE	WWW
 ZPOW Agros Nova Sp. z o.o. Sp.k.	ul. Gen. Wł. Sikorskiego 5 99-400 Łowicz	+48 (22) 717 17 30	www.agrosnova.pl
 APPCO Sp. z o.o.	ul. Harfowa 8/1, 02-389 Warszawa	+48 601 238 401	-
 Appol Sp. z o.o.	Łąka Górna 35 32-731 Żegocina	+48 668 695 906	www.appol.pl
 Austria Juice Poland Sp. z o.o.	ul. Kolejowa 31, 22-100 Chełm	+48 (82) 562 21 11	www.agrana.pl
 Aluflexpack Poland Sp. z o.o.	ul. Trójpole 7, 61-693 Poznań	+48 (61) 855 16 73	www.aluflexpack.com
 ARED Rafał Stępniewski i Dagmara Sanchez Lopez sp. j.	ul. Krakowskie Przedmieście 103, 05-640 Mogielnica	+48 (48) 663 52 43	www.ared.com.pl
 BEWA Sp. z o.o.	Ruszczyń 1, 97-360 Kamieńsk	+48 (44) 737 77 50	www.bewa.pl
Binder Eko Sp. z o.o.	ul. Rakowiecka 36 lok. 40, 02-532 Warszawa	+48 (22) 626 89 65	www.binder.pl
 Biurkom Flampol Sp. z o.o.	Szligowo 1, 78-325 Szydło	+48 (79) 874-17-41	www.oryginalnysok.pl
 Bucher Unipektin Polska Sp z o.o.	ul. Lubomirskich 1E, 37-200 Przeworsk	+48 (16) 649 00 98	www.engineering-bp.com
 Centrum HACCP	ul. Z. Pawlaczka 10, 02-790 Warszawa	+48 (22) 648 09 16	www.centrumhaccp.pl
 Dreher Polska Sp. z o.o.	ul. Krakowska 126, 27-660 Koprzywnica	+48 884 044 145	www.spirit-of-fruits.de/home-polski/dreher-poland/
 Döhler Sp. z o.o.	Kozietuły Nowe 66J, 05-640 Mogielnica	+48 (48) 368 90 00	www.doehler.com
 Döhler Polska Sp. z o. o.	Kozietuły Nowe, 05-640 Mogielnica	+48 (48) 368 98 00	www.doehler.com
 Fortuna Sp. z o.o.	Tymienice 88, 98-220 Zduńska Wola	+48 (43) 825 38 01	www.polmlek.com/soki-fortuna/
 Flottweg Polska	ul. Annopol 22, 03-236 Warszawa	+48 (22) 732 22 30	www.flottweg.com
 Fruita Napoje Sp. z o.o.	ul. Lotnicza 6, 99-100 Łęczyca	+48 661 992 501	www.fructanapoje.com.pl
 Hortex Sp. z o.o.	ul. Mszczonowska 2, 02-337 Warszawa	+48 (22) 572 10 00	www.hortex.pl
 HPP Services Poland Sp. z o.o. Sp.k.	ul. Nadwiślańska 11/320, 30-527 Kraków	+48 500 432 923	www.hpp-servicespoland.com
 TPH Fructopol Sp. z o.o.	ul. Rakowiecka 36, 02-532 Warszawa	+48 (22) 606 36 75	www.fructopol.com.pl
 Gomar Pińczów Sp. z o.o. S.K.A.	ul. Przemysłowa 6, 28-400 Pińczów	+48 (41) 357 30 21 do 22	www.gomar.net.pl
 Instytut Biotechnologii Przemysłu Rolno-Spożywczego - Państwowy Instytut Badawczy	ul. Rakowiecka 36, 02-532 Warszawa	(22) 606-36-00	www.ibprs.pl
 Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej - Państwowy Instytut Badawczy	ul. Świętokrzyska 20, 00-002 Warszawa	(22) 505-44-44	www.ierigz.waw.pl



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	Krajowa Grupa Spożywcza S.A	ul. Kraszewskiego 40, 87-100 Toruń	+48 56 650 11 00	<a href="http://www.polski-cukier.pl">www.polski-cukier.pl</a>
	Look Food Raw Materials Sp. z o.o.	Aleje Jerozolimskie 151/3u, 02-326 Warszawa	+48 883 303 996	<a href="http://www.lfrawmaterials.com">www.lfrawmaterials.com</a>
	Maxfrut Sp. z o.o.	Jarogniewice, ul. Ogrodowa 1a 64-020 Czempin	+48 (61) 282 31 63	<a href="http://www.maxfrut.com.pl">www.maxfrut.com.pl</a>
	NASZ OWOC Irena Korycka	ul. Leśna 56, 87-811 Szpetal Górny	+48 509 248 999	<a href="http://www.nasz-owoc.pl">www.nasz-owoc.pl</a>
	PPHU „Agrotex” Sp. z o.o.	33-314 Łososina Dolna 303	+48 (48) 548 40 48	<a href="http://www.gruenewald-international.com">www.gruenewald-international.com</a>
	Manufaktura Maurera Sp. z o.o.	Zarzecze 1, 33-390 Łącko	+48 (18) 444 64 27	<a href="http://www.maurer.com.pl">www.maurer.com.pl</a>
	Quadrum Foods Sp. z o.o.	ul. Moniuszki 22a, 31-523 Kraków	+48 (12) 370 34 31	<a href="http://www.qf.com.pl">www.qf.com.pl</a>
	Rauch Polska Sp. z o.o.	ul. Gen. Chruściela 13, 37-200 Przeworsk	+48 (16) 649 98 10	<a href="http://www.okok.pl">www.okok.pl</a>
	Real S.A.	ul. Brzeska 76, 08-102 Siedlce	+48 (25) 787 15 28	<a href="http://www.realsa.pl">www.realsa.pl</a>
	Refresco Sp. z o.o.	ul. Fabryczna 8, 32-650 Kęty	+48 (33) 870 71 00	<a href="http://www.refresco.pl">www.refresco.pl</a>
	Sambor Sp. z o.o.	Samborzec 55, 27-650 Samborzec	+48 (15) 644 50 14	<a href="http://www.sambor.net.pl">www.sambor.net.pl</a>
	Owoc Łącki Koncentraty Sp. z o.o.	Olszana 270, 33-386 Podegrodzie	+48 (18) 447 03 81	<a href="http://www.owoclacki.pl">www.owoclacki.pl</a>
	SIG Combibloc Sp. z o.o.	ul. Bekasów 63/65, 02-803 Warszawa	+48 (22) 644 17 02	<a href="http://www.sig.biz">www.sig.biz</a>
	LLC SOOK S	ul. Kashtanova 125-B, 58000 Chernivtsi, Ukraina	+38 067 350 54 93	<a href="http://www.sook.com.ua">www.sook.com.ua</a>
	STOELZLE Wymiarki Sp. z o.o.	ul. Księcia Witolda 11, 68-131 Wymiarki	+48 603 097 828	<a href="http://www.stoelzle.com/stc">www.stoelzle.com/stc</a>
	SVZ Tomaszów Sp. z o.o.	ul. Lwowska 128, 22-600 Tomaszów Lubelski	+48 (84) 664 44 31 - 39	<a href="http://www.svz.com">www.svz.com</a>
	Tetra Pak Sp. z o.o.	ul. Osmańska 14, 02-823 Warszawa	+48 (22) 543 40 00	<a href="http://www.tetrapak.com">www.tetrapak.com</a>
	Tymbark-MWS Sp. z o.o.	Tymbark 156, 34-650 Wadowice	+48 (18) 332 56 22	<a href="http://www.maspex.com">www.maspex.com</a>
	Warwin S.A.	ul. K. Pułaskiego 2, 05-660 Warka	+48 (48) 666 15 75	<a href="http://www.warwin.plm">www.warwin.plm</a>
	Wild Flavors Polska Sp. z o.o.	ul. Marcina Flisa 4, 02-247 Warszawa	+48 (22) 578 60 00	<a href="http://www.wild.de">www.wild.de</a>
	Wosana S.A.	ul. Batorego 35a, 34-120 Andrychów	+48 (33) 873 41 51	<a href="http://www.wosana.pl">www.wosana.pl</a>
	Viands Sp. z o.o.	ul. Spółdzielcza 3, 05-600 Grójec	+48 (48) 664 59 90	<a href="http://www.viands.pl">www.viands.pl</a>



## Martignani: for a greener world

Martignani, yesterday's pioneer, today's international protagonist for the sustainable use of pesticides, can be introduced as a result of the short story of a long passion, dedicated to the development of a cutting-edge technique for a more efficient, cost-effective and more environmentally sustainable protection of plants, while respecting the health of agricultural workers and agricultural food products consumers, allowing significant savings in operating costs over time.

**T**his story began in 1958 when Claudio Martignani, founder of the Company that bears the same name, presented and began to spread in Romagna, the Italian homeland region of Sangiovese wine, particularly devoted to wine production and fruit growing, the first Low Volume Mist Blowers, resulting from a joint initiative of expert Dutch plant pathologists that dates back to 1946.

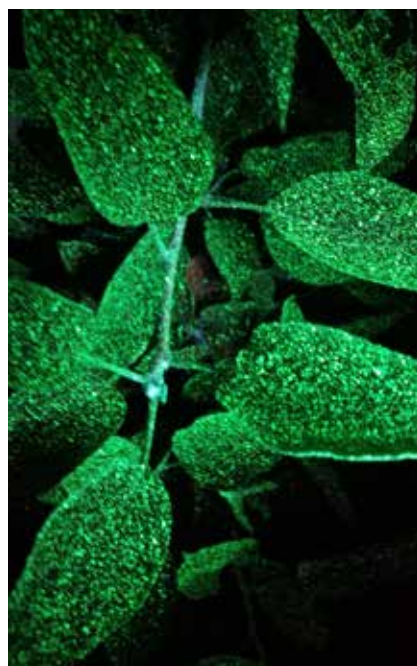
Martignani continues one's way, introducing first in Europe the Electrostatic Spraying System (1981), the only one tested in Italy and abroad with phytotherapeutic results.

