



The IAD-IBD exhibition, which welcomed nearly 1500 visitors from around the world (25 nationalities), was inaugurated by Alain Rousset, President of the Nouvelle-Aquitaine Region.

IAD-IBD 2025: **Asparagus** and **berries**, a successful and promising **fusion**

At the beginning of October, nearly 1,500 participants in the International Asparagus Days (IAD) and International Berries Days (IBD) experienced four intense days, packed with information and exchanges, in complete complementarity between these productions.

BY ASPARAGUS WORLD

In Le Barp, south of Bordeaux the 5th edition of IAD and the very 1st edition of IBD took place on the Planasa farm, which hosted two days of exhibitions and demonstrations (8 and 9 October) framed by two days of field visits (7 and 10 October, see following pages).

Obvious complementarity of the two sectors

It is this concept, initiated by Christian Befve and implemented by Macfrut and Interco Aquitaine, which makes it an extraordinary event, 'very technical', 'super constructive', 'fascinating' according to an international panel of visitors, all satisfied. ➡



Visitors and exhibitors enjoyed a large reception area in the photovoltaic greenhouse belonging to the Planasa company, hosting of the event.



DISFRUTA
DEL MEJOR SABOR



CENTRO SUR
GRANADA - S. Coop. And.

Ctra. de la Estación, s/n
18360 Huétor Tájar
Granada - España

www.centro-sur.es
info@centro-sur.es
+34 958 33 20 20

Asparagus every day !!



Harvy 500, blueberry harvesting robot

BY HÉLÈNE SAUVAGE

The demonstration of the automatic harvesting robot for picking blueberries by FineField was attended by a large number of participants. The machine is equipped with adjustable shaking heads to suit the ripeness of the berries. The fruits are collected on soft brushes and conveyed to collection bins. The manufacturer guarantees a harvest quality equivalent to that of manual picking. Equipped with solar panels, the specified autonomy is between 10 to 13 hours even in cloudy conditions. The reported field rate is approximately 900 m per hour. The purchase cost is quoted at 365,000 euros.

The 2025 edition will be marked by the 'merger' of two sectors, asparagus and berries. *"The interest generated by the event lies in the obvious complementarity of the two sectors, highlighted this year,"* note the organisers. *"These two products are complementary with a similar clientele with strong purchasing power,"* emphasised Thomas Drahoard, CEO of NCX Drahorad, an Italian company specialising in the international trade of fruits and vegetables.

Global planting and investment phase

More than 25 nationalities were represented at the event (Germany, Argentina, Canada, Chile, Spain, Finland, Italy, Mexico, Netherlands, Peru, Turkey, India, Uzbekistan, etc.) with a programme including visits to 125 exhibitors, 16 'pitches' presented by companies (asparagus and berries) and an international conference on berries (see next page). Outdoors, nearly 25 demonstrations offered by 12 companies entertained and delighted visitors over the two days of the show.

Very professional and friendly, the atmosphere was also very dynamic. *"We are in a phase of global planting and investment. The asparagus market remains profitable when its production areas are below the threshold of 230,000 ha, which is critical for price equilibrium. However, we are currently at 190,000 ha, which explains the revival of plantations in Latin America and the development of new producers around the world,"* explains Christian Befve, international consultant. *"However, Europe is lagging behind, before the decline of areas in Germany where the drop in consumption adds to the increase in labour costs,"* notes the specialist. A situation that seems more favourable to the southern countries, Spain for green asparagus and France for white, which have invested in appropriate techniques and machinery for labour optimisation. The dynamism of the event also stemmed from the dynamics of berry production, with blueberries at the forefront. *"With all its advantages ➡*

The AsperCut robotises the harvesting of white and green asparagus

BY VÉRONIQUE BARGAIN

Sylektis presented the latest version of the AsperCut, a robotic platform for harvesting white and green asparagus. Cameras detect the asparagus using artificial intelligence and transmit their coordinates to the robot, which cuts green asparagus at ground level and white asparagus up to 35 cm deep. The asparagus is evacuated into a buffer bin or, in the near future, probably onto a conveyor. One robot can harvest 30 tonnes of asparagus per season, with the machine capable of being equipped with two robots. The AsperCut is expected to be commercially available by the end of 2026.





