

Information and news about the exhibitors of

INTERPOMA 08

International Tradeshow for the cultivation, storage and
marketing of apples
(Bolzano, 6-8 November 2008)



FIERABOLZANO  **MESSEBOZEN**

We do not assume any liability for any information and figures.

Pdf-Version: <http://www.fierabolzano.it/interpoma2008/E-espnews.pdf>



INTERPOMA o8: Product Innovations

	<p>www.kanziapple.com</p> <p>www.greenstarapple.com</p>
<p>GKE, with the headquarters in the Belgian town of Sint-Truiden, is holder of worldwide plant variety and trademark rights for Kanzi (Nicoter(cov) and Greenstar (Nicogreen(cov)).</p>	
<p>The Kanzi people are: Elbe Obst Erzeugerorganisation r.V. (Germany), BayWa AG, Ravensburg (Germany), Obst vom Bodensee Vertriebsgesellschaft mbH (Germany), Koninklijke FruitmastersGroep (Netherlands), Veiling Haspengouw (Belgium), VI.P Gen. Landw. Gesellschaft (Italy), VOG (Italy), Adrian Scripps Ltd (UK), Tobi Tafelobst AG (Switzerland) and FENACO (Switzerland).</p>	
<p>The Greenstar Europe Partners are: BayWa AG, Ravensburg (Germany), Obst vom Bodensee Vertriebsgesellschaft mbH (Germany), Koninklijke FruitmastersGroep (Netherlands), Veiling Haspengouw (Belgium), Clementi Sprl (Italy), Adrian Scripps Ltd (UK), Tobi Tafelobst AG (Switzerland), Belgische Fruitveiling cvba (Belgium), Veiling Borgloon C.V. (Belgium) and FENACO (Switzerland).</p>	
<p>Kanzi (Nicoter(cov) combines the best features of its parents Braeburn and Gala. It is recognisable by its typical red blush and optimal sweet-sour ratio. Kanzi has a refreshing taste with a pleasant aroma and juicy crunchiness. Discover the "hidden treasure" Kanzi at Interpoma, location: C19/44</p>	
<p>The crunchy, juicy apple Greenstar (Nicogreen(cov) is a cross of Delbarestival and Granny Smith. Greenstar is packed with vitamin C and does not oxidise once it is cut open. Visit this ultimate refreshment and great thirst quencher at Interpoma, location: C19/44.</p>	
<p>Stand Number: C19/44</p>	<p>Others:</p>
<p>Contact Company:</p> <p>GKE NV – Mr. U.T. Luder Tongersesteenweg 152 3800 Sint-Truiden, Belgium Phone: +32(0)11 670 611 Fax: +32 (0)11 6727 76 Urs.luder@gkefruit.com</p>	<p>Contact Press Agency</p> <p>GKE NV – Mr. U.T. Luder Tongersesteenweg 152 3800 Sint-Truiden, Belgium Phone: +32(0)11 670 611 Fax: +32 (0)11 6727 76 Urs.luder@gkefruit.com</p>



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www.hermesmulching.com

HERMES: MULCHING AND HARVEST for demanding wine and fruit growers. Innovation and top quality have been key elements in the production process at HERMES for 30 years now. The main office with service factory is located in Gargazzone in the heart of South-Tyrolian apple growing area and the agency is located in Sirmione on the Garda Lake. Hermes produces a fully-fledged range of machines for mulching grass and shredding brushwood. Nearby Hermes offers self-propelled harvesting machines Pluk-O-Trak and Tecno L and adapts these machines to different needs and customer preferences. Out of South Tyrol Hermes sells it's machines in France, Austria, Germany, in different areas in Eastern Europe, Japan and South America. Quality, experience, and a lot of choice makes HERMES the centre of reference for wine and fruit growers who are looking for top-quality equipment for their vineyard or orchard.

The experience gathered in the field during all these years has lead to the development of 3 series of machines:

HM: Circular mulching machines for cutting grass. Very low construction, smooth surface, fibreglas covering.

CASTOR: Heavy-duty shredders for destroying grass or weeds and cutting up brushwood. Very resistable and robust steel construction.

FLAILY: Flail mulchers for destroying grass or weeds and cutting up brushwood. Maximum output with very little power requirement.



Self-propelled harvesting machines Pluk-O-Trak and new multifunctional machine Tecno L, ensure very easy harvesting, efficiency is 80-100% higher compared with conventional picking systems. Best quality of fruits. Automatic empty-bin trailer, no empty bins need to be set out. High profitability!



The TYROLBOX® is a very comfortable and robust fruit picking bag that enables faster fruit picking while carefully handling delicate fruit. The lightweight aluminium frame has a coloured PVC coating. The bag is emptied easily and safely through the bottom. The broad and comfortable carrying straps are easy on the shoulders.



