Interpoma Award

To give a further impetus to innovation in the apple sector, the upcoming edition of Interpoma - the only event entirely dedicated to the world of the apple worldwide - has a special new event in store: a prize to honour innovative ideas and projects in the global apple business – the so-called Interpoma Award. The award is going to be presented during the trade show. The first edition in 2020 will concentrate on varietal innovation: therefore, the award could either go to a new type of breeding program, a new apple variety or a marketing project whose proven success has been able to significantly assist the global apple industry. The candidate projects will be evaluated by a jury of experts appointed by Fiera Bolzano, the organizer of Interpoma.

The world of apples is in considerable ferment. Traditional varieties that have characterized the global market for many decades are facing a crisis of overproduction: they struggle to win over consumers, while fruit growers can often no longer cover the costs of production. New varieties of apples are entering the market with great success: many of these are protected by a varietal patent, the result of careful selection from public or private breeding programs, often marketed under their own brand. New taste profiles and superior sensory characteristics are shifting consumer choices towards these new varieties, with a major impact on the market and the sales success of traditional varieties. Subsequently, the offer is constantly growing, boosted by many new varieties that want to be part of this success, but still have to prove themselves in terms of quality and the ability to win over consumers.

Award criteria	In 2020 should be awarded an outstanding apple-breeding project, apple variety, variety or marketing project that has given impulses for the renewal of the category and the consumption of apples through its quality, sustainable use/approach and demonstrable success.
Organizer	Fiera Bolzano/Messe Bozen
Category	Appel (Malus domestica)
Sector	Breeding Programs / new varieties / marketing projects - worldwide
Expert Jury	- President of the Expert Jury: Michael Oberhuber – Director Research Center Laimburg - Georg Kössler - Consortium South Tyrolean Apple President - Prof. Massimo Tagliavini – Faculty of Science and Technology, Free University of Bozen-Bolzano - Walter Guerra – Head of institute, Research Center Laimburg - Robert Wiedmer - Director Südtiroler Beratungsring (Rural advisory service provider) - Markus Bradlwarter – CEO Variety Innovation Consortium (SK) - Gerhard Dichgans – Interpoma Congress Coordinator
Applications	Applications should be submitted in English and by e-mail to Fiera Bolzano/Messe Bozen (e-mail: interpoma@fierabolzano.it). Price categories: Breeding programs / Variety novelties / Marketing projects Application period: 15 April to 31 October Award ceremony: Friday 20 November 12:00 pm during the Interpoma Congress 2020
Assignment	The expert jury collects and evaluates the applications received as well as the projects proposed internally by the jury members themselves and selects the winning project. The decision of the expert jury is made after a detailed examination of the documents and is not subject to appeal. The decision will be communicated to the management of Fiera Bolzano/Messe Bozen, which will present the Interpoma Award on the Interpoma 2020 in Bolzano/South Tyrol in November 2020. Only one winning project will be selected and awarded with a sculpture by a renowned artist.

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Name of the project	
Name of the company/Institution	
Address	
Contact person	
Email	
Phone	
Short description of the project (max 1 A4 page)	
Why should your project win? **What was your motivation?**	
Additional material (photos, webpage, video etc.)	