



PARTICIPANT INVITATION

SOFT FRUIT CONFERENCE 2026 at beautiful Hooks Herrgård

24-25 NOVEMBER



The Soft fruit Conference at Hooks Herrgård is the most important event of the year for soft fruit growers. Here you will meet industry colleagues, advisors, researchers and your suppliers. The Soft fruit Conference is a place to share knowledge, experience and new perspectives.

At the most recent conference, 185 people from 11 countries and 46 companies participated. You simply cannot miss this!

New this year, the soft fruit advisors from HIR Skåne, in collaboration with Magnus Engstedt, are responsible for the conference programme. The programme has been carefully selected to address the most relevant topics for professional soft fruit production in Sweden.



HIR Skåne



PROGRAMME

Tuesday 24 November

9.30 WELCOME COFFEE

10.00 CONFERENCE OPENING

10.10 SEASON OF 2026: Experiences from Sweden and our neighbouring countries

10.30 NEW KNOWLEDGE AND VARIETIES FROM THE BREEDERS

Jan Robben, Flevoberry • Falco • Florice • Fardao and more

Stefan Kraege, Stefan Kraege Züchtung • Aylin • Zappa • Goddess and more

11.10 VISIT THE EXHIBITION - Our exhibitors:

- Olssons Frö AB • Lindflora • Tanggaard A/S • Dansk Vanding • Koppert • Marktegs AB
- SW Horto AB • Kraege Beerenpflantzen • Andershornstein • Henselman • Fagerhult
- Nordisk Alkali AB • DCM • A1 Staff • LRF Trädgård • Biobasiq • SFT Emballage • Pacsystem AB
- LMI AB • Van Iperen • Haygrove • Nordec Bio AB • Lantmännen • Lantlyftet • Bato • Carepa
- BK Pac AB • Omya AB • Scanpeat • De Kemp • Kaack Pflanzenvermehrung • Skovhave
- Grönsaksmästarna • Rapo BV • Thaipower • Gullviks • Rosenqvists Irrigation • Yding Smedie
- TM Connect AB • Croptiq • Mtech • Digital Solutions • Lallemand Plant Care • Scangrow ApS
- Aquadrip • Metasa • Kilter

12.10 NEW KNOWLEDGE AND VARIETIES FROM THE BREEDERS

Ruud Venner, Fresh Forward • Verdi • Cadenza • Ravellia m.fl

12.30 LUNCH

14.00 CONTROL OF THRIPS: Experience of sticky traps and flowering alyssum in Sweden and England

Linda-Marie Rännbäck, HIR Skåne

14.15 STRATEGIES AGAINST THRIPS IN GERMANY: Experiences from biological control and physical barriers

Juliane Braun, Delphy Nederländerna

14.45 FROM FLOWER TO BERRY: Who pollinates the strawberry flowers and how can we support them?

Liam Kendall, Lund University

15.15 AFTERNOON COFFEE & VISIT THE EXHIBITION

19.30 DINNER



HIR Skåne



Wednesday 25 November

09.00 VISIT THE EXHIBITION

10.00 PREVENTIVE MEASURES AGAINST *DROSOPHILA SUZUKII*: Experiences from England

Michelle Fountain, NIAB

10.25 NEWS ABOUT PLANT PROTECTION ACCESS

Frida Olsson LRF Minor Use

10.40 PFAS IN PESTICIDES-What is it, and what could it mean for the soft fruit industry? Torbjörn Synnerdahl Eurofins Food & Feed Testing Sweden AB

11.00 VISIT THE EXHIBITION

11.20 STRAWBERRY PRODUCTION IN FOCUS: Inspiration from Karl's Erdbeerhof

Thomas Hahmann & Saskia Erderer, Karl's Erdbeerhof

11.50 LEADERSHIP AND MANAGING STAFF: Inspiration and shared experiences

12.20 LUNCH

13.30 UV-C as a sustainable alternative, but is it the right solution for YOU?

André Chabaline, Croptiq

14.30 WITHOUT MOVENTO: Managing mites in field-grown strawberries

Victoria Andersson, HIR Skåne

14.45 INNOVATIVE WEED CONTROL IN OPEN-FIELD STRAWBERRIES

Robotic spot spraying for weeds

Kristian Møller, Ag-precision

Precision weed control using robotics

Hans G. Broch, Kilter

Camera-guided mechanical weeding and electrical weed control

Håkan Brolin Garford/DataVäxt

Camera-guided inter-row weeding

Niklas Stuhr Pedersen Yding Smedie

15.15 CLOSING COFFEE



HIR Skåne



PRICE

SEK 5,750/person excl. VAT

The price includes the conference, accommodation in a shared double room and all meals: breakfast, two lunches, coffee breaks and a three-course dinner. Single-room supplement: SEK 400.

Extra night, 23-24 November: SEK 1,350 in a shared double room. Single-room supplement: SEK 400. If you arrive the day before, you can also book dinner when signing up.

REGISTRATION

Scan the QR code with your phone camera to go directly to the registration form. You can also register by clicking the link or by contacting one of our advisors below.



Linda-Marie Rännbäck

linda-marie.rannback@hushallningssallskapet.se

+46 10-476 22 66



Josefin Mebius

josefin.mebius@hushallningssallskapet.se

+46 10-476 20 90



[Sign up here!](#)

VENUE

Drive to Hooks Herrgård (30 km south of Jönköping). Read more about the hotel and directions at www.hooksherrgard.se

Directions by public transport

Take the train to Nässjö or Jönköping station. Take bus 7641 from Nässjö towards Sävsjö or bus 141 from Jönköping towards Halmstad. Get off at the Hooks Herrgård bus stop, then walk 300 m.

*A very warm welcome!
Best wishes from the organisers*

Thilda, Josefin, Linda-Marie, Victoria and Magnus



HIR Skåne