

Second Stone Fruit Forum: Current trends and new test results in stone fruit cultivation

Bruchsal, 3 June 2025. After the very successful premiere in 2024, the Association of South German Asparagus and Strawberry Growers (VSSE – Verband Süddeutscher Spargel- und Erdbeeranbauer e.V.), together with VSSE board member Dominic Ell, berry and stone fruit producer from Beerenhof Ell in Oberkirch, and co-organisier Herbert Knuppen, is hosting the Stone Fruit Forum for the second time as part of the expoSE trade fair:



2nd Stone Fruit Forum

on Wednesday, 19 November 2025, 10-12.30 am

in conference room 4/5 of the Messe Karlsruhe (Karlsruhe Trade Fair Centre)

Peter Hilsendegen from the Horticultural Advisory and Experimentation Department of the Rhineland-Palatinate Rural Service Centre (Dienstleistungszentrum Ländlicher Raum (DLR) Rheinland-Pfalz) will present an overview of the cultivation systems for cherries, comparing their advantages and disadvantages. **Cultivation consultant Othmar Eicher** will talk about the limits and possibilities of the Drapeau system. Finally, **Alexander Zimmermann, Technology & Business Development Department, Bavarian State Institute for Viticulture and Horticulture (LWG – Bayerische Landesanstalt für Weinbau und Gartenbau)**, will give an overview of the latest results of the currently most interesting frost protection applications.

Trade visitors with a valid trade fair ticket can visit the Stone Fruit Forum free of charge. Separate registration is not required.

Stone Fruit Info Point and trade fair participation

"As many members of the association with direct marketing market their own cherries or plums after the asparagus and strawberry season, we see a need to provide more information about stone fruit at our trade fair," explains Simon Schumacher, Spokesman of the Board of the Association of South German Asparagus and Strawberry Growers (VSSE – Verband Süddeutscher Spargel- und Erdbeeranbauer e.V.).

To this end, the VSSE is also offering a Stone Fruit Info Point for the first time as part of the Stone Fruit Forum in the action hall (entrance area of the Karlsruhe Trade Fair Centre): Here, stone fruit nurseries can present themselves with roll-up banners and flyers. Further information on this marketing campaign and the trade fair participation is available from Simon Schumacher, e-mail: schumacher@vsse.de or phone: +49 7251 303 2080.

Further specialist forums as part of expoSE & expoDirekt

This year, the other specialist forums such as the 36th Asparagus Day (in German and English), the 3rd Berry Technology Forum (in German and English) and the Direct Marketer Forum will provide additional knowledge transfer, exchange and networking opportunities.

After the great response last year, the Direct Marketer Forum will once again take place in Hall 1 at the stand of the direct marketer trade magazine HOF direkt.

The expoSE & expoDirekt 2025

The 29th expoSE – Europe's leading trade fair for asparagus and berry production – and the 14th expoDirekt – Germany's largest trade fair for agricultural direct marketing – will take place at Messe Karlsruhe from 19 to 20 November 2025. The Verband Süddeutscher Spargel- und Erdbeeranbauer e. V. (VSSE), organiser of the trade fair duo, is expecting 440 exhibitors from 14 countries and over 5,000 trade visitors.

Applications for the expoSE & expoDirekt Innovation Award possible until 30 September 2025

Exhibitors at expoSE and expoDirekt can submit their innovations for the Innovation Award until 30 September 2025. An independent jury of experts will review the submissions and award the prizes. The award ceremony will take place on the first day of the trade fair.

Further information is available at www.expo-se.de.

The Association of South German Asparagus and Strawberry Growers (VSSE)

The Verband Süddeutscher Spargel- und Erdbeeranbauer e. V. (VSSE) is Germany's largest association of asparagus and strawberry growers with around 620 members. Since 1996, the VSSE has been the organiser of expoSE – Europe's leading trade fair for asparagus and berry growing – and since 2011 has also been the organiser of Germany's largest agricultural direct marketing trade fair, expoDirekt.

Further information can be found at www.vsse.de

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