Already established in farming practise with thousands of vine and fruit-growers throughout the world, it represents one of the most important contributions towards progress in research into new solutions able to optimize application techniques. Thanks to the electrostatic fields formed between the plants, which are good conductors (sap, mineral salts, moisture, etc.) and the chemical mist sprayed from „Martignani” mist blowers with their special electrostatic charge, droplets saturated with active principle are attracted by the vegetation (branches, leaves, etc.). Numerous tests have shown that it can reduce losses through drifting by 85%, even in windy weather.

### Pneumatic spraying and electrostatic charge: how it works

Martignani electrostatic sprayers can guarantee perfect, homogeneous, and precise coverage in treatments thanks to the pneumatic nebulization and special nozzles that allow for a high concentration.

It should be taken into consideration that while pure and simple pneumatic nebulization with any dispensing volume eliminates any fall on the ground by dripping, it only partially reduces the air drift losses typical of the conventional sprayer. On the other hand, the electrostatic charge imparted to



### To sum up, here are the main benefits of Martignani technology:

- Plant protection products are evenly distributed and adhere perfectly even under the leaves
- Less losses due to drift
- Total use of the pesticide, therefore less product required per hectare
- Total coverage of even the highest part of the trees (where conventional sprayers are unable to reach), since the chemical mist that forms over the plants is attracted by these latter
- Work is done faster (up to 12 km / hour)
- More time saved
- Healthier plants and better-quality products
- A notable reduction is environmental pollution
- The risk of the operator being contaminated by pesticides (both by inhalation and by contact) is reduced by 70%

Photos: Martignani

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Wide selection of rootstocks



Consultation on arrangement and  
management of orchards



the microdroplets, which determines the attraction between them and the vegetation, considerably reduces these losses.

In fact, the 12V battery of the tractor is equipped with a device that multiplies the voltage up to 18 000-20 000 Volts, but with a very low amperage. The electric charge obtained from the battery is inductively transmitted to special electrodes inserted in front of the micronization nozzles, according to the parameters of the Coulomb law, and thus to the droplets produced (100 to 150 microns VMD were shown to be much more effective).

While these droplets are approaching the vegetative apparatus (which are excellent conductors), they are charged with the same tension, but of opposite sign, forming the electrostatic field of mutual attraction.

The polarized microdroplets (-), since they are of the same sign repel each other, while they are attracted by the vegetation of opposite sign, thus manage to settle on all the surfaces, even the most hidden (lower parts of the leaves, and internal of the foliage, etc.) in a perfectly uniform manner, without any risk of accumulation or overlapping; this is the secret, combined with the reduced „chemical doses”, to obtain productions without undesirable residues, which all consume less water (80-90%), - 40% chemicals and - 70% dispersion in the soil (Run-off).

Martignani sprayers are suitable for all types of crops and treatments. Our machines are particularly suitable for fruit growing and berries, both in the greenhouse and in the field, including biological/organic ones thanks to the very low operating pressure and the use of simple centrifugal pumps. In fact, the main mission of the company is to find the right balance between crop protection and environmental protection.







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**Hapke Delicious LB®**  
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# Warmer winters and more aggressive insects

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as many as 30 times a day, over a period of at least 3 years. Biorete® Air Plus is able to deliver all these characteristics."

In fact, many growers have experienced problems such as failure and openings in screens after 1 or 2 years of use. Arrigoni has therefore worked on this point and developed a special yarn with leading-edge characteristics – Arlene HT® – after years of research into different formulae and extrusion methods, followed by laboratory and greenhouse tests. "We've tested yarn diameters varying from 0.17 to 0.15 mm and even below," Ms Poledica continued. "The test results constantly showed that a diameter of 0.15 mm or less significantly reduced mechanical strength and increased vulnerability to abrasion. Weathering tests in QUV climate conditions revealed lower UV resistance than the 0.17 mm yarn with the same level of UV stabilisation.

Arlene 0.17 mm thus had all the characteristics required: good mechanical strength, a high level of ventilation and effective insect control. This led to the development of the new Biorete® Air Plus range."

This diversified range, with a wide array of hole dimension options, allows producers to target specific insects. Personalised solutions tailored to customers' needs are available.

**F**or farming professionals, insects are becoming a more and more serious threat and also a challenge to be overcome.

What's more, ongoing global warming and climate change are causing hotter and hotter summers and milder and milder winters, providing insects with ideal conditions for their growth and making them larger and more aggressive. With its constant dedication to research and development and dialogue with farmers, the Arrigoni Group has tested and expanded its Biorete® range of protective screens to meet the need for unrivalled protection without sacrificing effective air circulation and mechanical toughness. For the perfect combination in insect protection with Biorete® Air Plus.

The World Meteorological Organisation has recorded 2023 as the hottest year since 1850. The annual average global temperature approached 1.5 °C above preindustrial levels. This situation's damaging consequences include, in general terms,

conditions more favourable to the proliferation of insects, a growing threat to farmers. According to a recent study conducted by researchers from Paris-Sud University/CNRS/AgroParisTech, pests are causing damage to global agricultural worth at least 69 million Euros a year.

This is a subject of current concern for the whole agricultural sector, also in view of the policy enforced by the European Green Deal, which envisages a constant, drastic reduction in active ingredients within pesticides.

"Our constant dialogue with growers revealed that maintaining a high level of control over insects of various types and sizes is always a top priority," explained Arrigoni agronomist Milena Poledica. "But that's not all: the right air circulation is also essential to reduce temperature and humidity levels. At the same time, we also need screens of considerable mechanical strength able to withstand the stress of frequent opening and closing of windows,





# Stacje pogodowe **WolkyTolky** stworzone specjalnie dla sadowników

Stacje pogodowe stają się coraz częściej standardem dla producentów owoców w Europie. WolkyTolky to firma, która koncentruje się szczególnie na sadownikach. Powstała prawie 3 lata temu, ale zaczęła się rozwijać już 6 lat temu. Firma powstała z inicjatywy Boomkwekerij Fleuren i obecnie działa jako samodzielna firma. Inicjatorzy wywodzą się z branży sadowniczej i meteorologii, więc są doskonale zorientowani w tym obszarze. WolkyTolky to niezawodny produkt, którego cena i jakość są wyjątkowo dobrze dopasowane.

## **Zawsze szukamy rozszerzeń w zakresie czujników i funkcjonalności.**

Doceniamy, gdy sadownicy myślą razem z nami, na przykład rozszerzając aplikację o przydatne rozwiązania.

## **Mamy bezproblemową integrację z Agromanager oraz łączy z RIMpro i Fruitweb do przewidywania parcha.**

Obecnie WolkyTolky działa już w 15 krajach, w tym w Polsce. Większość stacji pogodowych znajduje się w Holandii, Belgii i Niemczech. Plantatorzy owoców chętnie

korzystają z aplikacji WolkyTolky, portalu i wysoko cenionego nocnego czujnika mrozu Night Frost Detector.

Zapraszamy do odwiedzenia naszej strony internetowej [www.wolkytolky.com](http://www.wolkytolky.com).

Aby uzyskać więcej informacji, przejdź do formularza kontaktowego i prześlij nam zapytanie.

### **Zespół WolkyTolky**

- Monika Gajewska
- Luc Verkoelen
- Yannick Smedts





## Blue Whale® presents its sustainable project (Re)Generation Fruit

Together with its partners Micropep, AsclepiosTech, Maf Roda, the engineering school of Purpan and the National Institute for Agricultural, Food and Environmental Research (INRAE), the Blue Whale® producers' association will present the major agro-ecological transition project for the French apple industry in Berlin: (Re)Generation Fruit.

**O**ur aim is to promote the ecological transition of the sector by working to maintain production levels and reduce the use of pesticides, explains Bruno Bertheloz, Director of Blue Whale®. „We are convinced that technological innovation will allow us to evolve towards ecologically efficient and economically sustainable production”.

### The consortium has until 2028 to validate methods and innovations to achieve the following goals:

- Improve soil life through adapted agro-ecological practices.
- Boost plants' natural defences against pests.
- Reduce the use of phytosanitary products by up to 50%.
- Reduction of fruit losses, from the orchard to the plate.
- Produce fruit with a higher nutrient content for a healthier effect.
- Proposals for more sensible ways of production that respect the ecosystem and ensure the sustainability of orchards. The work will be carried out in experimental centres in the south-west of France and in the Loire Valley. The partners will meet regularly to share progress

and a dedicated website will be set up for the project from December 2023. At the end of these five years of research, the results will be made available to the public.

### International presentation in Berlin

(Re)generation Fruit, which will be launched nationally in Montauban, France, in September 2023, will be presented to an international trade audience at Fruit Logistica in Berlin. Blue Whale®'s Marketing and Communications Manager, Christelle Bertin, will lead the presentation, which will take place **on Wednesday 7 February at 15:00 in the Fresh Produce Forum, Hall 23.**

„It is very important for us to involve all links in the chain in this project,” says Christelle Bertin. „Our customers are already implementing targeted CSR plans. Through (Re)generation Fruit, we as their producers and business partners can help them achieve their goals. That's why continuous communication and collaboration with all stakeholders is crucial for us,” explains Bertin. Blue Whale® will also be present at Fruit Logistica with a large stand in **Hall 6.2 - C20.**

## About the partners of (Re) generation Fruit

**Blue Whale®** brings together 300 fruit producers (apples, pears, kiwis, plums and table grapes) spread over 5 large production areas in France. With 7,200 hectares and 270,000 tonnes of fruit marketed, Blue Whale® is the leader in the French apple export market. [www.blue-whale.com](http://www.blue-whale.com)

**Micropep** is a young start-up company specialising in biotechnology. Its work with natural micro-peptides, an innovative alternative to pesticides, has a positive effect on the growth of apple trees by protecting them from pathogens. [www.micro-pep.com](http://www.micro-pep.com)

**AsclepiosTech** is a new company whose technology is based on the use of photobiology, i.e. the influence of light on living organisms. This makes it possible to reduce losses in the fruit and vegetable production chain and limit the use of chemicals. [www.asclepiostech.com](http://www.asclepiostech.com)

**Maf Roda** is a world leader in the sorting and packaging of fruit and vegetables. The company develops turnkey and customised solutions that include efficient systems for sorting by weight, colour and diameter, ensuring the external and internal quality of the fruit. [www.maf-roda.com](http://www.maf-roda.com)

**Purpan School of Engineering** is a private agricultural college that brings together experts in the development of oxidative technologies to protect crops and agricultural food products. [www.purpan.fr](http://www.purpan.fr)

**The National Institute for Agricultural, Food and Environmental Research (INRAE)** is a French public research institute under the authority of the Ministry of Agriculture and Food Sovereignty. [www.inrae.fr](http://www.inrae.fr)



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# Policymakers seek dialogue with the fruit-growing and agricultural sectors at Fruchtwelt Bodensee



In 2024, some 350 exhibitors will share insights on commercial fruit growing, distillation, and agricultural technology – Lake Constance Fruit Growing Days to provide inspiration in the form of specialist lectures – Peter Hauk and Cem Özdemir will use the trade fair visit as an exchange.

