

# FRUIT REGION STYRIA

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## ABOUT ME

EMPLOYEE OF THE STYRIAN CHAMBER OF  
AGRICULTURE

- HEAD OF THE ADVISORY SERVICE FOR FRUIT GROWING

MANAGING DIRECTOR OF THE ASSOCIATION STYRIAN  
FRUIT GROWERS



# CHAMBER OF AGRICULTURE IN STYRIA

- public institution

## TASKS:

PROTECT INTERESTS OF STYRIAN FARMERS

ADVICE IN AGRICULTURAL PRODUCTION

TEACHING ADULTS ABOUT AGRICULTURAL PRODUCTION

# ASSOCIATION STYRIAN FRUIT GROWERS

- Private
- Financing comes only from members

## TASKS:

PROTECT INTERESTS OF MEMBERS

PUBLIC RELATION



# ADVISORY SERVICE FOR FRUIT GROWING

9 ADVISOR

1.700 FRUIT FARMS

THROUGHOUT AUSTRIA WE ADVISE ALSO IN ORGANIC PRODUCTION





# SUPPORT FRUIT GROWERS FROM WINTER TO HARVEST

NEWSLETTER, PHONE, EMAIL, PERSONAL

TEAM  OBST  
KERN • FAX

 Landwirtschaftskammer  
Steiermark

[Newsletter als PDF](#)

Stelzer Dietmar  
Kernfax Nr. 04/2024  
07.03.2024

## Wetterprognose

Für die nächsten Tage und auch in der kommenden Woche ist eine unbeständige Wetterlage zu erwarten, es ist mit vereinzelt Niederschlägen zu rechnen. In den Morgenstunden kann es auch leicht frostig sein. Teils lebhafter Wind wird auch weiter für die kommenden Tage prognostiziert.



## Vegetation & Allg. Hinweise

Vegetation: Die Vegetation schreitet weiterhin langsam, aber kontinuierlich voran. Marille ist bereits in Vollblüte. Pfirsich befindet sich im Ballonstadium. Die meisten Kernobstflächen befinden sich im Stadium Grüne Spitze bis beginnendes Mausohr.

Düngung: Bei entsprechendem Blütenansatz wird eine **Düngergabe mit ca. 20-30 kg N/ha** empfohlen.

