



January 2013 Feature Story:

"Blackcurrant industry champion, Weremczuk FMR, is sponsoring the development of our industry's most strategically important database: the annual global production review."

The blackcurrant industry is poised for a wonderful renaissance. Major food and beverage brands are increasingly using blackcurrants in their New Product Development programmes.

But pivotal to the stable and long-term development of the industry is reliable data that allows growers and processors, and the marketplace, to invest in blackcurrant-based initiatives.

For many years, firstly the EBA (European Blackcurrant Association) and, since 2008 the IBA, have worked to provide an overview of global blackcurrant production.

This year, as part of their commitment to assisting our industry, Polish-based agricultural machinery champion, Weremczuk FMR, has agreed to be a major sponsor of the IBA and specifically to sponsor the blackcurrant industry's Annual Production Database.



Harvester JOANNA3

A successful blackcurrant industry requires champions: champions in the areas of agronomy and plant-breeding, champions in the areas of health research and new product development.

Delegates at EBA and now IBA Conferences all know the Weremczuk team. They have supported our Conferences every year. But most don't know just how successful Weremczuk is in its own field: champions of machinery for a wide range of fruit and vegetable crops.

Poland is one of the great fruit producing nations of the world, and Weremczuk FMR (www.weremczukagro.pl) is one of their most successful agricultural machinery innovators. The company designs, manufactures and markets, machinery of exceptional quality for customers across Europe, and is now developing markets in Asia and the Americas.

"My company is developing massive plantings of blackcurrants in Ukraine. It's a new venture for us and we are facing a lot of new challenges. But the team at Weremczuk worked with us to identify the best equipment for what we needed. They also provide a complete backup service for us. Weremczuk's advice and service is one of the crucial factors in our expansion programme."

Wieslaw Blocki, POLAND

"The blackcurrant industry is a global family. Of course, we compete with each other as growers and as countries. But it's healthy competition that brings out the best in us. So it is with horticultural machinery; and perhaps the best innovator and supplier in the fruit harvesting and equipment family is Polish-based Weremczuk FMR. Award-winning innovation in machinery creating equipment that is a delight to own and use".

Friedrich v. Elverfeldt, GERMANY

"Blackcurrants are both a bespoke cottage industry and a sophisticated new generation high-volume horticultural crop. Weremczuk's beautifully designed and manufactured "red-machines" are a key part of bringing our industry into a new era. They help harvest high volumes but without any compromise on quality. I am often amazed at how their machines consistently produce harvested fruit that looks so good it could have been handpicked."

Bent Soerensen, DENMARK

The all new IBA Annual Production Database sponsored by Weremczuk FMR, is now available on the IBA website. To see Weremczuk's world-leading blackcurrant machinery visit their [Gallery](#).

Bill Floyd, Editor