**F**riedrichshafen – Representatives of the fruit-growing and agricultural sectors will be coming together to exchange ideas – not only with each other but also with the federal and state ministers of agriculture, with Fruchtwelt Bodensee providing the perfect platform from February 23 to 25, 2024. The lecture program at the Lake Constance Fruit Growing Days will also focus on discussing the current situation in regard to cultivation, storage, distribution, digital transformation, and business management aspects. Some 350 exhibitors will offer a comprehensive range of products for commercial fruit growing, distillation, and agricultural technology. A new addition to the fair is a space dedicated to research and scientific endeavors, where universities, research groups, and companies will be showcasing their current projects.

"Thanks to its comprehensive product selection and a conference program that features renowned speakers from both science and practice, Fruchtwelt Bodensee has established itself in the industry as an event with an

excellent reputation. This is now also reflected in a visit by Baden-Württemberg's Minister of Agriculture, Peter Hauk, on the opening day and a visit by Federal Minister of Food and Agriculture, Cem Özdemir, on the Saturday of the fair," according to Messe Friedrichshafen CEO Klaus Wellmann and Show Director Sharon Kommer. "We have observed a notable rise in the number of exhibiting companies, with approximately 350 participating in this edition, a significant increase compared to the previous fair as we return to our original two-year cycle. As always, we are depending on the extensive knowledge and skills of our industry partners to develop the specialized supporting program," Sharon Kommer adds. One focus of the fair will be the area of research and development. Scientifically active companies and groups will be drawing attention to their ongoing projects in a designated area. In the exclusive "My Farm Store" area, exhibitors will present a diverse range of store fittings, vending machines, and products designed specifically for farm stores. In the Start-Up Area, emerging market entrants will be afforded the opportunity to show off their innovative products and services.

## Policymakers turn their focus to Fruchtwelt Bodensee

On the Friday of the fair, top-notch speakers will be featured in the opening event with subsequent panel discussion. Under the title "Together for sustainable regional fruit production – Where are the levers within the fruit value chain?", representatives from fruit growing, sales, and society will convene with Agriculture Minister Hauk to engage in a comprehensive discussion of the current situation and explore potential courses of action.

Federal Minister of Agriculture Cem Özdemir will be the center of attention on the Saturday of the fair. In addition to a speech and a tour of the trade fair, there will also be a small group discussion with associations from the Lake Constance region. "The presence at the fair of Ministers Hauk and Özdemir underscores the recognition and importance of the fruit-growing and agricultural industry. We will take advantage of the opportunity for dialogue at the fair and provide the two ministers with some food for thought," says Andreas Ganai, Managing Director of the Lake Constance Fruit Region Association.



Photos: Fruchtwelt Bodensee





## What does distinguish the HUSAR sprayer?

### ✓ Low power demand

The C-330 tractor is enough. It works well at low engine speeds (eg Ursus 2802 800-1200rpm) and PTO, which consumes a small amount of fuel, and the tractor and the sprayer do not wear much, because they do light work.

### ✓ A unique column

1. Which does not rust, made of resin (just like the tank). It has 2 fans with reversed air draft, and the bottom fan axis is located at the top of the sprayer's tank.
2. We use technical solutions which have been used for many years without failure in various agricultural machines.
3. The frame is made of strong metallurgical steel.
4. Drawbar and axle made of thick quality steel.
5. Steerable drawbar is beared and oiled.
6. A three-chamber resin water tank (polyester-glass plastic).
7. There is a large container for plant protection products that can hold up to several 20 liter cans between the column and the tank.



## Что отличает опрыскиватель HUSAR?

### ✓ Не требует большой силы

Трактора С-330 достаточно. Хорошо работает на низких оборотах двигателя (например, Ursus 2802 800-1200 об / мин) и ВОМ, благодаря чему расходуется небольшое количество топлива, а сам трактор и опрыскиватель не сильно изнашиваются, поскольку выполняют легкую работу.

### ✓ Уникальная колонна

1. Которая не ржавеет, сделана из смолы (также как бак). Имеет 2 вентилятора с обратным потоком воздуха, а нижняя ось вентилятора расположена на уровне верхней части бака.
2. Применены технические решения, которые уже много лет безаварийно функционируют в различных сельскохозяйственных машинах.
3. Рама изготовлена из прочной металлургической стали.
4. Дышло и вал изготовлены из толстой качественной стали.
5. Поворотное дышло посажено на подшипники и смазано.
6. Трехкамерный смоляной резервуар для воды (полиэфирно-стеклянный пластик).
7. Большой контейнер для средств защиты растений, который может вместить до нескольких канистр емкостью 20 литров между колонной и резервуаром. between the column and the tank.

# FRUCHTWELT



## BODENSEE

International Trade Fair for  
Commercial Fruit Growing,  
Distillation and Agricultural  
Technology

**February 23-25,  
2024**

**Messe  
Friedrichshafen**

### **Sustainable and solution-oriented: The 42nd Lake Constance Fruit Growing Days**

The Lake Constance Fruit Growing Days program covers a broad array of aspects, including business management, sustainability, digital transformation, agrivoltaics, organic production, pear cultivation, and distillation. The program is primarily organized by Lake Constance Fruit Region, the Lake Constance Fruit Growing Competence Center, the Lake Constance District Office, the Allgäu-Oberschwaben Farmers' Association, the Lake Constance Fruit Market Community, and the Württemberg Fruit Cooperative. Selected speakers from the realms of practice, research, and science will convene for a three-day event at the Friedrichshafen exhibition center and delve into topical issues. "In the midst of the current challenges being faced in the areas of production, policymaking, and economics, it is crucial to foster momentum as well as highlight opportunities and engage in dialogue about this potential so we can move toward the future with a sense of optimism." This is exactly what we want to achieve with our Lake Constance Fruit Growing Days program," says Andreas Ganal. The subsequent presentations on Friday afternoon will center around the sustainability initiative "Fairdi – Naturally from Lake Constance". The results to date from the two model systems for resilient varieties will be presented, and the carbon footprint of Lake Constance apples will be examined in a separate lecture. In addition, the audience will be provided with updates on the status of the initiative, its other objectives, and the future "Fairdi" brand.

### **The promise of solar energy: Agrivoltaics and solar farms in detail**

The topic of agrivoltaics has gained significant attention over the past two years. At its photovoltaics test facility, the KOB conducted research on the key question of whether and with which apple varieties healthy growth and consistent, high-quality fruit yield are possible despite the shading caused by the modules. The presentation will provide an overview of the first harvest year, highlighting the key experiences and presenting the preliminary findings. The Allgäu-Oberschwaben Farmers' Association will then shed light on various aspects of large-scale ground-mounted photovoltaic installations and cover topics such as the legal framework surrounding them.

### **Analytical and practical impulses**

The lecture program for the Saturday of the fair commences with a presentation by Robert Luer of the Centre for Business Management in. He will be conducting business analyses and identifying areas where costs can be reduced and potential savings can be achieved.

A series of lectures on the market, marketing, and production of pears will follow. Renowned fruit market expert Helwig Schwartau will present a lecture entitled "Unexploited





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sales potential in the German pear market: Which varieties should you plant?" In this lecture, Schwartau advocates for increased pear production, which has been relatively overlooked in Germany until now. At present, German pears meet only 20 percent of domestic demand, and the food retail trade would like to see greater continuity in the supply of German pears. In the subsequent lecture by Ronald Vermeulen, a seasoned fruit-growing consultant from the Netherlands, those who recognize their own potential for pear cultivation will gain insight into how pears differ from apples and the key factors to consider when growing pears. Finally, Janina Bembenek and Dr. Inga Mohr of Vertriebsgesellschaft Obst vom Bodensee will give insights into the background of the newly revised marketing strategy for the Xenia pear, which is grown in the Lake Constance region, in their presentation "Pear your brain: Fruit marketing rethought".

### **Organic production from a European standpoint**

In recent years, the market for organic apples has experienced significant fluctuations in production. Currently, there is once again growing demand for these products in Germany. In the lecture entitled "The organic market is experiencing a resurgence, from which apples are also benefiting, but what does the future hold in Europe?", Helwig Schwartau ventures an assessment and explores the perspectives from Brussels on how to effectively manage the rapid growth of organic production. There will be two additional presentations that will delve into the producers' perspective on organic production and the distribution of organic products in the region.

### **Focus on high-proof products: Distilling in Hall B2**

The top issues among distillers include increasing bureaucracy, the impacts of climate change, and the price drivers of inflation and energy costs. The stand of the Association of Small Distillers and Fruit Distillers of South Württemberg/Hohenzollern will be inviting visitors to engage in discussions and to sample products that have been awarded gold and silver medals. Distillate Queen Lea Klatt will also be present at the stand. The exhibitors in Hall B2 will showcase products from the distillery sector.

