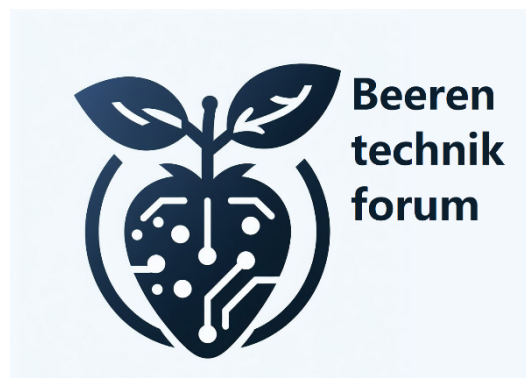


## Trade fair duo expoSE & expoDirekt from 20 to 21 November 2024 at Messe Karlsruhe Second Berry Technology Forum as part of expoSE 2024



**Bruchsal, September 2024, 19.** After the first successful Berry Technology Forum, the second edition will take place on Thursday, 21 November 2024, from 10 a.m. to approx. 1.30 p.m. as part of expoSE in the conference hall of the Messe Karlsruhe. The organisers are Marco Joseph and the Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE).

In recent years, developments in the cultivation of plants and plant products, especially in the high-tech area of horticulture such as greenhouses and vertical farming, have progressed ever faster. Experts have gathered a lot of experience and tested new technologies. Strawberry growers now have the opportunity to shorten the path to modern cultivation. Marco Joseph will talk about the past, the present and the future.

### **Hoogendoorn: Data-driven cultivation for better crop growth and energy savings**

The IIVO, Hoogendoorn's latest generation climate computer, utilises its predictive capabilities to create the ideal climate conditions for your plants based on a combination of sensor-generated data, weather forecasts and past insights. The system reacts proactively and ensures a consistently stable and uniform growing climate. The algorithms developed by Hoogendoorn make it possible to achieve the desired cultivation strategy with simple settings. This maximises crop yields and quality and ensures the most efficient use of natural resources, resulting in energy savings.

### **Hexafarms: 'Knowledge instead of gut feeling – harvest forecasts for planning security'**

Yield forecasting technology enables growers to predict their production, optimise their workload and increase profits. They receive reliable insights that help them to plan the harvest for the entire season in the best possible way. The forecasts are available to them two weeks in advance with a relevantly high level of accuracy. Hexafarms uses the best cameras available to monitor plants around the clock and provide strawberry growers with an updated forecast every day.

### **Organifarms: 'The future is now - robots harvesting strawberries.'**

In this presentation, you will find out what capabilities modern harvesting robots already have today and what developments can be expected in the future. Organifarms sheds light on the limits of robots in harvesting and shows where cooperation with human harvesters remains indispensable. In view of the worsening labour shortage, it becomes clear why harvesting robots represent a multi-dimensional solution: They are increasingly digitising and automating tasks in the greenhouse, increasing the efficiency and reliability of processes and making a decisive contribution to overcoming the challenges of personnel management in the long term.

### **EVE Techniek: 'From soil to gutter - what to consider?'**

EVE Techniek, a long-standing player in the market for horticultural systems, shows what growers need to consider when taking the step from soil-based strawberry production to gutter systems. This ranges from water management and technical systems to the required water quality. The company will highlight technologies and experiences from previous installations and high-tech greenhouse production that can be utilised to facilitate gutter cultivation and create more value for growers.

### **Grodan: 'Data-supported irrigation of strawberries'**

Grodan presents trials conducted, describes the benefits of indoor propagation and introduces an approach to structured irrigation management in high-tech greenhouses. By utilising controlled environments, propagators and growers can increase strawberry productivity all year round. The benefits of indoor propagation and cultivation in a controlled environment include minimising weather-related risks and diseases, extending the growing season and enabling efficient growing practices. In addition, by implementing precise irrigation strategies, growers can achieve efficient resource utilisation and promote healthy plant growth for higher yields and quality fruit.

### **The expoSE & expoDirekt 2024**

Over 400 exhibitors from 13 nations will be providing information on all aspects of asparagus and berry production and agricultural direct marketing at the expoSE & expoDirekt trade fair duo at Messe Karlsruhe from 20 to 21 November 2024. The organiser of the 28th expoSE – Europe's leading trade fair for asparagus and berry production – and the 13th expoDirekt – Germany's largest trade fair for agricultural direct marketing - is the Verband Süddeutscher Spargel- und Erdbeerbauer e. V. (VSSE), Germany's largest association for asparagus and strawberry growers with around 630 members.

### **Travelling, tickets and opening hours**

The Messe Karlsruhe (Karlsruhe Trade Fair Centre) is easy to reach by train (ICE and TGV stops, special Deutsche Bahn offers: <https://www.messe-karlsruhe.de/en/contact/travel/>), car and plane. A free trade fair shuttle (Messe-Express) runs between Karlsruhe Hauptbahnhof (Karlsruhe Central Station – forecourt) and the Messe Karlsruhe. [The departure times can be found here.](#)

The regular day ticket costs 16 euros, the season ticket 30 euros. The price includes the trade fair catalogue and the supporting programme (Asparagus Day, Direct Marketers' Forum, Berry Technology Forum, Stone Fruit Forum). Tickets are available online in advance. The parking ticket costs 8 euros online and 9 euros on site at the ticket office. [Click here for the ticket shop.](#)

The trade fair duo will be open on Wednesday, 20 November 2024, from 9 a.m. to 6 p.m. and on Thursday, 21 November 2024, from 9 a.m. to 5 p.m. <https://www.expo-se.de/en/>

### **Contacts:**

Verband Süddeutscher Spargel - und Erdbeerbauer e.V.  
Werner-von-Siemens-Str. 2-6 | Gebäude 5161  
D-76646 Bruchsal

Simon Schumacher, Managing Director / Spokesman of the Board  
Tel.: +49 (0)7251 3032080  
schumacher@vsse.de

Isabelle Bohnert, Press and Public Relations Officer  
Tel.: +49 (0)7251 3032184  
bohnert@vsse.de