

ROUND TABLE

CONFERENCE CLOSING

CONCLUSIONS & RECOMMENDATIONS

5:40

6:05 6:20







PROGRAM 2024

	7.20	Deviatoration () and a major of all and a			
	7:30	Registration & welcoming delegates	GDEAVED.		COLINEDY
АМ	8:30	Opening speech	SPEAKER	ORGANISATION	COUNTRY
		Session 1: Market update Moderator: Thomas Drahorad			
	9:00	Global Production, Trade, and Emerging Trends in Strawberries, Blueberries, and Raspberries	Thomas Drahorad	Italian Berry	Italy
	9:25	Chinese market opportunity	Huan Zhang	Twinkle Star Berry	China
	9:50	Mastering the Market Approach for Berry Branding Excellence	Lacey Bradshaw	Coregeo	UK
	10:15	Market update of Moroccan production 2023/2024	Amine Bennani	Interproberries	Morocco
	10:40	Q&A (15 MIN)			
	10:55	COFFEE BREAK (30 MIN)			
		Session 2 : Technical session Moderator: Marcel de Jong			
	11:25	How to overcome abiotic stress during generative stages on berry crop	Jorge Duarte	Hortitool Consulting	Portugal
	11:50	How to reduce water usage without affecting yield on berry crops	Camilo Ignacio Souto Escalona	University of Concepción	Chile
	12:15	The effect of diffusing light on plant and fruit performance	Pieter Mol	Svensson	Netherlands
	12:40	Q&A (15 MIN)			
	12:55	LUNCH BREAK (1H3O)			
PM		Session 3 : Breeding & sustainability Moderator : Thomas Drahorad			
	2:25	Marketing and IP on club varieties	Ines Buiza	Fallcreek	Spain
	2:50	Blueberries, the future will necessitate machine harvesting.	Roger Horak	Ozblu	Australia
	3:15	Driving Innovation and Sustainability in Morocco's Strawberry and Raspberry Production	Alfonso López	Planasa	Spain
	3:40	COFFEE BREAK (30 MIN)			
		Session 4 : Technology and operation management Moderator : Marcel de Jong			
	4:10	Decision making in the berry business: What is missing in the critical moments of season.	Fernando Martino	International Consultant	Chile
	4:35	Why data is important in agriculture	Daniel Than	Way Beyond	New Zealand
	5:00	Ensuring Food Safety and Hygiene Standards in the Blueberry Industry	Mourade El Hassouni	FPS	Canada
	5:25	Q&A (15 MIN)			

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