

# IDFTA 2004 Conference Information and Schedule

**BOLZANO (BOZEN), ITALY, MARCH 1-4, 2004**

The IDFTA 2004 conference will be held March 1-4, 2004, in Bolzano (Bozen), Italy. The South Tyrol region is famous for its modern apple orchards and state-of-the-art warehouses, its marketing programs and its beautiful setting in the mountain valleys of the Alps of northern Italy. The nearby Dolomites have outstanding hiking and skiing. In the South Tyrol region, both German (Bozen) and Italian (Bolzano) are spoken. The IDFTA conference will have simultaneous translation of English, Italian and German. The conference will be held at the Messe Bozen (Fiera Bolzano) conference facilities and the adjacent Four Point Sheraton Hotel (e-mail [info@4p-sheraton-bolzano.it](mailto:info@4p-sheraton-bolzano.it), fax 39-0471-242111). The conference will include two days of orchard and warehouse visits, two days of educational sessions, a day of touring in Bolzano for accompanying person and an awards banquet.

The South Tyrol industry in northern Italy annually produces about 1 million metric tonnes of apples, which is about half the total production of Italy and about half the production of Washington State. There are 40,000 acres of apples with typical orchard size being 10 acres.

The apple orchards are planted with very high quality branched nursery trees at densities from 2500 to 3500 trees/acre. Important varieties are Golden Delicious (half total production), Gala, Fuji and Pink Lady. Cone-shaped trees are trained to a height of 10 to 12 feet. The trees receive more training than pruning and have a calm appearance. South Tyrolean orchardists believe that the best way to restrict growth is to produce apples.

The two-day educational sessions will feature speakers from around the world and will emphasize European experts. Many topics from production techniques to marketing will be included. Two themes will be applied—tree

physiology and new European apple varieties. The physiology session will apply knowledge of tree physiology to producing branched trees, to crop load management (thinning), to tree training (to achieve a calm tree) and nutrition. Speakers will describe their experiences with the many recently released European apple varieties.

The 2-day industry tours will feature outstanding orchards, tree training demonstrations, orchard equipment and a modern warehouse.

It is possible to travel to the conference independently (not as part of one of the tours listed below) by making your own travel and accommodation arrangements and registering for the conference. It will be possible to register for the conference at the IDFTA web site <[www.idfta.org](http://www.idfta.org)>.

Two tour options are provided for those who wish to have their travel details and accommodation arranged for them or who wish to extend their travel with visits to additional fruit districts and tourist sites. Tour Option 1 (8 days) includes air and bus travel, accommodation and registration for the IDFTA conference, while Tour Option 2 (15 days) includes the same activities as Tour Option 1 plus additional visits in the Bodensee fruit district in Germany and the Po Valley fruit region in Italy (see itineraries below). Tour prices include all breakfasts, IDFTA Conference registration, orchard tours and banquet. Tour price does not include cost of transportation to/from your home to the US gateway cities. Although not expected, tour prices are subject to change due to currency fluctuations and changes to the itinerary.

## OPTION 1.

### IDFTA Conference Tour Package

8 days, Feb. 27-Mar. 5, 2004; 6 nights hotel (4 Bolzano, 2 Munich). Tour price (per person double occupancy) is \$2295 from Newark (NJ); \$2355 from Chicago and Washington, DC (Dulles) and \$2395 from Seattle. The itinerary is as follows:

- Feb. 27 (Fri.) Depart from US gateway city (Newark, Chicago, Washington, DC, or Seattle).
- Feb. 28 (Sat.) Arrive Munich, Germany, transfer to hotel in central Munich. Overnight Hotel Maritim, Munich.
- Feb. 29 (Sun.) Travel by bus south through the Alps and over the Brenner Pass to Bolzano (Bozen), South Tyrol, Italy. Overnight Four Point Hotel Sheraton adjacent to the Messe Bozen conference facilities, Bolzano.

## IDFTA CALENDAR

### 47th Annual Conference

March 1-4, 2004

Bolzano (Bozen), South Tyrol, Italy

See this issue and IDFTA web page

<[www.idfta.org](http://www.idfta.org)>

### 48th Annual Conference

February 2005

Wenatchee, WA

### Summer Tour 2005

New Jersey

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Mar. 1 (Mon.) IDFTA Conference all-day orchard/warehouse tour. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 2 (Tues.) IDFTA Conference educational sessions and evening awards banquet. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 3 (Wed.) IDFTA Conference educational sessions. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 4 (Thu.) IDFTA Conference all-day orchard/warehouse tour. Depart at 5:00 p.m. for travel by bus to Munich. Overnight Hotel Maritim, Munich.

Mar. 5 (Fri.) Depart for US gateway city, arriving the same day.

Feb. 26 (Thu.) Travel by bus to Füssen with visits to the Weiskirche, a rococo masterpiece church, and the fairytale Neuschwanstein castle. Afternoon travel to Friedrichshafen on the Bodensee (Lake Constance). Overnight Seehotel, Friedrichshafen.

