





Prognosfruit is the world's leading annual event for the fruit industry. At this conference, the World Apple and Pear Association (WAPA) announces the apple and pear production forecast. Fruit market trends in the EU and outside are discussed. The conference brings together producers, processors and traders from various European countries and beyond.



WAPA is an industry body established in 2001 which represents major apple and pear producing countries globally. The Association provides a forum for discussion and encourages members to speak up.



APOT, the Association of fruit growers in Trentino representing almost 4000 fruit growers, is delighted to host the 2023 Prognosfruit Edition in its region and welcomes all the delegates coming from all over the world. Since 2002, when APOT hosted Prognosfruit for the first time, many things have changed, and the global apples and pears sector has experienced major transformation. Prognosfruit is an important occasion for apples and pears industry to discuss the present and the future of the sector, trying to adapt to answer to new challenges, from production to market.



COPA COGECA are the united voice of farmers and agri-cooperatives in the EU. Copa represents over 22 million farmers and their family members whilst Cogeca represents the interests of 22,000 agri-cooperatives.



**DON'T FORGET
YOUR BADGE
AS IT IS NECESSARY
TO ACCESS TO THE
DIFFERENT VENUES
AND EVENTS!**

DAY 1

WHAT Welcome reception & guided tours
of the Buonconsiglio Castle

WHEN Wednesday, 2nd August 2023 from 19.00 to 23.00

- Guided tour Group 1 ITALIAN - 19:00-19:30
- Guided tour Group 2 ENGLISH - 19:30-20:00
- Guided tour Group 3 FRENCH - 20:00-20:30

WHERE Buonconsiglio Castle

The welcome aperitif will take place at the Buonconsiglio Castle, the largest and most important monumental complex in the Trentino Alto Adige region.
NO SHUTTLE BUS IS AVAILABLE

TIP **FOR LADIES:** Do not use high heels!



BUONCONSIGLIO CASTLE

From the 13th century to the end of the 18th century, it was the residence of the prince-bishops of Trento and is made up of a series of buildings from different periods, enclosed within a wall in a slightly elevated position with respect to the city. Given the warm season, the participants will be able to enjoy the beauty of the castle gardens. The day will end with a guided tour of the structure, paying particular attention to the Torre dell'Aquila, which houses the famous "Ciclo dei Mesi", one of the most fascinating pictorial cycles of the profane theme of the late Middle Ages which bears witness to peasant life with the passing of the seasons.





WHAT Prognosfruit 2023 conference

WHEN Thursday, 3rd August 2023 from 09:00 to 17:00: Prognosfruit 2023

Conference (pick-ups at different hotels by shuttle buses will start at 07:15)

- 07:15 departure from Hotel Best Western
- 07:15 departure from Hotel Villa Madruzzo
- 07:25 departure from Via Torre Vanga (Via Alfieri Corner) for downtown hotels (Hotel America, Hi Hotel, Hotel Buonconsiglio, Hotel Accademia, Boutique Hotel, Be Place Hotel)
- 07:25 departure from NH Hotel
- 07:30 departure from B&B Hotel Trento

WHERE Melinda C.O.Ce.A cooperative, Via Roma 126 Taio, Predaia

This year the Prognosfruit conference will take place in the conference room of the largest cooperative in Melinda, the C.O.Ce.A., in Taio. Taio is one of the small villages in Val di Non, known and renowned precisely for the cultivation of apples, as suggested by the landscape characterized by the dominance of apple orchards. Lunch will also be organized in the warehouse spaces, within the buffer stock area, which will retain its authenticity while keeping the guests immersed in the theme of the meeting.

CONFERENCE

Simultaneous translation in Italian, English, French, and German will be available.