Die Ideenfabrik

rund um die Spargelbearbeitung
und Spargelkühlung

Inh.: Dipl.Wirt.Ing. Thomas Hermeler
Lohmannstraße 4 | 48336 Füchtorf | Deutschland
Telefon: +49 (0) 5426 5384 | Fax: +49 (0) 5426 5385
E-Mail: info@hmf-hermeler.de | www.hmf-hermeler.de



Chilean producers want to seize the opportunity presented by the international market demand



Coming from **Chili**, a delegation to relaunch production

At the head of the Chilean delegation at the IABD fair, Pablo Pizarro (on the right), coordinator of the Maule South Asparagus Technology Transfer Group and manager of Exportadora Agrícola Santa María SpA, led a delegation of producers covering 500 ha of green asparagus in the Maule region, in central Chile. In a context of recovery following the decline in Peruvian production, the Chilean sector sees new opportunities opening both for exports and for its rapidly growing domestic market.

and disadvantages, the blueberry is now a commercialised fruit, available all year round and no longer a seasonal fruit,” said Felix Koschnick, a berry specialist in Germany at the Berry Symposium. The same applies to raspberries, whose production is increasing in southern Europe to supply the north. In these sectors too, ‘globalisation’

Symposium on berries

More than a hundred visitors attended the conference entitled “Red Fruits What Innovations for Tomorrow’s Markets?” The international speakers: French, German and Italian, highlighted very promising scientific, technical and economic trends for strawberries, raspberries and blueberries.

The big takeaway will be the importance of varietal innovation for the strawberry sector. This sector could soon benefit from the arrival of varieties produced from multiplication by seed. For raspberries, the international market is encouraging producers to find solutions suited to their commercial strategy. Meanwhile, the global consumption trend of blueberries is leading to a globalisation and standardisation of its supply throughout the year.



Coming from **Turkey**, Arman Badur produces asparagus 10 months a year

A loyal visitor to the International Asparagus Days, Arman Badur started asparagus production in Turkey in 2003, which was almost non-existent until then. He now brings together 50 producers cultivating 240 ha of asparagus, 90% of which is harvested as green asparagus. In addition to conventional production at different altitudes and locations, he uses various techniques such as tunnels, field forcing in summer and autumn, white asparagus production without tunnel cover, Fusekomi inspired by the Japanese technique, Mother Fern developed in Asia... These techniques allow him to offer asparagus from February to the end of November.

is rampant. Formidable for competition, it can also allow for a strategy of qualitative and national identification. **AW**



From left to right, Bruno Mezzetti, Thomas Drahorad, Christian Befve, Justine Perrotte, Frédéric Faillières (behind), Florentin Boiziot, Felix Koschnick, Guy Dubon.



Beeren
plantproducts

Griffes d'asperges
conventionnelles et bio

beeren-plantproducts.com
+31 475 49 26 58

distributeur en France de



Agrivaloire
PLANTS & MATÉRIEL

agrivaloire.fr
info@agrivaloire.fr
+33 2 47 24 94 64

Planteuse
de griffes
à l'achat
ou à la
location

Butteuse
EcoSpader
Engels
Machines



Assistance à la récolte
AspergeSpin A1 / A1+
AspergeSpinTunnelSystème
Engels Machines



Couteaux
et gouges

Enrouleuse
dérouleuses
de
plastique



Éplucheuses
à l'achat ou à la location,
avec option d'achat



De la pépinière à la table, Agrivaloire est votre partenaire dédié à chaque phase de la culture d'asperges

rey pro

The **PROFESSIONAL CHOICE**

for the whole range of films for
growing green and white asparagus

export@reyenvas.com



rey pro elast
A new concept



rey pro
Black/White - Green/White



rey thermal
For microtunnels



film bio
Special for asparagus

ASPARAGUS TOUR

Asparagus in **two dimensions**

Two visits to asparagus fields were offered at the opening of the IAD. They took place on two farms differing in size but representative of the south-west of France, with technique, innovation and performance as common features.

