


[news](#) [search](#) [job offers](#) [photos](#) [retailers](#) [calendar](#) [subscribe](#)

Announcements

- Click here to receive this news directly in your inbox



Job offers

[more »](#)

- Key Accountmanager Horticulture Glass
- Product & Applicatie Specialist Opkweek
- Assistant Grower - Canada
- Experienced International Buyer/Seller Germany
- Project and Sales Manager - Russia/Caucasian Region
- Quality Coordinator EU in Supply Chain Management Dep.
- Regional Sales Director - United States
- Territory Sales Position - US
- International Tomato Grower - Worldwide
- Grower Manager - US

Specials

[more »](#)

- Avocados
- Citrus
- PMA Fresh Summit
- Top Fruit
- Potatoes / Onions
- Fresh-Cut
- Machinery / Packing / Labeling
- Soft/Stonefruit
- Greece
- Poland

Top 5 - yesterday

- Raspberry production on the rise in Ukraine
- "Clear packaging boosts sales"
- Grape and apple craze in Vietnam
- There are no plantains in Puerto Rico
- "We are promoting avocados in the big European supermarkets this spring"

Top 5 - last week

- Amazon: Steeper price cuts at Whole Foods Market

FuturPera will focus on increasing yields of Italy's most popular pear variety

On 16 and 17 November at FuturPera the World Pear Forum will be held, organised in association with CSO (Centro Servizi ortofrutticoli) Italy

The first day of the forum entitled "Abate Fetel: increased yields for better productivity. World operators debating on the top Italian cultivar" will focus entirely on a comparison of techniques for improving the production yields of the most important variety grown in Italy.

The convention will begin with the presentation "Evolution of yields and profitability of the pear tree: the ideal thresholds", by the Professor, Carlo Pirazzoli from the University of Bologna. This will be followed by a discussion on climate change led by ARPAE and a focus on "The trend of a decade of fruit growing on Quince. Is it still the only possible root? with the speakers Fabio Galli, Michele Mariani and Alessandro Zago, technical experts from the Fondazione F.lli Navarra, Ferrara.

At the end of the technical presentations, there will be a round table with the experts – Luca Dondini from the University of Bologna; Lauro Simeoni from Fruit Net System; Ugo Palara from Agrintesa, Albano Bergami from Oi Pera - who will debate targeted techniques for increasing yields and the pursuit of the typical shape of the Abate through pollination, plant physiology, grafting, pruning and nutrition.

At the end of the discussion, some time will be devoted to the international experiences of technical experts from some important growing countries: Chile, South Africa and the Netherlands. The aim is to compare the growing methods of these countries with the Italian ones, so as to assess their application for improving Abate yields.

On 17 November the forum will move on to commercial issues with the convention "Market and consumption: new trends and future challenges". It will start with an overview of the marketing campaign that has just started with the presentation "The launch of the 2017/18 European pear campaign: supply and first market indications", by CSO Italy.

This is an important starting point for defining product availability and price trends, followed by a focus on "The foreign pear market and the opening of new markets". Speakers in this important part of the forum will be: Marco Salvi, Chairman of Fruitimpres who will talk about exports and Simona Rubbi from CSO Italy, who will look at the problem of phytosanitary barriers.

The convention will continue with another very current theme, product consumption and promotion, which is fundamental for promoting the knowledge and spread of pears throughout the world. CSO Italy will also present "Consumption trends in Italy and possibilities on the main outlet markets".

This second day of the Forum will also conclude with a round table involving the main representatives of growers and sellers of the main growing countries in the Northern hemisphere and Italian and international mass distribution.

There will be representatives from France, Belgium, Holland and Portugal and the Italians Luca Granata, general manager of Opera, and Alessio Orlandi, general manager of Origine Group. Representing Italian mass distribution will be Germano Fabiani from COOP ITALIA and Gianmarco Guernelli from CONAD, whereas international mass distribution will see the participation of Annabella Donnarumma from AD Eurogroup.

Participation to the forum will be free but to take part in the Fair and the conventions those interested must register.



Your connection with
Chinese
Horticulture Industry