### **Prices and opening hours**

Fruchtwelt Bodensee will be open from February 23 to 25, 2024, from 9 am to 5 pm each day. Day tickets cost 22 euros but will also be available online for 18 euros. The ticket shop will go online at the beginning of December. Further information and an overview of the lecture program at: [www.fruchtwelt-bodensee.de](http://www.fruchtwelt-bodensee.de) and <https://www.instagram.com/fruchtwelt.bodensee/>.





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As a result, the right batch can be selected to match buyers' expectations at exactly the right moment. This minimises losses, improves product quality and increases market success.



### The new vending machine: Auomat1.com

Depending on the product-size, it can be used for the direct sale of asparagus, strawberries, eggs, fruit, potatoes or even non-food products. In direct sales, it can be classified between trust-sales and an expensive high-tech machine. There are three different sizes that can be individually combined: The small compartments are 12x12x30cm, the medium ones are 12x43x30 cm and the large ones are 24x43x30 cm. With stacking the compartment lines, the sales capacity can be adjusted according to customer requirements. The money insertion works via a mechanical coin acceptor like the one we know from chewing gum machines: insert money and turn it. You can pay up to 12 euros for a product. If the product price cannot be inserted correctly, the change is put in the compartment.



### The new classics!

Fruit baskets are often used in supermarkets, fruit shops or markets to present fruit attractively and clearly - our classics are now also available in new sizes!

Stable fruit baskets made of corrugated cardboard with an integrated handle for comfortable and safe transport of fruit or vegetables. Integrated handle. Delivered flat, easy to set up. Food safe. Environmentally friendly. Robust.

Fruit basket with your own print? Yes, of course! Individually printed packaging with your own company logo is of great importance in promoting the brand and increasing recognition. They convey professionalism and ensure that the product is remembered by the customer. Just talk to us!

### Destoner Pitting unit for cherries 230V 50Hz

The new professional device for quick use for the removal of cherries and mirabelles. It works just as well with small sour cherries as with big heart cherries or mirabelle plums.



The performance is enormous: about 400 cherries are pitted per minute. Six cherries at the same time as on the assembly line. This means a huge saving of time and thus operating costs. The cherries are pitted 100%, no core chips.

The device is particularly easy to clean and easy to care for. Parts that come into contact with the fruits are as well as frame and cover made of stainless steel and food-grade plastic.

The final product is impressive. You hardly notice the cherries that they have been pitted. Output about 70-90kg per hour, depending on fruit size.



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## The 2024 Marlene® calendar celebrates the art of sustainability

With new works by the winners of the brand's 25th anniversary competition, the daughter of the Alps apple illustrates care of the land and the four seasons

**T**he celebration of the seasons and the assortment of flavours and aromas to find the right apple every day of the year, along with the importance of sustainability and the art of farming: these are the values of Marlene® apples that come together in the daughter of the Alps 2024 Calendar.

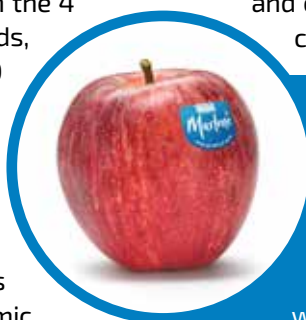
It is not just a calendar, but a true collection of artwork created by the winners of the Art Contest that celebrated Marlene®'s 25th anniversary. New works by Rosemarie Cattan, Francesca Cito, Sara Vera Lecaro, Federica Scarcella and Jaume Arnau bring the region of South Tyrol – Südtirol to life, along with the 4 seasons that shape the life of apple orchards, and the apple culture preserved by the 4,600 apple farmers of VOG – Home of apples. Central to this imagery is the theme of this year's calendar, one of the pillars of the Consortium's strategy: sustainability.

VOG has an all-encompassing concept of sustainability that not only embraces the environment, but also farmers' economic stability and the area's social fabric. Striking the right balance between these three elements is crucial to safeguarding South Tyrol's agricultural system of farming families who are efficiently and professionally organized into cooperatives, a virtuous model at international level. "The Marlene® Calendar is a gift for our partners and customers, reminding them that we are by their side on every day of the year with a wide assortment of apples and our expertise," comments Hannes Tauber, VOG Marketing Manager. "Throughout

2024, Marlene® will also be featured on digital, TV and offline channels with a marketing campaign that will take consumers on a culinary journey to discover our region, the apples and their rich flavours and fragrances."

Marlene® apple farmers deploy all their experience in responsibly managing the earth's resources, protecting the natural balance of apple orchards and preserving the soil's fertility and health.

"Behind Marlene® apples lies a passion and a deep local culture, which is why the brand concept is the daughter of the Alps. Marlene®'s father is the mountain, her mother is the Mediterranean sun, and the weather is her teacher," Tauber concludes. "Added to this are the four seasons and, with this year's campaign, the Aroma Wheel and the culinary journey. With this calendar we wanted to tell the story of the art of sustainably growing excellent apples and to share this beauty with partners and customers, as a wish for a 2024 of fruitful cooperation and new projects together."



### LET ME INTRODUCE MYSELF, I AM MARLENE®

My father is the mountain, strong and wise. My mother is the Mediterranean sun, enfolding me in her warm embrace. My teacher is the weather. I am not an ordinary apple: I am Marlene®, daughter of the Alps. The unique climate of the South Tyrol pampers me with 300 days of sunshine a year. My flavour and aroma are made special by the environment where I grow, with cool nights and warm days, freezing cold in winter and balmy in summer. I come in many different varieties suited to every taste: Royal Gala, Golden Delicious, Stayman Winesap, Granny Smith, Red Delicious, Fuji and Braeburn.





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# Fruit and vegetable market in Poland

**A**s a result of the decreased harvest, processed fruit production in the 2023/24 season will decrease, as compared to the previous season by approximately 8% to 1.1 million tons. Concentrated apple juice production will decrease by 15% and frozen fruit production by 10%, to 340 and 355 thousand tons, respectively. Production of processed vegetables is forecast to be approximately 1.3 million tons, as compared to 1.28 million tons in the 2022/23 season. Total production of non-concentrated juices, nectars and fruit and fruit and vegetable drinks will decrease from 2.26 to 2.10 million tons. It should be added that before the start of the campaign for the purchase of raw materials for processing, the financial situation of enterprises in the fruit and vegetable industry was favorable. In the first half of 2023, gross and net profitability, liquidity ratio and investment rate were higher than in the first half of the previous year.

It is forecast that in the 2023/24 season, revenues from the export of fruit and fruit products will amount to EUR 2.72 billion, as compared to EUR 2.81 billion in the previous season. The decisive factor will be reduced value of frozen fruit exports. Both the export volume of the

According to data from Statistics Poland, in 2023, fruit harvest in Poland decreased by 8.2%, as compared to the previous year, to 4.92 million tons. Production of almost all species decreased, and the harvest of blackcurrants, sour cherries, sweet cherries and raspberries the most. Apple production decreased by 8.8% to 3.89 million tons. Field vegetable harvests decreased by 3.4% to 3.85 million tons. Only the production of beetroot and sweet corn was higher. The harvest of vegetables grown under cover decreased by 8.5% to 1.33 million tons. It is estimated that the production of fruit in the EU (including Poland) amounted to 37.3 million tons, and 59.7 million tons for vegetables, as compared to 38.2 and 58.9 million tons in 2022, respectively.

products and their average export prices will be lower. Mainly as a result of increased export prices, revenues from the export of almost all other processed products, as well as fresh fruit, will be higher. Due to

Photos: pexels.com



record high export prices, revenues from foreign sales of concentrated apple juice will increase. Revenues from apple exports will also be higher. The value of foreign sales of vegetables and their processed products will remain at approximately EUR 1.4 billion. Revenues from exports of fresh onion and its products, as well as carrots and its products will decrease. The value of exports of tomatoes and their products (mainly tomato concentrate and ketchup) will be higher. Prices of most vegetables and their processed products will be higher than in the 2022/23 season. The value of exports of mushrooms and their products will increase by approximately 3% to a record level of EUR 670 million. Total value of foreign sales of fruit, vegetables and their products (with mushrooms and their products) will decrease from EUR 4.87 to EUR 4.79 billion.

The value of imports of fruit and fruit products in the 2023/24 season is forecast to be EUR 3.14 billion, as compared to EUR 3.17 billion in the previous season. As in the case of exports, the decreased value of imports will be influenced by the decreased value of imports of frozen fruit. Declined volume of imports will also result in a reduction in the value of imports of concentrated and non-concentrated fruit juices. This will mainly apply to orange juices. The share of southern fruit and their preserves in the total value of imports of fruit and their preserves will be approximately 82%, as compared to 80% in the 2022/23 season. Imports of temperate zone fruits and their processed products in Poland are largely complementary, not competitive. The value of imports of vegetables and their processed products will increase from EUR 1.71 to EUR 1.76 million. Only the value of imports of onions and its products will decrease. Total value of imports of fruit, vegetables and their processed products (together with mushrooms and their processed products) is estimated at approximately EUR 4.90 billion, as compared to EUR 4.89 billion in the 2022/23 season. The negative foreign trade balance for the entire product group is forecast at EUR 108 million, as compared to the positive balance of EUR 24.0 million in the 2022/23 season. The negative trade balance in fruit and vegetables (including mushrooms) will deepen from EUR 1.52 to EUR 1.55 billion, and the positive trade balance in fruit and vegetable products (including mushroom products) will decrease from EUR 1.49 to EUR 1.44 billion.

In 2023, prices of fresh plum products marketed increased, as compared to the previous year, and prices of sweet cherries and strawberries decreased. In purchasing for processing, prices of sour cherries, plums, gooseberries and chokeberries increased, and dropped, as compared to the record high purchase prices of strawberries, blackcurrants and raspberries in 2022.