BY VÉRONIQUE BARGAIN

The first visit of the Asparagus Tour focused on the farm of Jean-Pierre Bouillac and Danielle Chambaraud in the north of Gironde. The couple, who manage 100 ha of vineyard, 15 ha of vine nursery and 15 ha of asparagus,



Since 2024, Jean-Pierre Bouillac has been producing green and white asparagus under a 5'000 m² photovoltaic greenhouse.

developed asparagus to cope with the crisis in viticulture and to meet the demand from large retailers. While they had previously managed a very fragmented system of plots, they have recently

been able to create large plots enabling mechanisation. 3.5 ha of asparagus were planted in 2024 and 2025 and 6 ha will be planted in 2026. In 2024, the producers also created a 5'000 m² photovoltaic greenhouse with Urbasolar, with the plan to produce high-quality white and green asparagus. The greenhouse opens on all four sides to allow good ventilation and let in heat. After normal growth in 2024, the crop grew less evenly in 2025: the middle of the greenhouse, being colder, developed later. This delay has been caught up and the asparagus is now well developed.

47 ha of asparagus in arcs of circles and on high beds

The second visit of the Asparagus Tour revealed the farm of the Lebourg Family, in the south of Gironde. The family, which manages 900 ha, including 47 ha of asparagus, the rest in grain corn and popcorn, turf, flax and carrot, started planting asparagus in 2017. To be able to use the corn taproots for irrigation, the asparagus was planted, on the advice of Christian Befve, in arcs of circles, so that it could match the reach of the taproots. Moreover, because the farm is located on former lagoons, the asparagus is planted on high beds on which the classic asparagus mounds are made. A very innovative system, which required the modification of most tools, but which allows the production of 300 tonnes of asparagus per year. **AW**

Philippe Lebourg presents his asparagus planted on high beds, a french original conception.





**We're the World's 1st Choice
for Premium Green Asparagus**

Unrivalled Longevity, Ideal for
Temperate Climate Production

Learn more about our varieties at foxseeds.com
Get in touch! info@foxseeds.com





Nutrisorb®

Biostimulant for
Nutrient Assimilation



biofiTe^{RTU}®

Biostimulant for
Rhizosphere Activity



Innovak[®] GLOBAL

THE ROOT OF A SUSTAINABLE FUTURE

www.innovakglobal.com

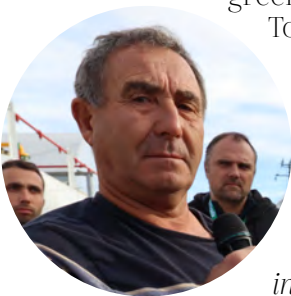
BERRIES TOUR

Meeting of **producers from Southwest France**

The southwest Lot-et-Garonne, the leading French department for strawberry production, hosted the IAB-IBD Berries Tour. Two visits, one common theme: the search for balance between technical skill, human commitment and continuous adaptation to climate and market changes.

BY HÉLÈNE SAUVAGE

First stop on the berries tour was at the Saint Armand Nurseries, where the Chaban family has specialised in strawberries for three generations, including varietal propagation, and the production of plants and fruit. Five million plants and 1,200 tonnes of strawberries are produced each year on 20 hectares of nurseries and 12 hectares of greenhouses..



To ensure sanitary quality and for economic reasons, plant production is carried out from vitroplants. However, plant production is not without difficulty. In addition to health risks, climate change is a factor. *"The cycles of floral induction are increasingly disrupted by the lack of significant cold periods in late autumn and winter,"* emphasises Jean-Pierre Chaban. Another activity of the Chaban family is fruit production, which runs from 15 February to mid-October. The company relies on a diversified commercial

strategy with purchasing centres, wholesalers or direct sales, with the credo being the quality of the harvest and the variety of sorts.



Jean-Michel Ruchaud and his company Aquisol embody the Aquitaine dynamism of the berry sector.



At the Chaban family, to cut the stolons, the brushcutter was abandoned in favour of a prototype functioning like a synchronised hedge trimmer. The labour savings are significant even though it requires a little more work at the station.