## Pflanzenschutzempfehlung Kern- & Steinobst



## Schorfinfektion nach Mills für Station Schwanberg/Sackl (2024)

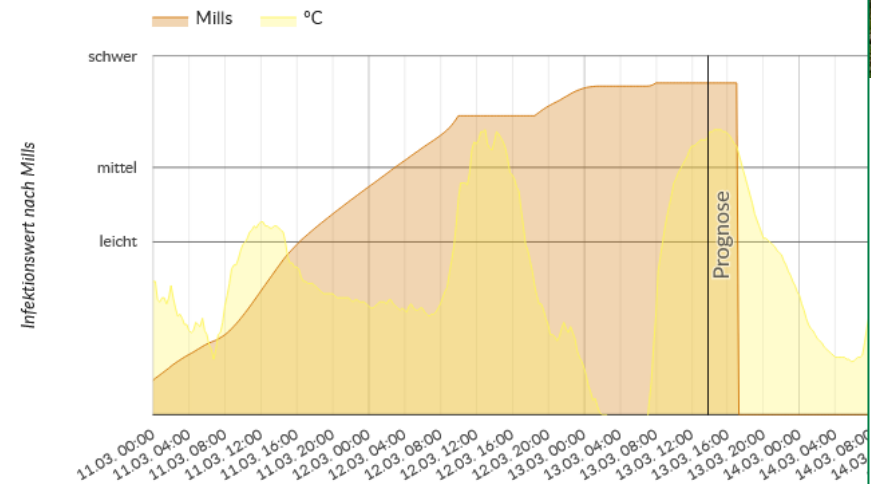
11.03.2024



16.03.2024



aktualisieren



lk



# PUBLIC RELATION AS IMPORTANT PART OF OUR WORK





**APFEL ESSEN  
NICHT VERGESSEN!**



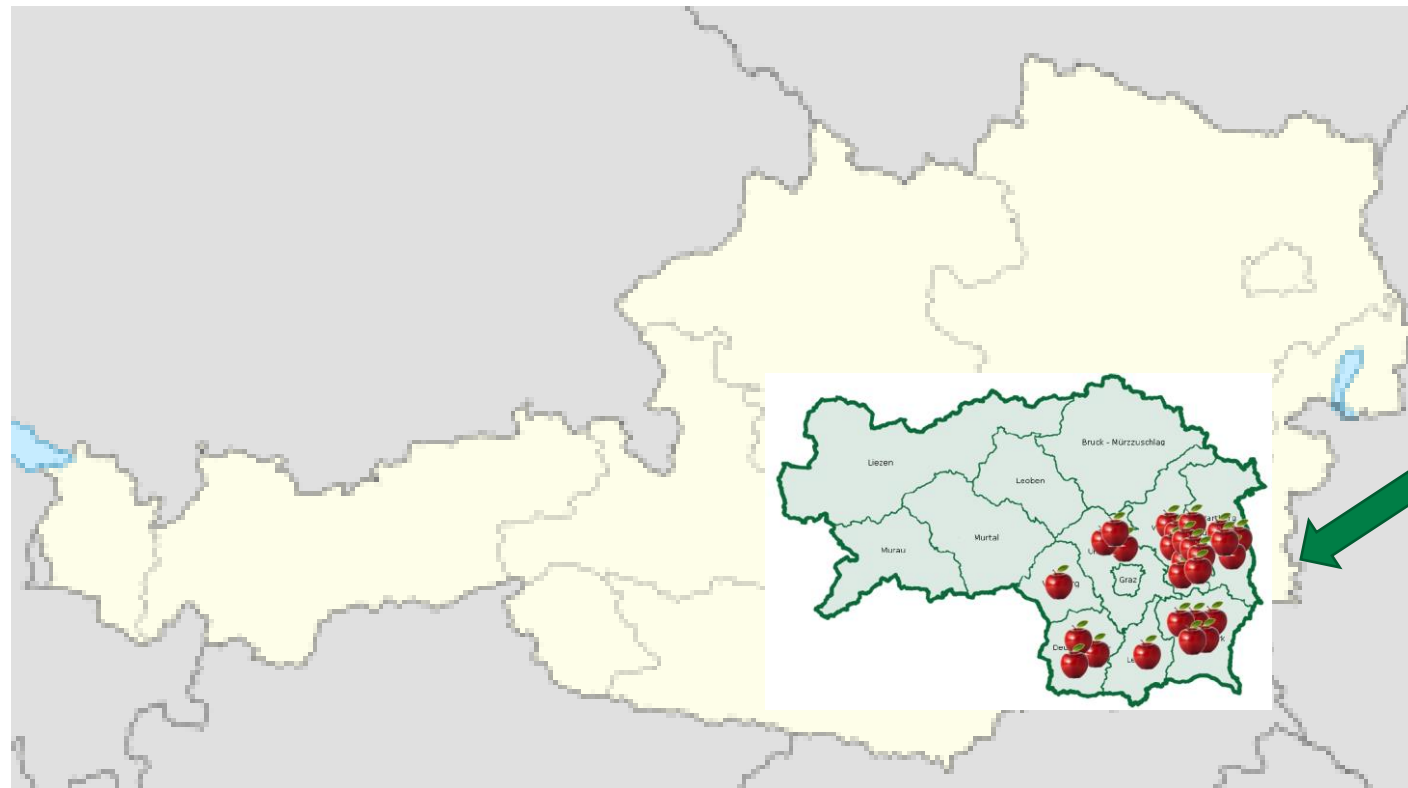
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# FRUIT REGION STYRIA