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Prices of red currants also dropped. The great decline in purchase prices of strawberries, black currants and raspberries was caused to a significant extent by their adjustment to the prices obtainable in the export of processed products from the fruits - mainly frozen foods. In the 2023/24 season, purchase prices of apples intended for processing will be significantly higher. Prices of dessert apples and pears will also increase. Increased prices of apples used in processing plants will be caused by record prices of apple processing products, mainly concentrated apple juice. In the 2023/24 season, purchase prices for most vegetables destined for the fresh market and for processing will also be higher. Only purchase prices of cabbage and peppers intended for direct consumption will decrease. In 2023, the purchase prices of green beans were also lower than in the previous year.

In the 2023/24 season, the upward trend in sales prices of processed fruit, vegetables and juices will continue. For example, in the first months of the season (July–October), sales prices of strawberry jam increased by 31.5%, as compared to the same period of the previous year. Sales prices of jam produced from black currants increased by 39.5%, by 15.7% for orange juice, by 8.6% for apple juice, by 20.0% for tomato paste and by 23.0% for ketchup. Of the products, in the period January–October 2023, as compared to the same period of the previous year, the sales prices of: blackcurrant jams (by 44.0%) and tomato paste (by 36.0%) increased the most.

In the period January–October 2023, average retail prices of fruit and their processed products increased by 11.9%, as compared to the period January–October, and for vegetables and their processed products by 20.4%, with an increase in the prices of consumer goods and services by 12.5% and food and non-alcoholic beverage prices by 16.9%. For fruits and their products, prices increased the most for bananas (by 16.9%), citrus fruits (by 13.2%) and frozen fruits (by 19.6%). In the group of vegetables and their processed products, the largest increase was in the prices of cauliflower vegetables (by 24.5%), carrots (by 52.9%), and onions (by 40.2%). The consequence of the price increase is a decline in the consumption of most fruit and vegetables and their processed products. In the first quarter of 2023, the consumption of citrus fruits, tomatoes, onions and fruit juices decreased the most compared to the first quarter of the previous year. Throughout 2023 and in the 2023/24 season, the consumption of fruit, vegetables and their processed products will be lower than in the corresponding previous periods.

Source: IERiGZ-BIP, Analyz



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# POLAND FOOD FOCUS

BUSINESS REVIEW



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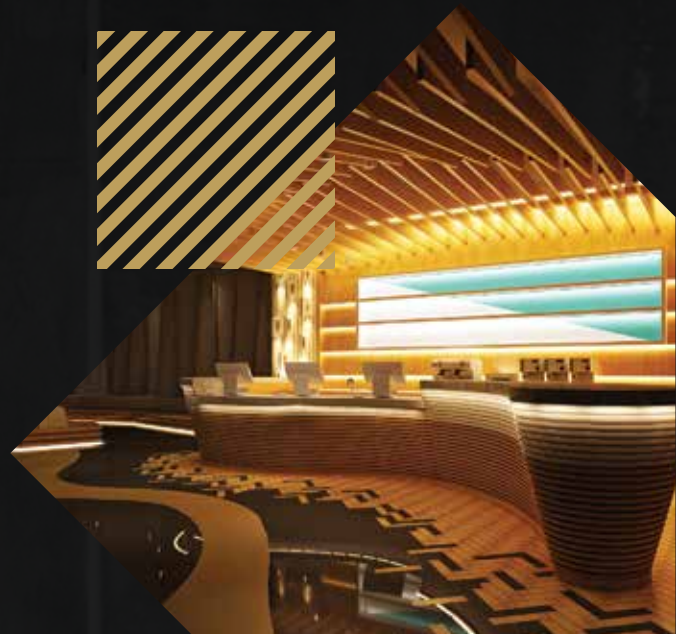


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Poland FOOD Focus is an inventive source of information and an integral part of Poland Fruits, actively pursuing the food business' expectations.

It is a place for starting and intensifying dialogue and cooperation between producers, suppliers and salespeople. Our goal is to support the food sector in their search for new markets, to provide information regarding innovative solutions, new technologies, and products craved by consumers all around the world.

Poland FOOD Focus is an excellent space for exchanging relationships in the food industry.

We encourage you to read the detailed information about this innovative project and visit us at [www.polandfruits.com](http://www.polandfruits.com)

*Anna Dorowska*  
Anna Dorowska

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# INNOVATIONS AND BUSINESS PERSPECTIVES FOR THE FOOD INDUSTRY

## 10TH EDITION OF THE WORLDFOOD POLAND 2024 EXHIBITION

On the occasion of the jubilee, tenth edition of the WorldFood Poland exhibitions, we invite you to participate in the most international event for the food industry organized in Poland. The upcoming edition of the exhibition, scheduled for April 16-18, 2024, will take place, as always, at the EXPO XXI Warsaw venue. This is an essential event for professionals in the food industry, trade, and distribution in Poland. It is the perfect place and space for business development, expanding your network, and gaining industry knowledge.

On the occasion of the tenth anniversary of the exhibition, the organizers have prepared various accompanying events aimed at further enhancing the significance of this occasion. The jubilee edition will be a place where the food industry will come together to establish new business relationships, exchange contacts, and participate in tastings of specialties from various corners of the world, as well as other special events. More details about the rich program of this edition will be available soon.

We encourage active participation in this exceptional edition, which will be an inspiring experience for all professionals associated with the food sector. In addition to a rich selection of food and beverages from various corners of the globe, presentations of new products and innovations, conferences featuring prominent figures in the market, culinary skill demonstrations, and an expanded



"Golden Medal Competition" with new categories are planned. The significant point in the program will be the exposition of National Pavilions and Regional Pavilions, providing a fascinating journey through culinary specialties and traditions of Polish culinary art, as well as various regions of the world such as Korea, Turkey, India, Thailand, Sri Lanka, Tunisia, Italy, and Spain. Through this exhibition, there will be an opportunity to get to know the Polish and European food market. It will be possible to engage in conversations with Polish entrepreneurs and establish collaborations with them. This is the best opportunity to get to know your future business partner from the inside and knowledge their product.

The exhibition attracts professionals from the food industry, including manufacturers, processors, distributors, retailers, technology and raw material suppliers, investors, media representatives, HoReCa sector, as well as experts and specialists. Whether you are interested in developing your business in the market of Poland and the entire region CEE (Central Eastern Europe) or want to start or expand exports to new directions, this event is for you. The organizers invite buyers not only from Poland but also from selected foreign destinations, enabling the establishment of international relationships right here in Warsaw.

WorldFood Poland is a must-attend event on the list of priority industry events for every entrepreneur associated with the food sector. We encourage you to mark the dates of April 16-18, 2024, on your calendar and prepare for this unique experience.

Booth reservations are underway, so we suggest taking advantage of this opportunity as quickly as possible to stand out among other participants and fully leverage the business potential that comes with participating in the exhibition.

The Title Partner of the event is KSM-66 Ashwagandha, a global leader in products containing ashwagandha root.

Detailed information is available on the website  
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For the seventh time, the ColdChain Poland trade fair will attract to EXPO XXI Warsaw companies offering solutions in refrigeration, air conditioning, food transport and logistics, loading equipment, storage systems, cold stores, transport fleet, IT solutions, food safety, and telematics in the supply chain. These will be presented to a wide audience of specialists seeking similar services for the food, pharmaceutical, chemical, or hazardous goods industries.

This year is exceptional, as it will coincide with the jubilee X edition of the WorldFood Poland exhibition - the most important meeting of the Polish agri-food industry in Poland.

Strategic connection with the Food Industry

By joining forces with WorldFood Poland, the organizers create a comprehensive platform for food producers, dietary supplement providers, and suppliers of logistics solutions and refrigeration technologies.

This combination highlights the role of an efficient supply chain in the food industry, especially in the context of sustainable development and ensuring food security not only in Poland but also on European routes.

Why is it worth participating in the fair?

The fair is an excellent opportunity to reach new customers and expand business into new markets, both domestic and international.

ColdChain Poland gathers leading suppliers, manufacturers, and distributors from the refrigeration and logistics industry. Direct contact with visitors and other exhibitors enables the building of

strong business relationships and a thorough understanding of the competition, their products, and services.

Being part of ColdChain Poland is a great opportunity to strengthen brand awareness in the industry and to present oneself as a key player in the market.

Leading companies from the industry have already confirmed their participation, including: NewCold, 4smartlogistics, GEBHARDT Logistic Solutions, Silvan Logistics, Metroopack, Bial-Mich, Air Product.

Participation in the fair opens doors to new opportunities, significantly increasing operational efficiency and competitiveness in European markets. The organizers encourage contact for booth reservations, guaranteeing a good location and top-level service.

ColdChain Poland is the only business platform in Poland connecting enterprises operating in the refrigerated supply chain with the world of the food industry.

For more information, visit: [www.coldchain.pl](http://www.coldchain.pl)





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# ELEVATING THE DINING EXPERIENCE

## THE POWER OF TRAINING WAITERS IN WINE SERVICE

As we prepare for Hostex 2024, a hub of innovation and excellence in the hospitality industry, it's time we focus on a crucial yet often overlooked aspect of restaurant service: empowering our waiters. As a sommelier, judge, and Hostex ambassador, I've been fortunate to visit countless restaurants around the world, and one common issue stands out: the need for comprehensive wine service education among waiters.

**I**magine this: a carefully curated wine list, a cellar filled with fine wines, yet a waiter fails to understand when a diner points out that a bottle is corked. It's a disservice to the art of wine and the diner's experience.

Restaurateurs must invest in training their waiters. It's not just about pouring wine; it's about extending their understanding of wine beyond the basics. We need waiters who have a basic understanding of varietals, vintages, and can suggest pairings confidently.

The unfortunate sight of a corked bottle being accepted or a mismatched wine can be avoided with proper education. It starts with mastering the basics: opening bottles, understanding wine service rules, and knowing the difference in pour sizes to maintain temperature and flavour. Investing in waiter education isn't just about improving service—it's a smart business move. Well-trained waiters can upsell, turning unsold inventory into profit and building trust with diners. As we gather at Hostex 2024, I invite you to join me in a discussion on this issue. I challenge the restaurant industry to invest in the people who shape our guests' experiences: our waiters.