Moderator: *Mike Knowles* (Fruitnet)

- 8:15-9:00 **Welcome and registration**
- 9:00-9:30 OPENING REMARKS
Luc Vanoirbeek (Copa Cogeca), *Alessandro Dalpiaz* (APOT) and *Representatives of the Autonomous Province of Trento*
- 9:30-9:50 APPLE FORECAST 2023/2024
Philippe Binard (WAPA)
- 9:50-10:20 FRESH APPLE MARKET OUTLOOK 2023/2024
Helwigh Schwartau (AMI)
- 10:20-10:30 SPECIFIC MARKET SEGMENT'S PERSPECTIVE: processing outlook
Klaus Hetlinger (Association of the German Fruit Juice Industry - VdF)
- 10:30-11:00 **Coffee Break**

- 11:00-11:15 PEAR FORECAST 2023/2024
Philippe Binard (WAPA)
- 11:15-11:30 FRESH PEAR MARKET OUTLOOK 2023/2024
Helwigh Schwartau (AMI)
- 11:30-12:15 INTERNATIONAL APPLE AND PEAR PERSPECTIVES
Eastern Europe and Central Asia: *Andryi Yamark* (FAO)
Other countries (USA, China, India): *Todd Fryhofer* (WAC), *Jeff Correa* (USA Pears), *Paul Lu* (CFNA) and *Tarun Arora* (IG International)
- 12:15-13:00 APPLE AND PEAR QUALITATIVE REVIEW: roundtable with representatives from leading countries
- 13:00-14:30 **Lunch**
- 14:30-14:50 ORGANIC MARKET GROWTH PERSPECTIVE
Gerhard Eberhoefer (EBF/VIP)
- 14:50-16:00 LISTENING TO CUSTOMERS AND CONSUMER EXPECTATIONS
Stefan Weist (REWE), *Claudio Mazzini* (COOP ITALY) and *Roberto della Casa* (Agroter)
- 16:00-16:10 TECHNICAL VISIT PRESENTATION
Alberto Contin (Agudio/Leitner)
- 16:10-16:20 PROGNOFRUIT 2024 ANNOUNCEMENT
- 16:20-16:30 CLOSING
Luc Vanoirbeek (Copa Cogeca)
- 16:30 **Transfer to the hotels**
- 17:15 **Arrival at the hotels**



WHAT Gala Dinner

WHEN Thursday, 3 August 2023 from 20:00 to 23:00

(pick-ups from the hotels start at 19:10)

- 19:10 Departure from Best Western and Hotel Villa Madruzzo
- 19:20 Departure from via Torre Vanga / corner via Alfieri for hotels downtown (Hotel America, Hi Hotel, Hotel Buonconsiglio, Hotel Accademia, Boutique Hotel, Be Place Hotel)
- 19:20 Departure from NH Hotel
- 19:25 Departure from B&B Hotel Trento

Shuttle buses to go back to the hotels - 23:00

WHERE Rotari Winery, Mezzacorona

ROTARI WINERY, MEZZACORONA

The Rotari Winery is the spearhead of the Mezzacorona Group, born in 1904, which boasts 1600 members and 2800 hectares of vineyards in the most suitable areas of Trentino Alto Adige. It is a modern-concept cellar perfectly integrated into the surrounding area, designed and built with respect for the environment. Its suggestive "wave" roof evokes the succession of vineyards cultivated with Trentino pergolas, typical of the environment that hosts it. The environment is characterized by a warm, welcoming atmosphere and by the vast collection of bottles that adorn the room.



ALTERNATIVE PROGRAMME FOR ACCOMPANYING PEOPLE

(for registered people only)

- 9:00 MEETING POINT IN DUOMO SQUARE (*Nettuno's Fountain*)
 - The guides will accompany the visit to Trento, the wonderful "City of the Council" with the Duomo Square, the freshly restored Duomo Cathedral with its marvelous fourteenth-century frescoes, the Pretorio Palace, the Renaissance houses from the Council era in Via Belenzani, Santa Maria Maggiore church and the "giro al Sas" with its glorious palaces
 - The tour will last two hours. Please note that museum visits are not included
 - Before lunch, participants will have some free time

12:30 **Traditional lunch**

15:30 (approximately)

- Transfer by bus to Villa Margon for a guided tour to this pictorial and architectural Renaissance masterpiece.
- Tour of the famous Ferrari wine cellar and wine tasting of "spumante".
- Transfer back to the hotels.