Diversification and agility at Aquisol

Visitors were then able to visit the company Aquisol, in Razimet, where Jean-Michel Ruchaud demonstrates another facet of Aquitaine dynamism. Managing 80 hectares, he combines conventional and organic production of berries and summer vegetables. The company is profitable and strongly rooted in the value of work and employs 45 permanent staff and 180 seasonal workers over 255,000 hours annually. Responsiveness and agility guide its strategy. *"Orders placed at noon must be deliverable by 3 p.m., and we must be able to know precisely what will be produced in 2 weeks time,"* summarises its director. A well-tested working tool, a logistics system that can withstand everything, and highly committed teams to adapt to all sales channels. **AW**

T-TAPE THE BEST BY FAR

SINCE 1977



IRRIGATION HIGH PERFORMANCE
FOR ASPARAGUS



www.rivulis.com

T-TAPE

THE BEST
CLOGGING RESISTANCE
BY FAR

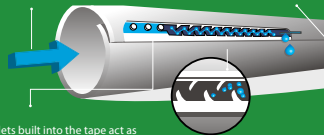
THE BEST
WATER APPLICATION
BY FAR

THE BEST
STRENGTH
BY FAR

THE MOST
CONFIGURATIONS
BY FAR

Water flows through
supply tube & enters
inlet filters

Slit outlet opens when the
system is pressurized to allow
flow of water



Inlets built into the tape act as
micro-filters preventing certain
contaminants from entering the
emitter flow track

Unique chevron design flow
track creates a turbulent flow to
provide excellent clogging
resistance

REELVIEW

YOUR CROP'S EYE IN THE SKY

Agronomic satellite imagery of your crops from
your phone. FREE with every roll of drip line / tape*

VEGETATION INDEX



PLANT WETNESS VARIABILITY



You can connect
right now with
the QR Code :



* Available in selected geographies only. Terms and conditions apply.
See rivulis.com/reelview for more information.



***Producer of asparagus
varieties for over 40 years***

Prinsenbaan 149
6104 BD Konningsboch (NL)
<http://www.griffes-dasperges.fr>
<http://www.arlim.eu>

Phone: +33 (0)6 82 25 19 31



SECOND BERRIES TOUR

Experimentation
and **technical** expertise

On Friday 10 October, the second field day of the IAB-IBD dedicated to berries revealed the mobilisation of field actors for the competitiveness and sustainability of the sectors. BY HÉLÈNE SAUVAGE



Puckered leaves, light spots, the damage caused by eriophyes varies according to raspberry varieties.

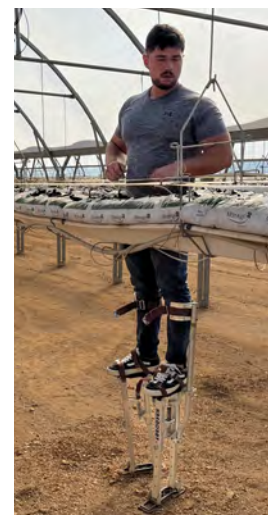


For the second day of berries visits, the participants headed to the Dordogne to the north-west of Bordeaux, including a visit to Invenio, a professional organisation bringing producers together around research and experimentation programmes. Invenio is committed, among other missions, to maintaining a dynamic of varietal creation in France. Invenio is the origin of many strawberry varieties now produced on a commercial scale, such as Ciflorette. The raspberry division, created ten years ago, focuses its work on physiology, varietal evaluation and combating emerging pests, particularly mites of the genus Eriophyes, which are vectors of raspberry leaf spot virus. A specific programme currently aims to better understand this pest and to identify sustainable management approaches. In the first part of the day, the interprofessional technical centre for fruit and vegetables (CTIFL) opened the doors of its Titec platform for Transfer of Innovation and Technologies. Titec notably has measurement benches that allow the evaluation and optimisation of spraying parameters under controlled or real conditions. These facilities simulate air flow distribution and slurry dispersal, in order to adjust sprayers to different usage contexts and to carry out more precise and more efficient applications of plant protection products.

Invenio is conducting a specific experimental program to better understand Eriophyes mites, vectors of the raspberry spot virus, in order to identify levers for sustainable management.

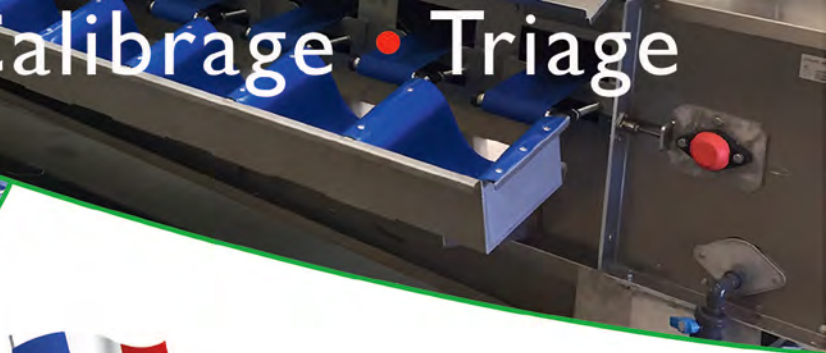
EARL de Beaugrand : a committed young producer