### Five basic wine training tips

**1. Getting to know the wine list:** Start by ensuring that waiters are familiar with your wine list. Provide them with a simple guide highlighting key features of each wine, like grape varietal, flavour profile, and price range. Encourage questions and help to familiarise them with the available options.

**2. Basic wine service skills:** Focus on teaching waiters essential wine service skills, such as how to properly open a bottle, pour

and present wine to diners, and address common wine-related issues like corked bottles. Hands-on demonstrations and practice sessions can help reinforce these skills.

**3. Simple wine pairing suggestions:** Offer waiters simple guidelines for suggesting wine pairings to customers. Provide a few general recommendations for pairing wines with popular dishes on the menu. Train waiters on basic principles like serving red wine with red meat and white wine with fish or chicken.

**4. Accessible tasting notes:** Create easy-to-understand tasting notes for the wines on the menu. Include brief descriptions of each wine's flavour profile, aroma, and suggested food pairings. Encourage waiters to refer to these notes when guiding customers with wine selections.

**5. Promote curiosity:** Encourage curiosity and engagement around wine among waiters. Encourage them to sample different wines during downtime and ask questions about unfamiliar varietals or wine terminology. Provide opportunities for staff to share their experiences and opinions with each other.



### Moses Magwaza

Sommelier Moses Magwaza holds qualifications from the Cape Wine Academy and The Wine and Spirit Education Trust, UK. Both his service and the wine lists under his curation at Restaurant Mosaic, Orient Hotel, Pretoria have been highly praised. He was a judge for Woolworth Eat out 2022.



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**CARGILL POLAND Sp. z o.o.**

Fodder works/factory fodder works (mix, concentrates): chickens/hens, ducks, geese, turkeys.

 +48 (22) 546 01 00  
 warszaw\_reception@cargill.com  
 www.cargill.com

**COBB GERMANY AVIMEX GmbH**

Parental chicks COBB 500 production: chickens/hens.

 +49 (0) 9402 9307 47  
 info@cobbgermany.de  
 www.cobbgermany.de

**DE HEUS Sp. z o.o.**

Fodder works/production and sale of fodder concentrates and farm prefixes.

 +48 (24) 721 04 00, info@deheus.pl  
 www.deheus.pl

**DROB-BOGS Zakłady Drobiarskie Jacek Bogusławski**

Slaughter: chickens/hens.

 +48 (44) 616 47 94  
 księgownosc@drobboks.pl  
 www.drob-bogs.pl

**DROBIMEX Sp. z o.o.**

Slaughter/poultry processing/hatch works: chickens.

 +48 (91) 464 72 65  
 drobimex@drobimex.com.pl  
 www.drobimex.pl

**EKOPLON S.A.**

Fodder works: chickens/hens, ducks, geese, turkeys.

 +48 (41) 354 51 69  
 sekretariat@ekoplon.pl  
 www.ekoplon.pl

**EVONIK Nutrition & Care GmbH**























Sp. z o.o. Oddział w Polsce

Supplier of feed of amino acids such as DL-methionine, the first amino acid limiting growth of poultry lysine, a second amino acid growth of poultry/L-tryptophan/CreAMINO – guanidinoacetic acid: chickens/hens, ducks, geese, turkeys.

www.evonik.com

	<b>EXDROB Kutnowskie Zakłady Drobiarskie „Exdrob” S.A.</b> Slaughter/poultry processing/hatch works: chickens/hens, geese.  +48 (24) 355-31-01 exdrob@exdrob.pl www.exdrob.pl
	<b>Fermy Drobiu Bąkowski</b> Ware farm of poultry production: turkeys.  +48 (52) 353 75 76 biuro@wpik-bakowski.pl
	<b>Fundacja Hodowców Polskiej Białej Gęsi</b> The White Kłodzka's Goose, geese products and ecological farm breeding promotion: geese.  www.polskabialages.pl
	<b>Gospodarstwo Rolne Sylwester Gajewski</b> Ware farm of comestible eggs production: hens.  +48 (43) 829 26 21 gajewski@jajazewsi.pl
	<b>GRELAVI S.A.</b> Poultry reproduction farm/hatch works: turkeys.  tel. +48 (89) 534 68 68 grelavi@grelavi.pl www.grelavi.pl
	<b>Hatching Eggs Farms Sp. z o.o.</b> Poultry reproduction farm: chickens/hens.  +48 (68) 347 18 20 hamaplus@hamaplus.pl www.hamaplus.pl
	<b>HUBBARD Polska Sp. z o.o.</b> Poultry breeding farm/hatch works: chickens/hens.  +48 (71) 312 62 30 s.talar@hubbard-polska.pl www.hubbard-polska.pl
	<b>PHPU „IMEX” MAREK-SALA Sp. z o.o.</b> Slaughter/poultry processing: chickens/hens.  +48 (14) 684 58 60 imexbrzesko@wp.pl www.imex.com.pl
	<b>INDYK MAZURY P.P.H. „Indyk Mazury” Sp. z o.o.</b> Slaughter: turkeys.  +48 (89) 646 36 62 ostroda@indyk-mazury.pl www.indyk-mazury.pl
	<b>INDYK ŚLĄSK Sp. z o.o.</b> Slaughter: turkeys.  +48 (32) 375 09 32 sekretariat@indyk-slask.pl www.indyk-slask.pl
	<b>IZ PIB Zakład Doświadczalny Kołuda Wielka</b> Sale of Biała Kłodzka geese for breeding and feeding. Young slaughter geese. White feathers and fluff.  www.gesi-kołuda.pl
	<b>KONSPOL BIS PPHU Konspol-Bis Sp. z o.o.</b> Slaughter: chickens.  +48 (63) 274 21 02 konspolbis@konspolbis.pl www.konspol.com.pl
	<b>ZAKŁADY DROBIARSKIE „KOZIEGŁOWY” Sp. z o.o.</b> Slaughter/processing/ware farm of poultry production: chickens/hens, turkeys.  +48 (61) 811 16 42 sekretariat@zd-kozieglowy.pl www.zd-kozieglowy.pl
	<b>FARMER Sp. z o.o.</b> Regional Union of Poultry Farmers: chickens/hens, ducks, geese, turkeys.  www.farmer-ilawa.pl
	<b>FRESH FROZEN FOOD PARK Sp. z o.o. Zakład Chłodnia Marlex</b> Cold store/poultry packing: chicken/hens, geese, turkeys.  +48 (54) 233 43 00 sekretariat@chlodniamarlex.pl www.chlodniamarlex.pl
	<b>Gospodarstwo Rolne Ebieta Swarczewska</b> Poultry breeding farm: chickens/hens.  +48 605 639 289 elzbieta.swarczewska@gmail.com
	<b>Gospodarstwo Specjalistyczne Ferma Drobiu Maciej i Urszula Rosner</b> Ware farm of comestible eggs production: turkeys.  www.ekofarm.pl
	<b>H&amp;P Sp. z o.o. Wylęg i Hodowla Drobiu Sp. k.</b> Lay and meat reproduction farm/hatch works: broiler chicks, lay eggs hens. Lay eggs hens feed farm (ware), lay and meat reproduction.  +48 (32) 221 50 22 fermahp2@kki.pl www.kurki-hp.com.pl
	<b>HENMAR Piechurscy Sp. j.</b> Feather processing plant: ducks, geese, turkeys.  +48 (48) 618 20 27 piechurski@poczta.onet.pl www.henmar.com.pl
	<b>IKO Kompania Drobiarska Sp. z o.o.</b> Slaughter/processing/fodder works/poultry reproduction farm/ware farm of poultry production/hatch works: chickens/hens.  +48 (61) 444 46 00 fermy@iko-kompania.com.pl, sekretariat@iko-kompania.pl www.iko-kompania.com.pl
	<b>INDROB Sp. z o.o.</b> Poultry breeding farm: turkeys.  +48 (68) 351 41 29 sekretariat@kedzia.com.pl www.indrob.pl
	<b>INDYKPOL S.A.</b> Slaughter/processing: chickens, turkeys, geese. Chicks production: geese. Reproduction farms/ware farms: turkeys. Hatch works: chickens, geese. Feathers processing works. Turkeys breeding and factory feeding. Processing: pork.  +48 (89) 526 22 00 sekretariat@indykpol.pl www.indykpol.pl
	<b>Indywidualne Gospodarstwo Rolne OHK Adam Belt</b> Poultry breeding farm: ducks.  +48 (52) 334 03 77 beltadam@wp.pl
	<b>KAREX PHP Jarosław Romańczuk</b> Fodder works/breeding farm: chickens/hens, turkeys.  +48 (91) 383 25 60 ewelina@karex.pl
	<b>KONSPOL Holding Sp. z o.o.</b> Poultry growing and breeding/poultry processing: chickens.  +48 (18) 449 55 03 konspol@konspol.com.pl www.konspol.com.pl
	<b>ŁUKOSZ Polskie Mięso i Wędliny „Łukosz” Sp. z o.o.</b> Slaughter: chickens/hens, turkeys.  +48 (33) 854 88 00 sekretariat@lukosz.pl www.lukosz.pl



