



As Interpoma Approaches, Prognosfruit Shares Forecasts on Lower European Apple Yields

Data presented at the Prognosfruit conference, this year sponsored by Interpoma, forecasts an 11% year-on-year dip for EU apple harvests. This lower yield, its causes and possible solutions will be one of the topics centred at the next Interpoma trade fair, scheduled from November 21st to 23rd, 2024.

Bolzano, August 13, 2024 – Interpoma, the world's only international apple trade fair, organised by FieraMesse, is scheduled between November 21st and 23rd this year. This edition is currently getting ready for its visitors at the start of a unique season. Indeed, the European apple harvest will experience a year-on-year (YOY) 11% drop, resulting in a yield of 10,207,000 tons, according to data shared during Prognosfruit, the traditional European conference which presents estimates on global apple and pear harvests.

The main probable causes are spring frosts and bad weather which have hit most of Europe. More specifically, Poland, the main European apple producer, will see a 20% slump compared to 2023, with production levels estimated at 3,190,000 tons. The forecasts also negatively impact other important apple-producing countries such as France (-3%) and Germany (-16%).

The estimates also point to a dip for varieties such as Golden Delicious and Gala, whereas new varieties will have a good harvest in line with their record yields from 2023.

Compared to 2023, Italy's forecasts also dip (-1%) at 2,162,495 tons. The slump here will also mainly affect Golden Delicious and Gala, while new varieties will continue growing due to the ongoing phasing in of new orchards.

These first forecasts will be updated during Interpoma's inaugural evening. WAPA and the representatives of the main European apple-growing countries will integrate up-to-date data to reassess the forecasted yields and give a clearer picture on the 2024/25 season.

The Interpoma Congress, the main, global conference for everything apples – organised by FieraMesse with the support of Laimburg Research Centre – will focus on production, tools, and possible solutions to mitigate climate change and ever more adverse weather as well as to help apple-growers work in increasingly uncertain conditions. On Thursday, November 21st, the congress will delve into "Genetic evolution: New breeding technologies", while on Friday, November 22nd, it will shift its attention to "Digital revolution: Orchards of the future".

"The Orchard of the Future" will be the theme for the 2024 Interpoma Award, the now traditional event that FieraMesse organises to reward companies with standout solutions aiming to bring about development in the sector. Candidates can apply by September 30th. The Award aims to honour digital technologies that enable outstanding progresses in the sustainable management of apple orchards, resulting in significant reduction of the use of plant protection products and/or fertilisers as well as their overall carbon footprint.

Thomas Mur, Director of FieraMesse, says: *"The forecasts from Prognosfruit's last edition highlight the need for renewed frank conversations across the entire apple-growing sector on new genetic and digital technologies. Climate change is a fact; one which translates into complex changes that we can intervene on by sharing best practices and innovations. Interpoma 2024, the Interpoma Congress, the opportunities resulting from the Award and the solutions showcased by the exhibitors will certainly make this the ideal event to take stock of the sector."*

For further information visit <https://www.fierabolzano.it/en/interpoma/home>

Interpoma Press Office c/o fruitemcom

Michela Dongi – michela.dongi@fruitemcom.it - +39 348 4074079

FieraMesse – Public Relations

Manuela Monsorno – manuela.monsorno@fieramesse.com – +39 0471-516092