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'Genetics, innovations and unforgettable taste: Open days at Opora Zaden 2026'

Растителна Защита

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This year's edition of the Summer Open Days is once again dedicated to the tomato – the star product of European cuisine. From June 4 to 6, at the base of Opora Zaden Bulgaria in the village of Tsalapitsa, you will have the opportunity not only to learn about the new trending tomato varieties with excellent taste and a true revolution in genetics, but you will also see the future of successful vegetable production. The event will practically demonstrate how the winning formula – perfect genetics, proper nutrition, and intelligent protection – leads to top-quality produce.

What will you see?

Genetic revolution in tomatoes (Opora Zaden): The focus this year is on tomatoes. You will be able to view 23 premium varieties of large-fruited pink and red tomatoes. The absolute highlight is the 6 innovative hybrids with high resistance to the ToBRFV virus (brown rugose fruit virus) – including the world's first resistant pink tomatoes. Additionally, two promising varieties of greenhouse peppers will be presented.

Living soil and precision nutrition (Green Ground): Excellent genetics require a perfect environment. Specialists from Green Ground will demonstrate how balanced fertilization, tailored to growth stages, can drastically increase the share of top-quality produce, improve its flavor, and optimize profitability.

Uncompromising crop protection (BASF): Crop protection is the foundation of success. BASF Agricultural Solutions will present its latest conventional and biological solutions against key diseases, mites, and pests, fully aligned with future environmental and market standards.

More than an exhibition

"Open Days 2026" is a place for sharing ideas and experiences. The organizers have prepared a rich accompanying program:

Academy for professionals every day from 10:30 AM to 11:30 AM:

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Boril Nikolov from Opora Zaden will introduce you to the types of resistance, yield, market value, and new standards for pink tomatoes.

Borislav Rangelov from Green Ground will explain why it is important to have healthy soil and balanced nutrition to achieve top-quality produce and turn the plants' potential into real yield.

Atanas Ivanov from BASF Agricultural Solutions will showcase the modern solutions against the main diseases and pests in tomatoes and why reliable crop protection is the foundation of a successful harvest.

Exclusive gourmet zone:

Because true quality is recognized on the plate! Renowned chefs – Nikola Todorov, Ivan Mandalov, Svetoslav Kuzev (Kempinski Grand Arena Bansko), and Valentin Dimitrov (Restaurant EDEN, Plovdiv) – will unleash their imagination live, transforming quality tomatoes into haute cuisine.

Save the dates: June 4 – 6, 2026. At the Opora Zaden base in the village of Tsalapitsa, you will be able to see, compare, and evaluate live how the right partners and innovative solutions build successful agriculture.