 <b>MESSA</b> <b>MESSA Ośrodek Hodowli Zarodowej Sp. z o.o.</b> Poultry breeding farm: chickens/hens. +48 (25) 757 02 02 messa@xl.wp.pl www.messa-mienia.letnet.pl	<b>MICAFOOD Michał Barzykowski</b> Trading company: chickens/hens, ducks, geese, turkeys. +48 728 440 610 syl@noridane.com
 <b>MICHNA Sp. z o.o. Sp. k.</b> Plant processing of poultry slaughterhouse and post-production waste: chickens/hens, ducks, geese, turkeys. +48 (58) 536 12 56 Karolina.warmbier@pia-michna.pl www.michnameat.pl	 <b>MIĘDZYNARODOWE TARGI POZNAŃSKIE Sp. z o.o.</b> Other activity: fair industry. +48 (61) 869 23 01 maria.tomkowiak@mtp.pl www.mtp.pl
 <b>OVOPOL Zakłady Jajczarskie „OVOPOL” Sp. z o.o.</b> Producer of high quality and technologically advanced eggs products. +48 (68) 387 32 51 ovopol@pro.onet.pl www.ovopol.pl	 <b>FHP PODOLSKI Wojciech Podolski</b> Poultry processing: chickens/hens. +48 (61) 295 27 08 wew. 25 podolski@podolski.pl www.podolski.pl
 <b>Wielkopolska Wytwórnia Żywności „PROFI” Sp. z o.o. Sp. k.</b> Poultry processing: chickens/hens, turkeys. Meat cutting/processing/sterilized cans production: of the porcine species. +48 (62) 732 11 00 profi@profi.com.pl www.profi.com.pl	 <b>PROMAR PPH Sp. z o.o.</b> Supplying food industry: food additives, packaging materials, machines, service and advice. +48 (22) 768 64 66 s.sobkowicz@promar.pl www.promar.pl
 <b>P.P.U.H. „PROSPER” Sp. z o.o. Zakład Uboju Drobiu</b> Slaughter: turkeys. +48 (89) 647 50 35 prosper@protonplus.com.pl www.prosper.biz.pl	 <b>Przedsiębiorstwo Drobiarskie Grzegorz Wyrebski</b> Slaughter: chickens/hens. www.wyrebski.com.pl
 <b>Rab Jazyniec Adam Moder, Bogusław Józwickowski Sp. j.</b> +48 (68) 384 06 09 info@jazyniec.pl www.jazyniec.pl	 <b>Reprodukcyjna Ferma Kur Mięsnych mgr Julita Janowska</b> Slaughter: chickens/hens. +48 (22) 726 86 93 kancelaria@zwdmalec.pl www.zwdmalec.pl
 <b>Rzeszowskie Zakłady Drobiarskie RES-DROB Sp. z o.o.</b> Slaughter: chickens/hens +48 (17) 853 24 55 wew. 304 biuro@resdrob.pl www.resdrob.pl	 <b>ROLDROB S.A.</b> Products and half-products: chickens/hens, geese, turkeys. Processing: pork. +48 (44) 723 72 84 tзд_ssekretariat@drosed.com.pl www.roldrob.pl
 <b>ROLMEX S.A.</b> Abroad trade: chickens/hens, geese, turkeys. +48 (22) 542 80 00 rolmex@rolmexsa.pl www.rolmexsa.pl	 <b>SEALED AIR POLSKA Sp. z o.o.</b> Complex solutions (Cryovac stuffs, systems and devices) for poultry wares packing: chickens/hens, ducks, geese. +48 (22) 721 75 10 Krzysztof.zajac@sealedair.com www.sealedair.com
 <b>SEDAR S.A.</b> Slaughter/processing: chickens/hens, ducks, geese. Slaughter and meat cutting. Farm Chicken characterized by longer breeding and special feed without GMO. Processing: pork. +48 (83) 371 49 93, sedar@sedar.com.pl www.sedar.com.pl	 <b>WENGLORZ Agata Wenglorz-Doros</b> Design, production, complex realization of fodder works buildings: chickens/hens, ducks, geese, turkeys. tel. +48 897 670 300 olsztyn@wenglorz.pl www.wenglorz.pl
 <b>WIPASZ S.A.</b> Slaughter/processing/fodder works: chickens/hens, ducks, geese, turkeys. +48 (89) 543 56 51, info@wipasz.pl www.wipasz.pl, www.naszkurczak.pl www.chickensuperior.com	 <b>Wylęgarnia Drobiu NORD-POL HATCHERY Danuta i Anatol Gerczak</b> Reproduction farm/hatch works: turkeys. +48 (89) 648 65 77 gerczak@gerczak.pl www.gerczak.pl
 <b>SuperDrob S. A. Zakłady Drobiarsko-Mięsne S.A.</b> Slaughter/poultry processing/Reading farm/reproduction farm/ware farm of living poultry production/hatch works: chicken, turkeys. Meat cutting for own processing/sale: pork, beef. tel. +48 (81) 710 00 00, www.superdrob.pl sekretariat.lublin@superdrob.pl	 <b>Zarodowa Ferma Kur – Rszew Sp. z o.o.</b> Poultry breeding farm/hatch works: chickens/hens. +48 (42) 211 19 99 rszew@poczta.fm www.rszew.pl
 <b>SYSTEM-DROB P. i W. Łosiowscy, B. Rojowicz Sp. J.</b> Slaughter: chicken/hens. tel. +48 (14) 610 12 48 bogdan@eko-drob.com.pl www.eko-drob.com.pl	 <b>UNIFREEZING Sp. z o.o.</b> Production of cooling and freezing tunnels used in food industry. +48 (15) 848 11 20 info@unifreezing.pl



### MUSY. MASZA I NIEDŹWIEDŹ

Nasze owoce w tubkach BoboVita to gwarancja jakości i bezpieczeństwa. Jesteśmy tego pewni, bo znamy je od sadzonki po gotowy, pyszny produkt! Ty też możesz mieć pewność, że owoce w tubkach BoboVita pochodzą wyłącznie ze starannie wybranych, skontrolowanych pól i sadów, a wszystkie produkty spełniają rygorystyczne normy jakościowe żywności dla najmłodszych.



### MUSY W TUBKACH

Musy w tubkach dla dzieci to świetna propozycja owocowej przekąski dla niemowląt już po 4. i 6. miesiącu życia. Musy dla dzieci BoboVita w wygodnym opakowaniu nie zawierają konserwantów, barwników, wzmacniaczy smaku\*. Owocowe kompozycje w formie tubek to wygodny sposób na rozszerzanie diety. Proponujemy musy owocowe dla dzieci: z samych owoców, z jogurtem, napojem roślinnym, a także z warzywami.

\*Zgodnie z przepisami prawa żywność dla niemowląt i małych dzieci nie zawiera konserwantów, barwników i wzmacniaczy smaku.

# NOWOŚCI



### OBIADKI I ZUPKI

Obiadki dla niemowląt BoboVita to propozycje pełnowartościowych posiłków dla niemowląt i małych dzieci. Nasze obiadki i zupki dla dzieci w słoiczkach nie zawierają konserwantów, barwników i wzmacniaczy smaku\*. Ich skład jest dostosowany do potrzeb małych brzuszków i spełnia rygorystyczne normy jakościowe – składniki produktów pochodzą ze ściśle kontrolowanych upraw. Wyśmienite obiadki dla niemowląt to wsparcie w rozszerzaniu diety maluszka. Uprawy i hodowle, z których pochodzą nasze składniki Bio, prowadzone są z troską o środowisko naturalne.

\*zgodnie z przepisami prawa żywność dla niemowląt i małych dzieci nie zawiera konserwantów, barwników i wzmacniaczy smaku.

### CIASTEczKA ŚWINKA PEPPA

BoboVita Chrupiące ciasteczka pszenno-orkiszowe są wypiekane specjalnie z myślą o małych dzieciach po 1 roku życia. Ich rozmiar i kształt zostały dostosowane do umiejętności małych rączek, a struktura ciasteczek może wspierać naukę gryzienia. Zadbaliśmy też, by składniki naszych ciasteczek spełniały normy jakości żywności dla małych dzieci. Pyszny smak i bohaterowie bajki Peppa Pig wywołają uśmiech na twarzy malucha.



### PRZEKĄSKI

Delikatne zbożowe przekąski dla niemowląt i małych dzieci mogą być okazjonalnym uzupełnieniem diety Twojego dziecka i wspierać je w nauce gryzienia. Chrupieciki, batoniki oraz ciasteczka BoboVita dla dzieci to doskonała propozycja do schrupania podczas spaceru, podróży czy w domu – jako urozniczenie jadłospisu. Nasze chrupiące przekąski są dopasowane do rączek i umiejętności najmłodszych – chrupki Bio dla niemowląt są dedykowane już po 7. miesiącu życia dziecka!





### ŻURAWINA LEŚNA W ŻELU BIO

Owoce żurawiny słyną z wyjątkowo cennych właściwości mających niebagatelny wpływ na dobre funkcjonowanie organizmu. Żurawina zawiera witaminę C, witaminy z grupy B oraz sporo wapnia, sodu, magnezu czy potasu. Ma doskonałe właściwości wzmacniające, antybakteryjne i przeciwgrzybiczne.



### SOKI W TECHNOLOGII HPP. IDEALNE ROZWIĄZANIE DLA KONSUMENTÓW I HANDLU

Producent świeżych soków – firma Victoria Cymes – jako pierwsza na polskim rynku wprowadziła technologię HPP (High Pressure Processing) do utrwalania soków tłoczonych na zimno. Soki utrwalane w tej technologii zachowują większość wartości odżywczych warzyw i owoców, przy wydłużonym terminie przydatności do spożycia oraz gwarantowanym bezpieczeństwie produktu. To doskonała odpowiedź na współczesne trendy konsumenckie, jak również ułatwienie dla logistyki w handlu. Tłoczone na zimno soki Victoria Cymes, utrwalane w technologii HPP, oferowane są w trzech smakach.



