



**GREEN SMILE**

CERTIFIED PROFESSIONAL TRAINING

# **BLUEBERRY**

**COURSE 2023**

**3rd Edition**

**BLUEBERRY PRODUCTION TECHNIQUES  
TO OBTAIN HIGH QUALITY FRUIT**

**NOVEMBER 10 & 11, 2023 | AGADIR**

**contact@greensmile.ma | 06 66 66 86 05**

## **BLUEBERRY PRODUCTION TECHNIQUES TO OBTAIN HIGH QUALITY FRUIT**

The cultivation of blueberry is of recent appearance in 2004 in Loukkos and only around 2014 in Souss. It is a product of diversification which meets a certain success and whose extension is particularly fast. Even if the current market conditions are very favorable to Moroccan growers, the current craze for this crop will mean in the medium term a downward trend in profits.

### **TECHNICAL PERFORMANCE: A MUST-HAVE ASSET**

This is a crop that is very sensitive to soil conditions and irrigation water. Especially in the Souss region where growing in substrate is needed. Given the substantial investments required for this crop, technical mastery at all levels is required to ensure sustainable margins in the medium term.

### **HIGH LEVEL TRAINING**

Green Smile presents an Internationally renowned expert :  
**Sebastian Ochoa.**

This third edition of the training organized by Green Smile has been designed for blueberry growers as well as those seeking to diversify into this promising crop while ensuring a good control from the start.

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# TECHNICAL SHEET

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- **Date** : NOVEMBER 10 & 11, 2023
- **Target** : Blueberries growers, growers that want to convert to blueberry crop, technical consultants, Production managers, farm managers, Technical sales managers.
- **Accreditation** : A certificate will be delivered at the end of the training.
- **Training objective** : Achieving a level of performance in both soil and soilless Blueberry cultivation.
- **Keywords** : Physiology, Phenology, Nutrition, production systems, in soil and in substrate irrigation strategies, post harvest, main pests and diseases
- **Duration** : 2 days in class
- **Place** : Hyatt Regency Taghazout Bay - Agadir

**Price per participant : 675 €**

Language : The training will be held in Spanish and simultaneous translation will be provided to French and English. Simultaneous translation will be provided by professional conference interpreters (CATEGORY A) approved by AIIC (International Association of Conference Interpreters) and who have participated in the 3 editions of the Morocco Berry Conference.



# PROGRAM

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- 1 - Blueberry physiology, phenology and characteristics of the species:
  - Blueberry physiology, description of its morphology and characteristics of this fruit tree that influence its management in terms of soil/substrate, irrigation, nutrition.
- 2- Blueberry varieties. Edaphoclimatic characteristics and requirements.
  - Description of the groups of varieties cultivated worldwide and varieties of commercial importance today.
  - Particular handling of the different varieties in relation to the soil/substrate and the climate where they will be established.
  - Climatic and soil aspects of importance to consider in the cultivation of blueberries and their management.
- 3- Establishment of the crop and first care. Techniques for variety changes (grafting).
  - Management recommendations in the establishment of the crop.
  - Indications and care in the plantation together with its initial handling with the aim of obtaining a homogeneous orchard.
  - Management to change the variety through grafting techniques.
- 4 - Pruning, nutrition and irrigation. Use of biostimulants.
  - Pruning according to the groups of varieties and edaphoclimatic zones where they are grown.
  - Nutrition to obtain high quality fruit, along with important considerations in relation to blueberry cultivation.
  - Blueberry water requirements, irrigation water quality, and optimal irrigation systems for the crop. Irrigation management in blueberry cultivation in soil and in pots.
  - Oxidative stress in blueberries and its management in relation to the use of biostimulants. Recommendations for the use of biostimulants to obtain high quality fruit.

# PROGRAM

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## BLUEBERRY COURSE 2023

- 5 - Main pests and diseases in blueberries.
  - Main pests and diseases that affect blueberries in Morocco worldwide.
- 6 - Production of organic blueberries. Hydroponics and use of protected agriculture.
  - Requirements for organic production in terms of regulations.
  - Nutrition management, pest and disease control in organic farming.
  - Basis for hydroponic cultivation and its management in relation to the quality of the substrate/container. Considerations for choosing a suitable substrate and its care.
  - Use of protected agriculture in blueberries:
    - › Management of nets and luminosity.
    - › Handling of plastics.
- 7 - Harvest and post-harvest handling in blueberries.
  - Harvest and post-harvest handling together with the considerations to have in order to achieve a longer post-harvest life.
- 8 - Blueberry situation worldwide. Planting and production trend

# MAIN EXPERT BIOGRAPHY



**BLUEBERRY**  
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## **SEBASTIAN OCHOA** INTERNATIONAL CONSULTANT CONSULTORA SANTA MARIA - CHILE

Agricultural Engineer, MBA, M.Tech. Advisor and consultant to growers and exporters of blueberries in Chile, Peru, Colombia, Ecuador, Mexico, United States, Zambia, South Africa, China and New Zealand. Conventional, Organic and Biodynamic production, in soil and hydroponic production (more than 12.000 hectares).

Corporate participation in productive blueberry projects intensive hydroponic in greenhouses. Global advisor of the company's productive projects and third-party growers of the Early Blue Australian genetic program (Oz Blu/United Exports) in Australia, Zambia, South Africa, Morocco, USA, Mexico, Peru and Chile.

Roger Horak, Founder and CEO of United Exports & Co-Founder of OZblu describes Sebastián,  
" Sebastián is one of the most highly skilled and respected individuals in the blueberry industry around the globe"



**GREEN SMILE**

# REGISTRATION FORM

To be completed, scanned and sent to [contact@greensmile.ma](mailto:contact@greensmile.ma)

Date : .....

Company :

Person in charge :

Tel / E-mail:

Signature & stamp :

## PARTICIPANTS

Name :

Function :

Tel:

E-mail :

Name :

Function :

Tel:

E-mail :

## CONDITIONS GÉNÉRALES DE PARTICIPATION

Registration: To be valid, the registration form must be complete, signed & sealed and accompanied by full payment.

Payment: Payment must be made by bank transfer to **GREEN SMILE** bank account. Once payment has been received, the registration form is validated.

This form is proof of agreement.



# PREVIOUS EDITION PICTURES



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**GREEN SMILE**

## **ORGANIZERS**

Green Smile is a consulting company created in March 2009. We offer innovative training and events to help agricultural producers in their growing practices. Green Smile's activities and events aim to discuss practical topics related to production techniques, logistics, markets, marketing and business strategies.

We connect growers with experts from around the world to guide and mentor them on their technical journey.

We are the organizers of the Tomato Morocco , Potato Morocco and Morocco Berry Conference, which have brought together more than 500 participants and key players in the tomato, potato and berry industry.

For the smooth running of the training, places are limited!!

So register quickly by contacting us:  
[contact@greensmile.ma](mailto:contact@greensmile.ma) | 06 66 66 86 05