

IAD-IBD Bordeaux 2025:

It's now !



International Asparagus Days, the flagship event of the global asparagus sector, returns to Bordeaux (France) from 7 to 10 October 2025. This 5th edition will be in association with the 1st edition of International Berries Days.

BY ASPARAGUS WORLD

After the success of the last four editions, the 5th International Asparagus Days will take place in Bordeaux (France) from 7 to 10 October 2025. The event will be associated with the 1st edition of International Berries Days. **Macfrut**, the international trade fair for the fruit and vegetable sector in Italy, **Befve&Co**, and **Interco Nouvelle-Aquitaine** are organising two international professional events that bring together the entire asparagus and berries sector. *"There is an obvious complementarity between these productions. Asparagus producers are also producers of berries, many suppliers offer a range of products for these crops, and marketers have a joint offer of asparagus and berries,"* the organisers explain to both sectors.



The 5th edition of International Asparagus Days will take place in Bordeaux (France) from 7th to 10th October 2025.

More than 100 specialised exhibitors

This obvious complementarity and the synergy between these two sectors allows for an expanded exhibitor offering. More than 1500 visitors are expected, with strong international participation already representing 23 countries (Germany, Argentina, Belgium, Canada, Chile, Spain, Finland, Italy, Mexico, Netherlands, Peru, Turkey, etc.) ➡



Two effective IAD-IBD clicks

- ➡ To download the programme of the event
- ➡ To register for the IAD-IBD



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➡ with German, Spanish, Peruvian, and Turkish delegations expected. Over 100 specialised exhibitors will be present on 8th and 9th October. Stands from companies dealing with plant material, breeders and nurserymen, equipment covering all technical production and sales needs, services, and research institutes will be present under a photovoltaic structure. Demonstrations of equipment: planting, soil work, crop maintenance, harvesting notably by robots are planned outdoors. Pitches and technical workshops led by exhibitors and sponsors will complement these two days of information. The “highlight” of these exchanges will take

place on 9 October from 5 p.m. to 17 p.m. with the international conference (with translation FR-ANG) “*Berries, what innovations for improving producers’ performance*”. Three international specialists will provide their analysis on the technical and economic development of strawberries, raspberries, and blueberries.

The 7th October and 10th October (optional) are dedicated to visits of leading French companies, bringing together over 200 entries. International Asparagus Days and International Berries Days are free events with mandatory prior **registration** (See **programme**). *AW*



The making of previous successful IADs: specialised exhibitors, field demonstrations, conferences and visits to leading companies.





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Asparagus every day !!

IAD-IBD : Robots take their place among the guests

The new technologies rolled out in the field of mechanisation and robotics will be the main guests at the IAD-IBD. According to Frédéric Faillières, Head of Northern European Business at Planasa, which is hosting the event at its site: “We have been talking about mechanising and robotising our productions for a long time, but now it is a reality.”

BY ASPARAGUS WORLD

Among the very many machines that will be presented at IAD-IBD from 7th to 10th October, some may attract closer watching than others. Harvesting robots for asparagus and blueberry picking will be demonstrated in the fields, while others will be in the hall demonstrating how to calibrate, bundle and peel the asparagus. These highly specialised robots extend the family of robots already used for tomato leaf stripping (Aisprid's Leafy, Priva's Kompano), UV treatments against diseases, in greenhouses (Bogaerts, Octiva, Clean Light) or in orchards (Maschio Gaspardo's Icaro X4), tree pruning robots (Leger's Robocut), or the numerous crop weeding robots.