Initiatives during INTERPOMA 08: (Presentation, tastings, press conferences, etc.)

Stand Number:
C18/58




Others:

Contact Company:
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Tel. +39 0473/292160

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INTERPOMA o8: Product Innovations

	<p>www.kiku-apple.com</p> <p>www.kiku-partner.com</p>
<p>The KIKU Ltd. sees itself as a „Variety Manager" who has worldwide collaborations. Currently we have more than 100 worldwide nurserymen Partner in the world, and collaborate with scientists, technicians, advisors, grower and big marketers.</p> <p>Vertical Integration is our philosophy. Vertical Integration means in general, to know more about the pre- and post period of the value chain. This can be done by excellent contacts within the whole business section and by communication between the participating partners.</p> <p>In our testing fields more than a dozen new apple varieties from our Partner in the world are growing. Australian, Korean, Japanese and European new varieties are being tested, in order to introduce better varieties for the market.</p> <p>Details: www.kiku-partner.com – “Our leading idea”</p>	
<p>da rosa® Parsi© (Mutation of Golden Kl B) www.darosa.eu</p> <p>... has been tested in the last years, and presents many characteristics of clone B: taste, lenticels, and yellow colour. Part of the fruits has a red cheek, which remains red even after months of storage, while other strains turn brownish. Braun Nurseries has trees available for the season 08/09.</p>	
<p>Fuji KIKU® Fubrax(S)</p> <p>... is the evolution of the virusfree Fuji KIKU® Brak(S): Fubrax maintains the positive characteristics of KIKU®8, e.g. the superior taste, but has a more intensive overcolour. The ruby-red tone of the colour is the same, and stripes are still there - the most important characteristics for our apple trade partner. All apples develop the same characteristics, even in the shadow part of the tree, which results in very high packout, with advantages for both producer and trader.</p> <p>www.fubrax.eu</p>	

KIKU Ltd. owns the worldwide rights (except in the USA) on a new strain of Red Delicious with origin USA.

Apple: colour Blush type, Shiny red overcolour, colours some weeks earlier

Apple: form High, elongated

Trees: vigour Spur, but stronger than comparative strains

www.kiku-partner.com – „red cap® Valtod(S)“



Initiatives during INTERPOMA 08: (Presentation, tastings, press conferences, etc.)
Apple tastings

Stand Number:
D25-64

Others:

Contact Company:

Jürgen Braun

info@kiku-apple.com

Contact Press Agency


INTERPOMA 08: Product Innovations



	<p>www.smartfresh.com</p>
<p>“AgroFresh is a fully-owned subsidiary of Rohm and Haas Company, present in the 5 continents, with 150 employees worldwide. Its flagship product is the SmartFresh Quality System, a technology acquired in the late 1990s. AgroFresh has refined it and now works with research centers and universities around the world to further develop its applications to benefit the apple industry.</p> <p>The SmartFresh Quality System has been successfully approved and accepted for use in every country in which AgroFresh has sought registration, currently more than 30 worldwide, including the European Union. AgroFresh is successfully commercializing its technology in Italy since 2006.”</p>	
<p>“The SmartFreshSM Quality System is a new technology which enhances all current storage practices: ripening and spoilage of fresh produce occur at a much slower rate. As a result, freshness, crunchiness and juiciness of apples can be sustained throughout the whole supply chain. It controls storage disorders.”</p>	<p>Picture* Product 1 (picture description) – do not paste picture but enclose as jpg.</p> <p>See powerpoint file attached</p>
<p>Initiatives during INTERPOMA 08: (Presentation, tastings, press conferences, etc.)</p>	
<p>Stand Number: D 22/46</p>	<p>Others:</p>
<p>Contact Company: Karima Belkaïd-Abdi +33 1 40 02 53 85</p>	<p>Contact Press Agency</p>

INTERPOMA o8: Product Innovations



	www.beratungsring.org
<p>The South Tyrolean Extension Service The South Tyrolean Extension Service for Fruit and Wine Growing with its 5,700 full and 800 corresponding members is the biggest private consulting organization in the fruit and wine growing sector worldwide. 2,700 of our members also use our internet services regularly. Our aim: Giving independent and objective advice on the profitable and environment-friendly production of fruit.</p>	
Stand Number: D23/42	Others:
Contact Company: South Tyrolean Extension Service for Fruit and Wine Growing Andreas-Hofer-Str. 9/1 – 39011 Lana (BZ) Tel. 0473/553455 - Fax 0473/553420 info@beratungsring.org	Contact Press Agency Dr. Walther Waldner