Feb. 27 (Fri.) Orchard and warehouse visits near Friedrichshafen and on the Swiss side of the Bodensee near Güttingen. Overnight Seehotel, Friedrichshafen.

Feb. 28 (Sat.) Visit apple and sweet cherry orchards near Friedrichshafen and attend the Obst + Garten Fair (Agriculture trade show and tree fruit sessions for fruit growers). Overnight Seehotel, Friedrichshafen.

Feb. 29 (Sun.) Travel by bus via Innsbruck and the Brenner Pass across the Alps to Bolzano (Bozen). Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 1 (Mon.) IDFTA Conference all-day orchard/warehouse tour. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 2 (Tues.) IDFTA Conference educational sessions and evening awards banquet. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 3 (Wed.) IDFTA Conference educational sessions. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 4 (Thu.) IDFTA Conference all-day orchard/warehouse tour. Overnight Four Point Hotel Sheraton, Bolzano.

Mar. 5 (Fri.) Travel by bus south into the Po Valley for apple, pear and stone fruit orchard and nursery visits. Overnight Hotel Leon d'Oro Boscolo, Verona.

Mar. 6 (Sat.) Orchard and warehouse visits in the Po Valley. Visit the Roman arena in Verona. Overnight Hotel Leon d'Oro Boscolo, Verona.

Mar. 7 (Sun.) Travel by bus to Venice. Afternoon tour of the city of canals. Overnight Laguna Palace Hotel, Venice (Mestre).

Mar. 8 (Mon.) Morning free to enjoy Venice. Late afternoon depart from Venice airport for Copenhagen, Denmark. Overnight Copenhagen.

Mar. 9 (Tues.) Depart for US gateway city, arriving the same day.

For additional information, please contact Tour Coordinator Bob Curtis (509-884-2632, [bobandverac@yahoo.com](mailto:bobandverac@yahoo.com)) or Tour Leader Bruce Barritt (509-663-8181, x233, [etaplz@wsu.edu](mailto:etaplz@wsu.edu)) and visit the IDFTA web site [www.idfta.org](http://www.idfta.org). To register for one of the tour options, complete the registration form and mail to Bob Curtis, IDFTA Tour, 1380 Eastmont #203, East Wenatchee, WA 98802 USA.

**OPTION 2.**

**IDFTA Conference Tour Package plus Pre- and Post-Conference Tours:**

15 days, Feb. 24-Mar. 9, 2004; 13 nights hotel (1 Munich, 3 Friedrichshafen, 5 Bolzano, 2 Verona, 1 Venice, 1 Copenhagen). Tour price (per person double occupancy) is \$3095 from Newark (NJ), \$3155 from Chicago and Washington, DC (Dulles) and \$3195 from Seattle. The itinerary is as follows:

Feb. 24 (Tues.) Depart from US gateway city (Newark, Chicago, Washington, DC, or Seattle).

Feb. 25 (Wed.) Arrive Munich, Germany, transfer to hotel in central Munich. Overnight Hotel Maritim, Munich.

**REGISTRATION FORM FOR TOUR OPTIONS 1 AND 2**

Copy and mail to: IDFTA TOUR, Attn: Bob Curtis, 1380 Eastmont #203, East Wenatchee, WA 98802 USA  
(Please give name/s **exactly** as they appear on your passport.)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP/COUNTRY \_\_\_\_\_

WORK PHONE \_\_\_\_\_

HOME PHONE: \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Please reserve \_\_\_\_\_ spaces on one of the following tours (mark one with a check):

1. IDFTA Conference Tour Package (8 days), Feb. 27-Mar. 5, 2004.

2. IDFTA Conference Tour Package + pre- and post-conference tours (15 days), Feb. 24-Mar. 9, 2004.

Enclosed find \$ \_\_\_\_\_ (US) as deposit for \_\_\_\_\_ people (\$250.00/each, due October 15, 2003).

Final payment due Dec. 1, 2003.

I will room with: \_\_\_\_\_ Please assign me a roommate: \_\_\_\_\_

Age bracket: Under 30: \_\_\_\_\_ 30-50: \_\_\_\_\_ Over 50: \_\_\_\_\_ Smoker: \_\_\_\_\_ Non-smoker: \_\_\_\_\_

I prefer a single room and will pay a single supplement (\$425): \_\_\_\_\_

My United Airlines mileage plus number is:

Name 1: \_\_\_\_\_

Name 2: \_\_\_\_\_

Please assign me a United Airlines mileage plus number: \_\_\_\_\_

Passport # and date of issue, passenger #1: \_\_\_\_\_

Passport # and date of issue, passenger #2: \_\_\_\_\_

**(PLEASE MAKE CHECKS PAYABLE TO: "IDFTA TOUR." CREDIT CARDS NOT ACCEPTED.)**