

# At the end of June, the cherry festival is held annually in Kyustendil

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*Date:* 29.06.2025 *Issue:* 6/2025



*The Cherry Festival 2025 is held in the town of Kyustendil – the Orchard of Bulgaria, from 27 to 29 June 2025. Although this year the balance of the cherry harvest is 95.1% lower than last year, the festival is more than a celebration – it is a feeling of community, abundance and the taste of summer.*

On 28 June 2025 (Saturday) at 11:00 a.m. the Cherry Festival was officially opened with the presentation of promising cherry cultivars for the country and the region by the Institute of Agriculture – Kyustendil. Despite the unfavourable climatic conditions during the past spring, which caused serious damage to cherry orchards in the main production region of the country, farmers and researchers from the Institute are already preparing with hope for a better harvest in the next growing season.



*The stand of the Institute of Agriculture – Kyustendil is arranged with local and introduced cherry cultivars*

The main objectives pursued by the Institute in its breeding work are large-fruited cultivars, the so-called firm-fleshed sweet cherries, resistant to changing climatic conditions – late spring frosts and fruit cracking during ripening.



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## Promising cherry cultivars from Kyustendil – with excellent agronomic traits

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The festival was officially opened by the Mayor, Eng. Ognyan Atanasov, with the words: "You know that this year the spring weather was not favourable to our agricultural producers, but hard times give birth to strong people and characters. This united us, we created the festival and we managed to hold it only because of you, because thanks to you – the people, this festival exists." Eng. Ognyan Atanasov expressed hope that next year will be better.



The festival, organized by Kyustendil Municipality and the Institute of Agriculture – Kyustendil, is traditionally attended by agricultural producers, traders, artisans and community cultural centres (chitalishta) from all villages in the Kyustendil region.

A highlight of the festival is the exhibition-market of cherries and cherry compositions created with cherry fruit. Part of the cherry fair are also stands with fresh cherries, jams, beverages and other delicious cherry surprises, a culinary zone with demonstrations and tastings led by master chefs, competitions with cherries and numerous entertainments for young and old.

The Cherry Festival is organized by Kyustendil Municipality with the support of the Institute of Agriculture and local organizations that lovingly preserve and develop the traditions of the „city of cherries“.

See the programme **here**

*Photos © Department "Culture and Spiritual Development", Kyustendil Municipality*