PROVINCE IN SOUTH-EAST

Most important fruit region in Austria



around 75% of  
Austrian fruit  
production



# STYRIA IS A SMALL FRUIT-GROWING REGION WITH GREAT DIVERSITY

## APPLE IS THE MAIN CROP

	hectares
Apple	<b>5.000</b>
Pears	<b>400</b>
Stone fruit	<b>600</b>
Bush berries	<b>800</b>
Strawberries	<b>150</b>
Elderberry	<b>600</b>
<b>total</b>	<b>7.550</b>
<b>Number of fruit farmers</b>	<b>1.800</b>

average ha      4,2 ha

10% cultivate 1/3 of the area



# ORGANIC PRODUCTION PERCENTAGE DEPENDING ON THE TYPE OF FRUIT

- Apple 20%
- Elderberry 11%
- Black Currant 90%



# SMALL STRUCTURE, FAMILY FARMS! WAVY SURFACE





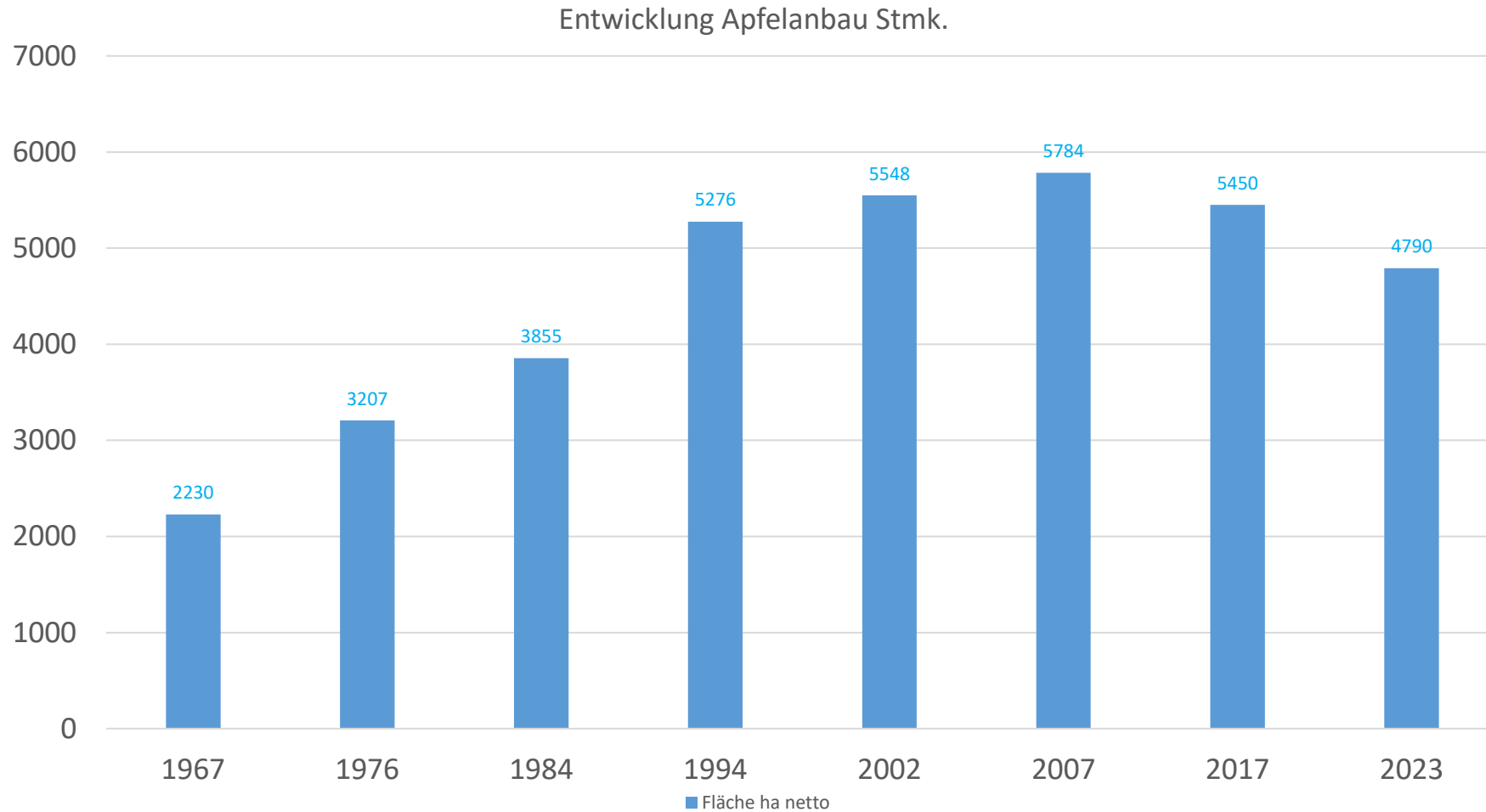
# EXTREME WEATHER HAS ALWAYS BEEN A CHALLENGE