Abandoning manual blueberry harvesting

“Robotic and hyper-mechanisation of our productions will be the major evolution of the next ten years,” assures Frédéric Faillières, Head of Northern European Business at Planasa, who oversees the 93-hectare asparagus and 38-hectare blueberry production site in Barp, which will host the upcoming IAD-IBD. According to him, this (r)evolution is driven on one hand by the lack of available labour in all European production areas and on the other hand by the rise of new technologies that are currently available and being adapted to the needs of agriculture. The roll out of this “march forward” is to be observed at different levels within the activities of the Planasa group. *“Our research and development activities related to raspberry variety creation have taken into account selection criteria linked to the constraints of using harvesting robots (size, ease of grasping, etc.)”*, the manager mentions. At its production site in Barp, investment in new asparagus sizing technologies has improved the rate of marketable products by 10%, increased the final quality of the product, and expanded the depth of offerings and the number of references due to greater uniformity of packages. For blueberries, another major crop at the site, Frédéric Faillières assures us



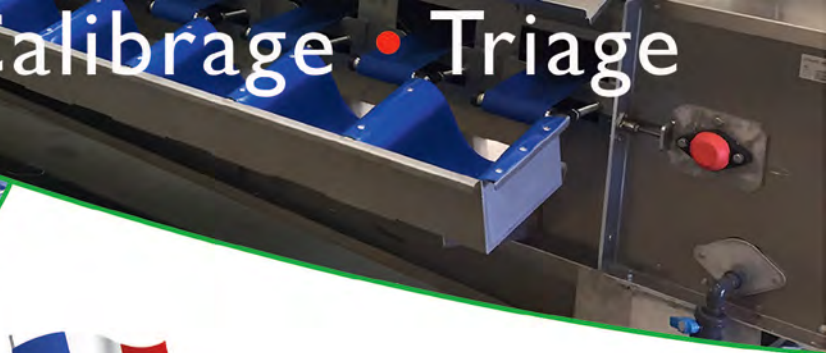
Planasa plans to abandon manual blueberry harvesting through the use of machines that combine different harvesting systems.

that he will be able to abandon manual blueberry harvesting in two years on his fields through the use of machines that combine different harvesting systems. *“We have been talking about mechanising and robotising our productions for a long time but now it is a reality,”* he concluded with satisfaction. *All the equipment used by Planasa at its Barp site will be demonstrated during two days of the IAD-IBD fair.”*

Integration from AI to 3D camera

This is lack of labour that is also the main reason for Maxime Pallin's, an asparagus producer in the Landes, interest in harvesting robots. In three years of trials with Sylektis's AsperCut robot, the professional has observed progress in the integration of AI into 3D cameras, which has revolutionised asparagus detection. There are still some minor technical adjustments to be made to optimise the machine's performance. The detection of shoots and the quality of the harvest are already up to standard. The last remaining details were finalised during the 2025 season, with the complete solution set to be deployed next year. This robot will be present at IAD-IBD. **AW**

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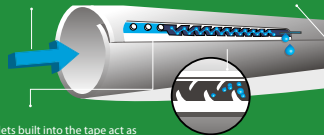
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Herbicides: Beware of damage to foliage

A team of researchers from the University of Michigan has recently shown the effects of herbicides on the foliage of asparagus when applied after harvest. Following a precise description of the symptoms, the study is putting forward a list of good practices to minimise the risk of damage.

BY ASPARAGUS WORLD

In a recent study published in March 2025 by Michigan State University, a team of researchers investigated the origins of the zig-zag deformation of foliage. According to their findings, the damage caused by herbicides alters plant growth, as they mimic the action of a natural plant hormone called auxin. The products in question are dicamba, clopyralid, and 2,4-D.

8 good practices to minimise the risk of damage when applying them in an asparagus field

- 1 Use dicamba and clopyralid only if you need to target specific weeds not controlled by other herbicides (for example, clopyralid for field thistle).
- 2 Completely clear an asparagus field of its spears during the last harvest and apply the herbicide as soon as possible.
- 3 To minimise drift, you can use low-drift and low-volatility formulations.
- 4 Choose nozzles that produce the coarsest droplets possible without compromising the spray quality.
- 5 Reduce the speed of the sprayer and the height of the boom.
- 6 Consider using drift retardants.
- 7 Take into account the weather conditions: high temperatures (> 29 °C) and low humidity increase the risk of drift.
- 8 Consider the direction and speed of the wind during applications. A little wind is beneficial, but not too much.



A twisted mystery encountered by a grower. Whodunnit?

