

Geneva's terroir on an iPhone app

This is probably the first application of its kind in Switzerland—a whole agricultural region, its players and specialties, at your finger tips! Using various search options, including geolocalisation, you can access information about farmers who market fruit, vegetables, wine, meat, flowers and more directly from their farms. The “Genève Terroir” app also gives you the basic facts and figures about farming in Geneva, news, events, tells you which farms rent guest rooms, and displays itineraries for good country walks. It shows you how to identify the Genève Région – Terre Avenir quality seal, and also lists Terroir Ambassador restaurants that serve Geneva produce and wines with pride. And: in the Geneva area, any lucky winner of the app game will receive a selection of fine local products as prize.