HAIL NETS ARE STANDARD, BY STONEFRUIT ALWAYS MORE UNDER PROTECTED CONDITIONS

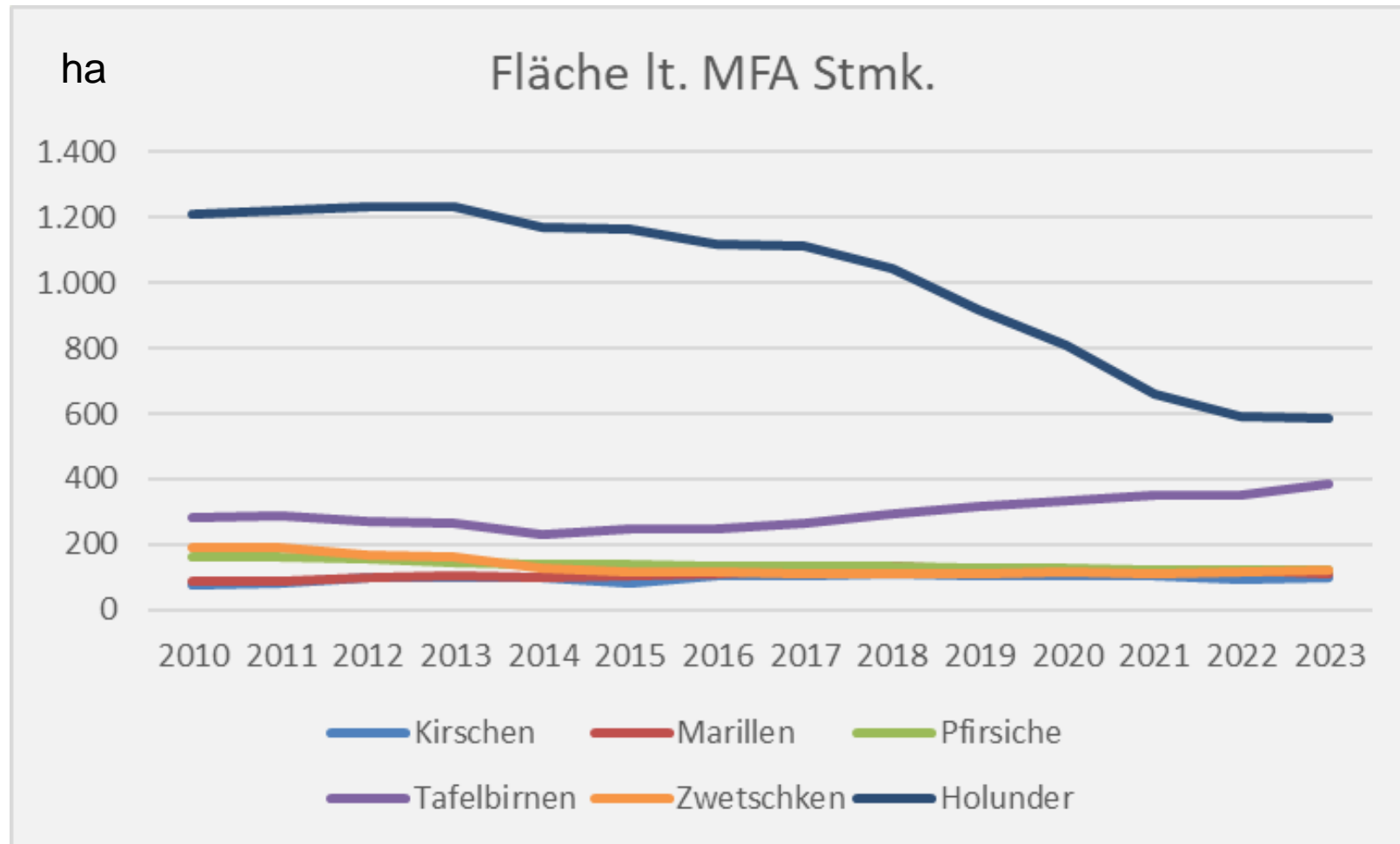




# CHANGE OF STYRIAN APPLE PRODUCTION



# CHANGE IN AREA OF OTHER FRUIT SPECIES



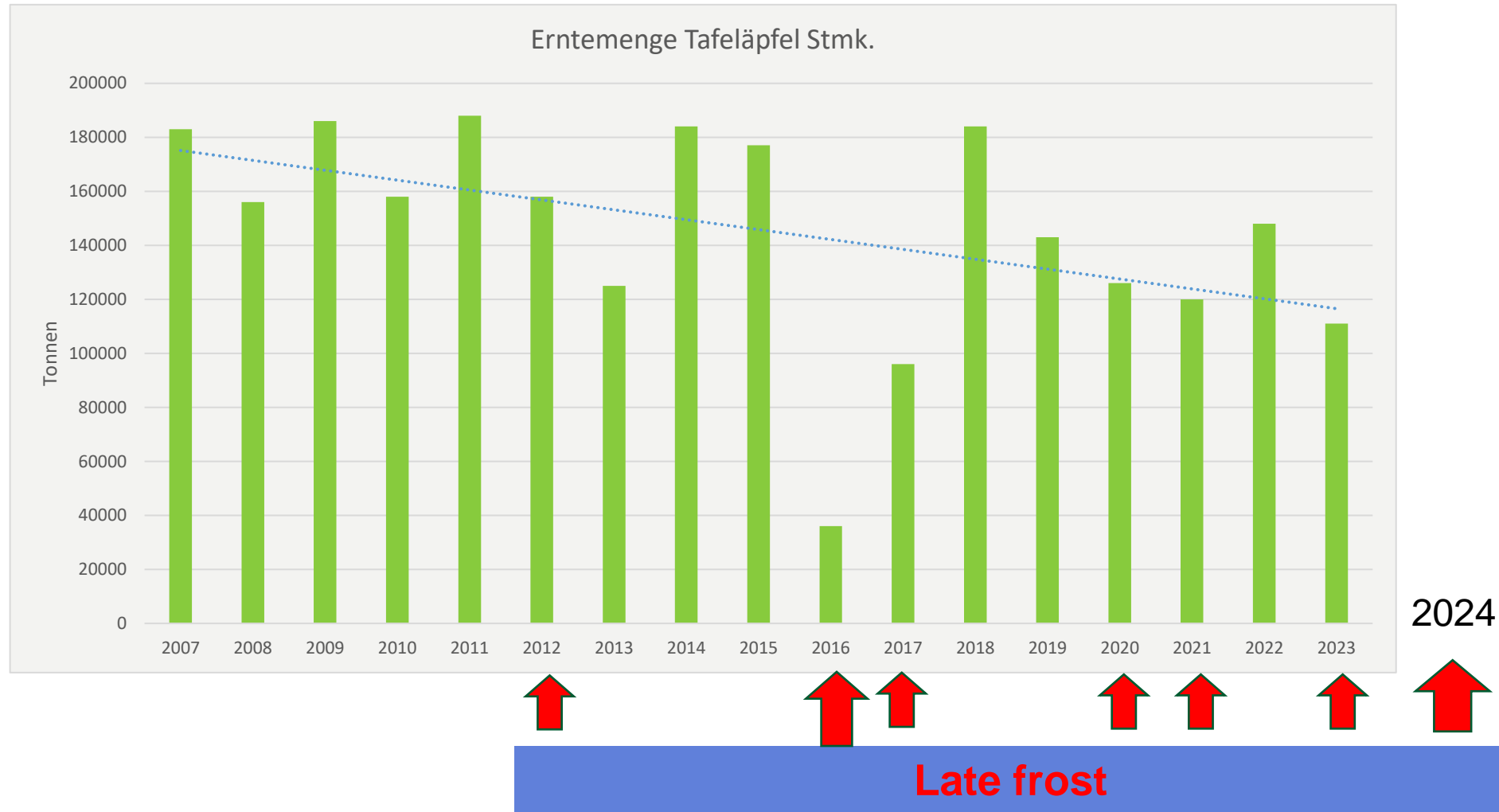


# REASONS FOR DECREASING PRODUCTION

- **Weather extremes** (Late frost, ...)
- **Situation in Plant protection**
  - new pathogens
  - Availability of pesticides
- **Market situation**