### BIO CIASTECZKA - EKOLOGICZNY PRZYSMAK BEZ CUKRU

Marka Holle rozszerzyła ofertę o nową serię przekąsek Holle KIDS, która kierowana jest do dzieci od 3 roku życia. Dotychczas oferta ekologicznej żywności Holle dedykowana była głównie niemowlętom. W serii KIDS szczególną uwagę zwracają BIO Owocowe Krążki Orkiszowe z Daktylami Holle. Te okrągłe ciasteczka to smakowita przekąska w formie niewielkich, łatwych do pogryzienia krążków, które wypiekane są z pełnoziarnistej maki orkiszowej z dodatkiem płatków owsianych. Wyjątkowy smak i zachęcający aromat zawdzięczają dodatkowi pachnącego masła oraz naturalnie słodkim daktylom. Ciasteczka są bliskie naturze, nie zawierają dodatkowego cukru, ani substancji aromatyzujących, barwiących i konserwujących. Holle świadomie unika używania cukru dla uwzględnienia naturalnie łagodnego smaku, który jest idealny dla dzieci. Wszystkie składniki ciasteczek Holle pochodzą z upraw ekologicznych i biodynamicznych, w których proces wzrostu roślin jest skrupulatnie kontrolowany. BIO Krążki Orkiszowe z Daktylami Holle posiadają certyfikat Demeter, który jest znany i ceniony na całym świecie. Certyfikat jakości Demeter jest szczególnie trudny do zdobycia i otrzymują go wyłącznie produkty spełniające wyśrubowane warunki, gwarantujące najwyższą jakość i bezpieczeństwo produktu.

### CHRUPIĄCE PRZEKĄSKI W AZJATYCKIM STYLU

Dla osób poszukujących ciekawych smaków marka House of Asia stworzyła z edamame, ciecierzycy i bobu chrupiące przekąski w azjatyckim stylu. Ciecierzycza, edamame i bób to jedne z najpopularniejszych roślin strączkowych. Są źródłem wielu wartościowych składników mineralnych, dobrych tłuszczów, błonnika i białka. Mają także niski indeks glikemiczny. Przekąski House of Asia dostępne w pięciu pysznych odsłonach.



### NOWY BIO MUS Z DAKTYLAMI

Ekologiczny mus Holle to naturalne połączenie trzech składników: jabłek, jagód i daktyli. Ma gładką konsystencję, bez grudek i pestek. Mus składa się w 100% z przetartych owoców pochodzących wyłącznie z rolnictwa biodynamicznego.



### KURKI NA PATELNIĘ

Kurki na patelnię Devaldano są gotowe do użycia, prosto ze słoiczka mogą trafić na patelnię, czy do garnka. Idealnie nadają się do smażenia i gotowania, a ich delikatną zalewę można także śmiało wykorzystać jako dodatek do zupy czy sosu.



### PIECZONE KOTLECICKI Z MIĘSEM, KASZĄ JAGLANĄ HOLLE I PASTĄ TAHINI – BEZ DODATKU JAJ I BUŁKI TARTEJ

Syte i wyjątkowo smaczne, podbijają podniebienia dzieci i dorosłych. Oryginalny smak i puszystą konsystencję zawdzięczają wyjątkowym dodatkom – paście sezamowej tahini oraz kaszy jaglanej. W przepisie nie ma jajka ani bułki tartej. Bułka tarta została zastąpiona pełnoziarnistą kaszą jaglaną, która jest wartościowa odżywczo, świetnie zastępuje bułkę tartą, a także doskonale wypełnia i skleja mięso. Bliski naturze, prosty skład sprawia, że danie można serwować nawet maluchom po 12 miesiącu życia.



### 7 NOWYCH KASZEK "PEŁNIA ZBÓŻ"

nowość marki Gerber bez dodatku cukru dla niemowląt po 4. i 6. miesiącu oraz małych dzieci. Jest to odpowiedź na poszukiwanie produktów pełnych zbóż, odpowiednich dla niemowląt i małych dzieci. Dzięki nowym kaszkom wybór produktów zbożowych – który często stanowi wyzwanie dla rodziców na początku rozszerzania diety maluszka – będzie prostszy. Produkt zawiera naturalnie występujące cukry pochodzące ze składników, głównie zbóż i mleka.

### PALUSZKI HOLLE KIDS BIO

Z marchewką i koprem włoskim - Happy Sticks - smakowita, przekąska o naturalnym, sprawdzonym składzie, z pełnoziarnistej mąki orkiszowej, pełnoziarnistej mąki jęczmiennej i odrobiną soli morskiej. Wszystkie składniki paluszków Holle pochodzą z upraw ekologicznych i biodynamicznych. Produkt posiada certyfikat jakości Demeter, gwarantujący najwyższą jakość i bezpieczeństwo produktu.



### EKOLOGICZNE MLEKO NASTĘPNE A2

Mleko 2 z mlekiem A2 - z białkiem kazeiny A2 od marki Holle. Zawiera między innymi DHA wspomagające rozwój wzroku, kwasy tłuszczowe ALA Omega 3 niezbędne dla prawidłowego funkcjonowania mózgu i układu nerwowego, witaminy A, C i D wspierające działanie układu odpornościowego. Nowe mleko Holle charakteryzuje się doskonałym smakiem i bogactwem naturalnych składników odżywczych w proporcjach dopasowanych odpowiednio do potrzeb małego dziecka. Produkt nie zawiera glutenu, jajek oraz dodatkowego cukru.



### DOMOWE LODY Z CIASTECZKAMI – SŁODKO, NATURALNIE I NIEBANALNIE

Bardzo proste w przygotowaniu, smaczne, a do tego wspaniale się prezentują. Lodowy deser na bazie jogurtu greckiego z dodatkiem miodu, musu Croco Coco Holle (kokos-mango) i kruchych ciasteczek, smakuje najmłodszym łasuchom oraz podbija zmysły dorosłych, lubiących słodkie, naturalne przekąski w ciekawej formie.

### AROMATYCZNE KRAŻKI ŻURAWINOWO – BANANOWE

Zdrowe słodkości dla małych i dużych łakomczuchów. Proste połączenie płatków śniadaniowych Junior Musli Holle, dojrzałych bananów, suszonej żurawiny, z dodatkiem miodu, oleju i mąki. Świetna przekąska z naturalnych składników, dla dzieci i dorosłych. Sprawdzona i lubiana alternatywa sklepowych słodyczy dla osób dbających o zdrowe nawyki żywieniowe, linię i dobrą formę.



### PLACUSZKI Z KASZY JAGLANEJ Z MIODEM I CYNAMONEM

Pomysłowa przekąska z pełnoziarnistej kaszy jaglanej Holle, z cynamonem, pomarańczą i miodem, dla małych i dużych łasuchów. Proste w przygotowaniu, można serwować na wiele sposobów – z jogurtem, serkiem, dżemem, owocami lub innymi ulubionymi dodatkami np. orzechami, migdałami czy cukrem waniliowym.

### BUDYŃ JAGLANY Z OWOCOWYM MUSEM Z MANGO I MARAKUI

Kremowy budyń jaglany z owocowym musem z mango i marakui marki Holle – to zdrowy i pyszny słodki deser, który szybko można przygotować w domu. Syćący i wartościowy odżywczo, prosty w przygotowaniu, nie wymaga żadnych komplikowanych składników, a dowolność dodatków sprawia, że można go podać na wiele sposobów. Prosty skład sprawia, że deser można serwować nawet maluchom po 12 miesiącu życia.



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# INTERKO ADVANCES FLAGSHIP RIPENING ROOM



Interko, the global leader for the design, manufacture and installation of state-of-the-art fresh fruit ripening rooms, is announcing important advances that reconfirm its flagship ripening room's position as the world's most energy-efficient ripening solution, and open up the technology to the pre-cooling market.

The innovative engineering team at Interko has cut the energy consumption of its Ultimo rooms by a further 20 per cent, after launching the second generation of its revolutionary Reverso reversible fans, which are exclusive to Interko.

Added to that, Ultimo's design and technology has been cleverly adapted to enable the room to be used for pre-cooling fruit.

Further exciting improvements will be made this year in line with Interko's mission to offer the world the most advanced high-quality, low-cost fruit ripening technology. Details about the next upgrades will be released in due course.

In the meantime, any interested companies can book a free consultation with Interko either in person, remotely or during Fruit Logistica 2024.

Chris Maat, Interko's Managing Director/Partner, explains: "Energy efficiency remains a number one goal for fruit ripeners given the ongoing pressure on global energy prices. In response, we have re-engineered our Reverso fan technology, so these fans use even less electricity than before. This reduces daily running costs by 20 per cent, as reported by our customers and confirmed by third-party testing."

Maat continues: "Also, our upgraded Reverso fans can now automatically detect reduced loads of fruit within the ripening

room. This means that individual fans can be switched off, and, crucially, this will not impact on the airflow to the remaining boxes of fruit. In short, ripeners now have more flexibility and even lower energy consumption which will help to reduce bills considerably."

Maat adds: "What's more, our world-class engineers have cleverly adapted Ultimo's technologies to open this room to an entirely new market – for pre-cooling fruits including bananas, avocados, mangoes, and citrus. And thanks to our energy-saving fans, our rooms offer much more efficiency and better fruit quality compared with other pre-cooling systems available."

## Why Ultimo is different

Ultimo has long been the world's number one ripening solution for bananas, avocados, and mangoes. In the past 12 months, Interko has sold a large number of Ultimo rooms worldwide, and already this year's orders are coming in fast for the durable, flexible system.



This is because Ultimo remains the world's most energy-efficient ripening system. The key differentiator is its unique airflow which ripens large volumes of fruit to the same desired level of maturity. The room can be installed as a single, double, or triple-tier format, and accommodate various pallet sizes, making Ultimo ideal for small to large operators anywhere in the world.

Maat explains: "Ultimo's unique design, with one Reverso fan per pair of pallets, creates an equal flow of air moving laterally, rather than longitudinally, across the room. This ensures that all fruit is ripened evenly throughout the room and that the air loss is minimal. Having less free air within the room helps to control the ripening environment and to reduce the energy consumption."

Maat continues: "Talking to our customers, like Fyffes, they cannot see any other ripening room that beats Ultimo. 99% of our competitors use a longitudinal airflow in their ripening rooms which makes a significant difference in performance. Ultimo is fundamentally different, which is why it is more effective at ripening, results in better fruit quality, and lower energy bills."

**Free consultations / Fruit Logistica 2024**

**Interko will exhibit in the usual spot  
of Hall 1.2, Stand D-40.**

Photos: Interko