17:30 **End of the tour** - return to hotels

DAY 3

WHAT Technical and cultural visits + Optional lunch

(for registered people only)

WHEN Friday, 4th August 2023

from 07:00 to 14:30 or to 16:00 (arrival in Trento) w/o lunch

WHERE Melinda's Underground Warehouses,

San Romedio Sanctuary and Valer Castle

- 07:00 Departure from Hotel Villa Madruzzo, B&B Hotel Trento and Hotel Best Western
- 07:10 Departure from NH Hotel
- 07:30 Departure from meeting point in Via Torre Vanga (Via Alfieri Corner) for downtown hotels (Hotel America, Hi Hotel, Hotel Buonconsiglio, Hotel Accademia, Boutique Hotel, Be Place Hotel)

3 BUSES FOR 3 DIFFERENT GROUPS BASED ON LANGUAGES: 2 ENGLISH 🇬🇧, 1 ITALIAN 🇮🇹

The 3 groups will visit the same venues and then get together again at the 7 Larici Restaurant.

People who have not registered for lunch will take a bus to Trento's train Station (Piazza Dante) with arrival at 14:30. The rest of the group will stop for the lunch and come back to Trento at 16:00.

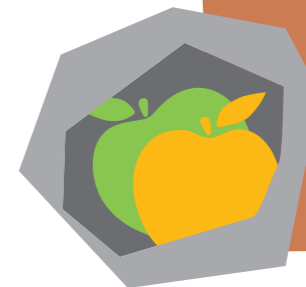
People who have the specific need to come back to Trento earlier are kindly asked to contact the staff for alternative arrangements.

TIP

WE ADVISE YOU TO BRING A JACKET as the temperature inside the cells is around 12 degrees Celsius, and to wear comfortable shoes.

MELINDA'S UNDERGROUND WAREHOUSES

During the third day, the participants will have the opportunity to visit the famous Underground Warehouses of Melinda. Indeed, in the Rio Maggiore mine, inside the cavities created by the extraction of the Dolomite rock, Melinda has built the first and only system in the world for the refrigerated preservation of apples - currently 30,000 tons. - in a hypogean environment (i.e. underground) and in controlled atmosphere conditions, at a constant temperature in all seasons. We are talking about a real natural refrigerator hidden in the Dolomites, a symbol of the sustainability of local apple growing.



SAN ROMEDIO SANCTUARY

The San Romedio Sanctuary is one of the most distinctive hermitages in Europe. It stands on top of a 70 meter high rocky outcrop in Val di Non. According to the legend, San Romedio lived here with only a bear for a friend. The hermitage is made up of five little churches stacked on top of each other, all built on a rocky spur and connected by a long staircase with 131 steps. The footpath leading to San Romedio Sanctuary is one of the most significant religious walks in Trentino.



VALER CASTLE

Castel Valer is situated near Tassullo in a panoramic position, encircled by hills, which are covered by orchards, and it excels for its faultless elegance. Its tower is the highest of the province and it measures 40 metres. It has an octagonal plan and it was built partially in imported granite. This structure shines for its majesty and peculiarity among the other towers in Trentino. The chapel of the castle is dedicated to Saint Valerio, and probably the name of the castle originates from the cult of this man, even if it is unlikely a roman derivation. The first evidence of Castel Valer dates back to 1211, when it was a property of the Counts Appiano and it was used as military guard post. It was sold to the Coredo's and to Sporo's in 1368, who are still the owners.

INFO

For any information:
+39 0461 824326

For people staying at Best Western Hotel, NH Hotel, Villa Madruzzo Hotel and B&B Hotel, the pick up point will be in front of the hotel



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Trentino ITALY 2-4 August 2023