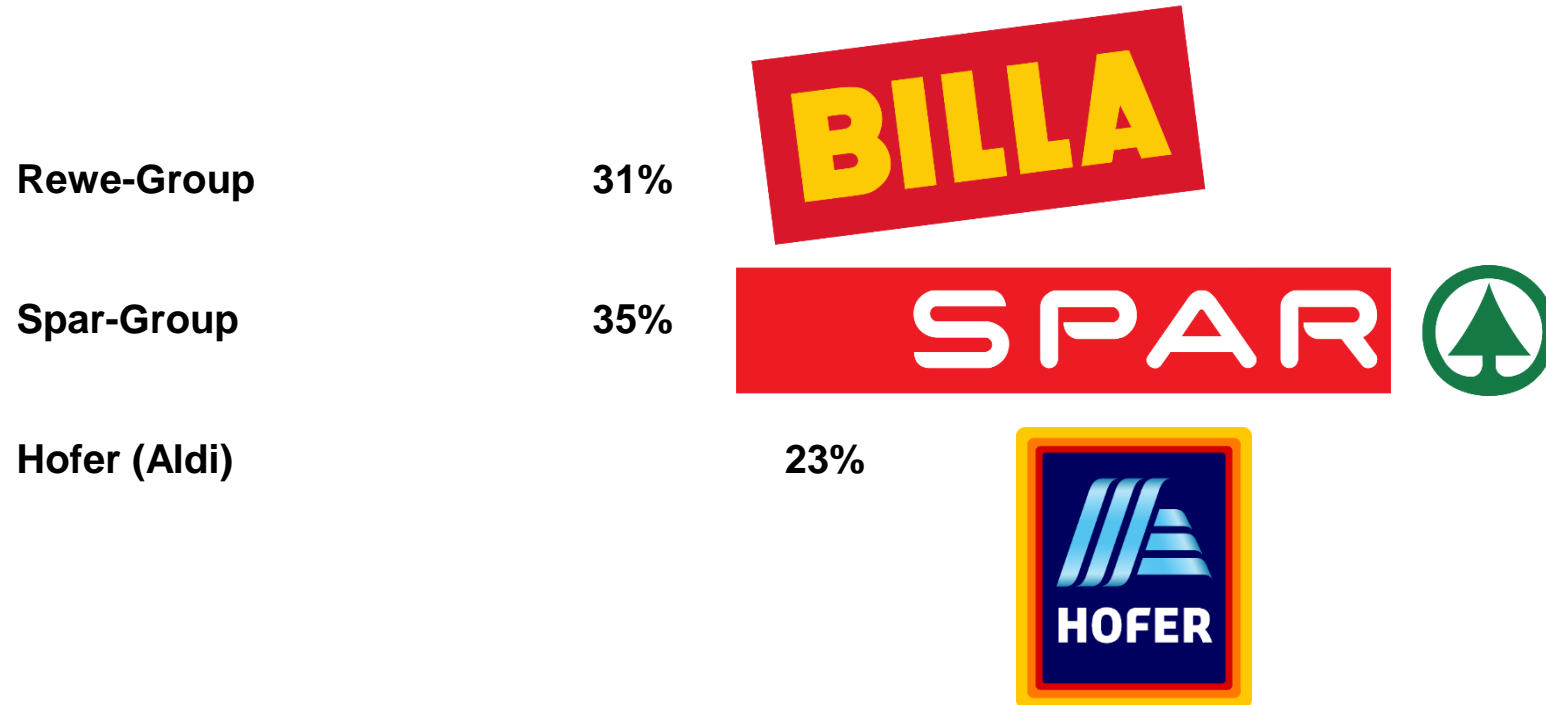
# HARVEST OF APPLES IN STYRIA





# MARKET SITUATION

In the food retail sector, three companies have around 90% market share



Opposite, there are 15 – 20 fruit suppliers

# OFFER BUNDLING VIA PRODUCER ORGANIZATIONS



> 90% of the Elderberry production:



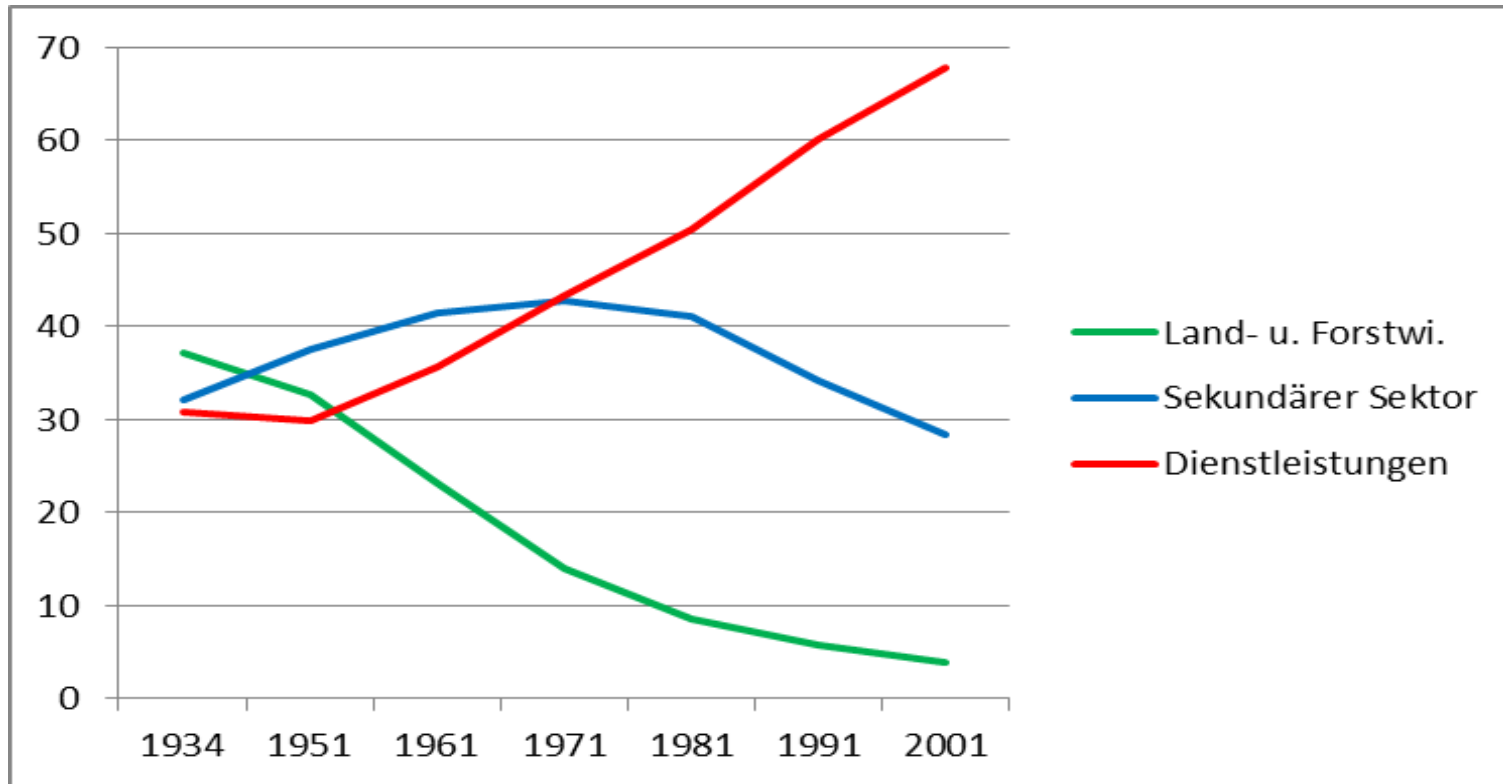
3 PO have 70% of the apple quantity



# VIEW

## PRODUCTION CONTINUES TO DECLINE

- around 50% of fruit growers are still willing to invest
- a lot will depend on the political decisions





**Thank you for your  
attention!**