The day ended with a visit to Earl de Beaugrand, run by Colin Teychenne, 27, who cultivates 5 hectares of strawberries in the field and 3 hectares hydroponically. With a volume of 250 to 300 tonnes of strawberries per year, the farm relies on seasonal labour made up of around thirty employees. The young farmer is committed to offering attractive working conditions to retain labour. Marketing is carried out via Socave, the agricultural cooperative company in Vergt. Technical visits allowed visitors to immerse themselves practically in the research and innovation dynamics of the berries sector in France. *Aw*



To work at the correct height during planting, Colin Teychenne uses plasterer's stilts.

Convoyage • Calibrage • Triage



www.besnard-ste.fr



@BesnardSte

BESNARD

Convoyage • Calibrage • Triage



📍 La Masselière - 72200 Bazouges-Sur-Le-Loir

☎ : +33 (0)2 43 94 09 82

📠 : +33 (0)2 43 45 96 38

@ contact@besnard-ste.fr

EGT ASPARAGO SM

EN Electric facilitating machine for harvesting asparagus and other vegetables.

Autonomy of 16 hours: thanks to the 4 batteries included, the EGT-ASPARAGO SM ensures a full day of work without interruptions, contributing to operational efficiency.

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 World becomes Asparagus & Berries World

The International Asparagus Days and International Berries Days proves a great success once again. Asparagus and red fruits have many points of convergence. Technical requirements, economic performance, human resource management, the sustainability of production systems and marketing flows are close or even similar for these crops. There is a need for information and a quest for innovation as well. This is why your magazine **Asparagus World** becomes **Asparagus & Berries World** from the next issue No.8-2026. News, innovation trends, research results, reports, interviews that make the magazine and its newsletters interesting to its readers will now be presented to the world of berries.



In 2026, in addition to asparagus, new Asparagus & Berries World's reader will find all the news, innovation trends, research results, economics and trade of red fruits.

Italian Berry is a new Partner

Italian Berry, a magazine and website dedicated to information on berries in Italy and around the world, is a new partner of Asparagus & Berries World. Italian Berry will contribute to the editorial content of Asparagus & Berries World, ensure its presence at numerous events, and promote it commercially to companies in the berry sector. This new partnership adds to the one already established with the German magazine Spargel&Erdbeer Prof since the launch of your magazine. *Aw*

Italian Berry

Italian Berry, a magazine and website dedicated to information on berries in Italy and around the world, is a new partner of Asparagus & Berries World.

New editorial team

Hélène Sauvage becomes the new co-editor of Asparagus & Berries World alongside Christian Befve, editor and co-editor. A journalist specialised in agriculture for over 20 years, Hélène Sauvage will lead the Asparagus & Berries World editorial team, manage relations with researchers and specialists collaborating with the magazine, as well as maintain connections with all sector stakeholders. She assumes her role following the retirement of Guy Dubon, former editor of Asparagus World.



From right to left, Hélène Sauvage, new co-editor of Asparagus & Berries World, Guy Dubon former editor and Christian Befve editor and co-editor of Asparagus & Berries World during IAD-IBD 2025.

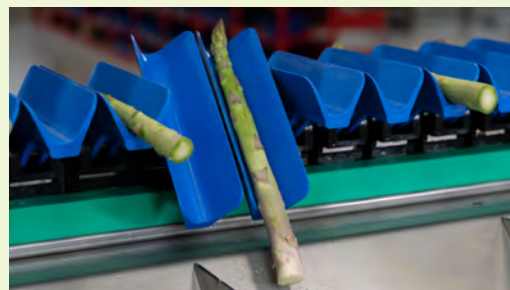


MAF RODA[®] bets on asparagus

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.

Contacts: www.maf-roda.com

STRAUSS

Jan WALTER

✉ jwalter@strauss-pack.com

☎ +49 162 2366 670

MAF RODA

Patrice PRINCEN

✉ pprincen@maf-france.com

☎ +33 (0)6 14 53 70 09