



## **Voices of Fruchtwelt Bodensee 2024:**

**Andreas Ganal, Managing Director of Obstregion Bodensee e.V.:**

“The visits by our two federal and state ministers of agriculture, along with the strong interest in specialist presentations and the exchange with numerous fruit producers, underscore the significance of Fruchtwelt Bodensee as a crucial component of the fruit industry. We are delighted to observe the creation and maintenance of networks, as well as the significant professional exchange that occurs.”

**Dr. Manfred Büchele, Managing Director of the Competence Center for Fruit Cultivation Bavendorf (Kompetenzzentrum Obstbau Bavendorf/KOB):**

“Fruchtwelt Bodensee is a showcase for our capabilities. We are thrilled to demonstrate to our visitors what innovations and modern technology can achieve in fruit cultivation. In relation to our research, we were able to highlight some intriguing topics, such as agri-photovoltaics, which has the potential to develop into another mainstay for farmers. There was also a focus on technical topics, including optimal and environmentally friendly methods for storing fruit, especially in light of the upcoming changes to the refrigerant regulations. Even in challenging times, we remain committed to seeking out opportunities, as I firmly believe that we will still be growing high-quality fruit in our region twenty years from now. We are already looking forward to the next event in 2026.”

**Cem Özdemir, Federal Minister of Food and Agriculture:**

“I am currently doing a lot of traveling in the beautiful Lake Constance region. I believe we can take great pride in the wonderful fruit-growing regions we have in our country. I enjoy venturing out of the ministry and returning with new knowledge. That’s why what you have to say holds great importance, and I would greatly appreciate your constructive and critical input. We see ourselves as your service provider.”

**Veronika Duffner, Duffner Landtechnik GmbH & Co. KG:**

“We have always found Messe Friedrichshafen to be an attractive location that is ideal for fruit growers. Unfortunately, we had slightly fewer visitors this year than in previous years.”

**Petra Holstein, Commercial Director of Arnold Holstein GmbH, Distillery**

**Plants:**

“This year we had the opportunity to welcome and support numerous existing customers at our booth at Fruchtwelt Bodensee. The trade fair was a good platform for informing interested parties about distillery equipment, and I think that the familiar biennial schedule will continue to benefit us in the future.”

**Peter Telgmann, founder of EisBerger:**

“It was our first visit to Fruchtwelt Bodensee. We are extremely pleased with the outcome of our discussions and anticipate a significant increase in our customer base over the next six months. Our customers were satisfied and enjoyed themselves, just as we did.”

**Dr. Michael Müller, Managing Director and founder of Pflanzentheke GmbH:**

“The contacts we were able to make at Fruchtwelt Bodensee met all of my expectations in terms of quality. Despite or possibly due to the fact that we showcased vegetables at our booth instead of fruit, we were warmly welcomed and received a great deal of positive feedback. The location of Messe Friedrichshafen is fantastic, and I can easily envision incorporating it into our trade fair lineup.”

**Michael Neumüller, owner + grower, Bavarian Fruit Growing Center (Bayerisches Obstbauzentrum):**

“Our main focus is on cultivating new apple, pear, and plum varieties, which we exhibit at the fair. We had an amazingly good response from visitors this year. There were a significant number of private individuals on Friday, and to our surprise, there were also many commercial fruit growers on Saturday and Sunday looking for rarities and specialties for their farm stores. We are astonished that demand is so good, especially considering the generally low morale in the industry. Friedrichshafen is ideally situated in the heart of the fruit-growing region around Lake Constance. Farmers don't just want to look at the fruit in a brochure or on the Internet; they want to see it in person and taste it to determine if it's suitable for their marketing needs. There's no substitute for face-to-face interaction, and an event like this trade fair provides the perfect opportunity for it.”