The study does not discount their use

"During the experiments, herbicides were applied using a backpack sprayer on 21 June." The researchers specified that, "This allowed for simulating a slight delay between the end of the harvest and the application of the herbicide." They were compared to a contact herbicide (carfentrazone) and a common systemic herbicide (glyphosate). After a precise description of the symptoms and the involvement of the herbicides, the study does not rule out their use but rather specifies the conditions and rules to be followed for their use in the case of resistant perennial plants not targeted by other herbicides. **AW**



Shoots injured by carfentrazone were still visible on August 28 at the base of tall, healthy fern. One of these injured shoots developed twisted branches, one did not.

(1) Auxin herbicide injury in asparagus creates twists and turns - Ben Werling, Erin Hill, Ashley Flester and Justin Adams: www.canr.msu.edu/resources/auxin-herbicide-injury-in-asparagus-creates-twists-and-turns



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EGT ASPARAGO SM



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FR Machine électrique facilitant la récolte des asperges et autres légumes.

Autonomie de 16 heures : grâce aux 4 batteries incluses, l'EGT-ASPERGES SM assure une journée complète de travail sans interruption, contribuant à l'efficacité opérationnelle.

EGT ASPARAGO SE



EN Electric facilitating machine for harvesting asparagus and other vegetables.

Autonomy of 16 hours: the 4 batteries guarantee prolonged autonomy, ensuring constant productivity for an entire working day.

FR Machine électrique facilitant la récolte des asperges et autres légumes.

Autonomie de 16 heures : les batteries 4 garantissent une autonomie prolongée, assurant une productivité constante pendant toute une journée de travail.

Asparagus in **unfair** competition

There have been suspected cases of cases of “Frenchification” of batches of asparagus this year. This increasingly frequent misappropriation of origin also concerns other fruits and vegetables. Scientific methods are being developed to detect frauds.

BY ASPARAGUS WORLD



Retail trade are seeking security of supply and increasingly favoring and promoting domestic products during the domestic season.

At the height of the French asparagus season, the PDO Asperges de France has warned of a resurgence of low-priced imports and suspicions of fraud at source, particularly in wholesale markets and retail channels, outside of large distribution. This foreign supply, which comes from various origins (Belgium, Holland, Greece, Spain), undermines the sales flow of French production during the peak season, exerting strong pressure on prices and outlets. The organisation mentions recurring reports of “Frenchification” of imported asparagus mainly on market stalls and in the retail trade.

Heavy penalties exceeding 100,000 euros

In France, the usurpation of the origin of fruits and vegetables is increasingly widespread, especially for kiwi, but also for raspberries or apricots. Legal action has resulted in heavy penalties exceeding 100,000 euros in the case of berries

in 2024. The interprofessional bureau of kiwi (BIK) has even initiated work on isotopic analyses and nuclear magnetic resonance in order to establish an “Origin France” database, aimed at combating “Frenchification”. After three years of building this database and introducing foreign samples, the results are very positive. They allow for the identification of a kiwi of French origin at 99% and a kiwi produced abroad at 72%. In 2024, the increase in the number of foreign samples helped to consolidate the database. *“In this way this tool should make it possible in the coming years to contribute to the protection of kiwis of French origin,”* say the BIK officials. The same applies to the PDO Peaches and Apricots of France, which has constituted an essential database for determining the geographical origin of peaches through analysis for the past three years. *AW*

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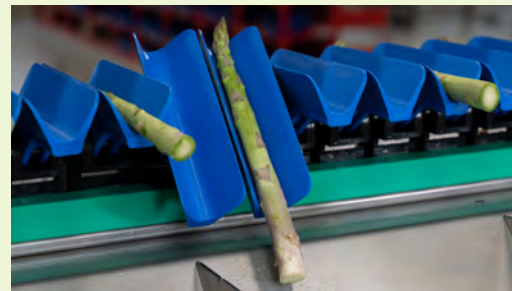
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MAF RODA bets on asparagus with the acquisition of STRAUSS

MAF RODA Group

MAF RODA, the French group and world leader in the grading, optical sorting, packing robots and automated systems for the fresh fruit and vegetables market, has positioned itself in the asparagus grading and packing market by acquiring the German company Strauss Verpackungsmaschinen GmbH.



MAF RODA, which is based in Montauban and specialises in designing and manufacturing turnkey solutions for grading and packing fresh fruit and vegetables, has taken over the operations of the German company Strauss Verpackungsmaschinen GmbH, which is based near Hamburg. MAF RODA is integrating the Buxtehude site and its 50 employees into its global network of 16 subsidiaries and 45 sales and technical partners. The group will continue to provide services to all customers in Buxtehude.

Expanding into the asparagus market

This acquisition consolidates the MAF RODA Group's decades-long presence in Germany, particularly in the apple market. STRAUSS provides the French group with access to innovative solutions for the automated grading, sorting and packing of asparagus. This is a new market for the MAF RODA Group,

which is thus expanding its range and positioning itself as a leader. The group already offers a comprehensive product range, including grading machines with quality sorting and automated washing and flaking systems, multihead weighers, and bundling robots. The group intends to improve its existing equipment by combining the engineering expertise of its French plant in Montauban, specialising in mechanical engineering and electronic vision, with that of its German plant located in Buxtehude, with worldwide expertise in this market.

An after-sales service offer for the German and international market

"This acquisition is an important strategic step for our group," explains Mr Philippe Blanc, Chairman of the MAF Group. "It will enable us to establish MAF in Germany, develop our product range and offer a solid and reliable after-sales service to our customers in Germany and around the world. It will also promote STRAUSS products thanks to MAF's international sales networks."

The asparagus market represents a significant opportunity for the MAF RODA Group in the fresh fruit and vegetable packing solutions sector.



About Strauss

Since its foundation in 1945, the company has transformed small fruit-growing machines into modern processing lines for sorting, weighing and packing apples, as well as white, purple and green asparagus and similar vegetables. STRAUSS is a world leader in this field.

About MAF RODA

The MAF Group is the world leader in turnkey automated systems for optical sorting, packing robots, palletising and AGVs for the fresh fruit and vegetable sector. The Group has unparalleled expertise in international markets and is renowned for the reliability and efficiency of its cutting-edge, high-precision solutions.

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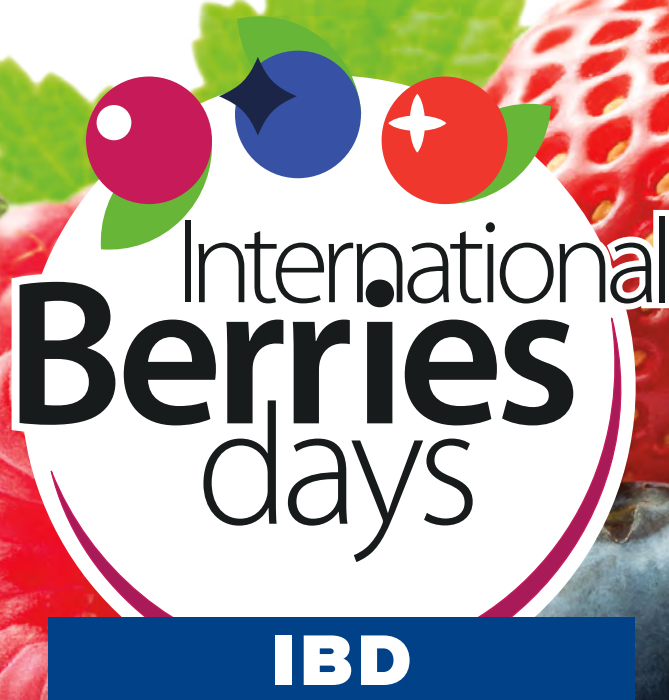


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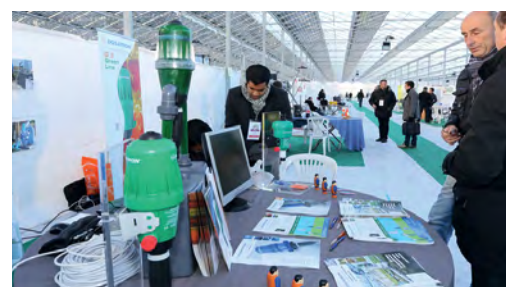
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