WEDNESDAY 6 SEPTEMBER 2017

10:00 - 13:00  Delegate registration

13:00 - 13:30  Welcome and opening
   • Michael Barker - Moderator (editor of FPJ)
   • Gaston Opdekamp - (Managing Director of Coöperatie Hoogstraten)
   • Anja Stas - (Chief Commercial Officer of KDMA)

13:30 - 15:00  ‘A glimpse into the future: looking for synergies between science and marketing’
   • Kevin Folta (Professor and chairman of the horticultural sciences department at the University of Florida)
   • Richard van Hooijdonk (international keynote speaker, trendwatcher and futurist)

15:00 - 15:45  Networking break: exhibition and poster sessions

15:45 - 17:30  PARALLEL SESSION 1

Research: Strawberry physiology, Breeding and Phenotyping
Keynote speaker: Anita Sonsteby (Norway) - Environmental control of flowering and dormancy in strawberry

• ‘Reduced winter chill as a means to improve the production potential of late day-neutral strawberry cv; Verity’: Gallace N., Boonen M., Lieten P. (Belgium)

• ‘How to match an everbearer production planning to a retailer demand curve? A case study’ De Laethauwer S., De Laethauwer B., Aelterman J., Aelterman H., Aelterman S. (United Kingdom)

• ‘Breeding for resilient strawberries with high quality and phytochemicals content’ Mezzetti B., Mazzoni L., Balducci F., Di Vittori L., Battino M., Capoca F. (Italy)

• ‘Characterizing Agronomical Traits in a diploid strawberry NIL collection’ Zhang R., Taris K.E, Urrutia M., Monfort A. (Spain)

Commercialisation: Evolution of the strawberry world market

• ‘Production areas worldwide & trade flows’ - Philippe Binard (General Delegate of Freshfel Europe) - Dan Legard (California Strawberry Commission, USA)

• ‘Export of fruit and vegetables in a changing world’ - Jonathan Holslag (International politics at the Free University Brussels)

17:45 - 18:00  Conclusions by the moderator (Research & Commercialisation)

18:00 - 18:45  Exhibition and poster sessions

19:00 - 22:00  Evening reception included - BBQ formula
## Program

### THURSDAY 7 SEPTEMBER 2017

#### PARALLEL SESSION 2

**Research: IPM, pests and diseases**

Keynote speaker: Barreda A.T. (Spain)

- ‘Current IPM strategies against Drosophila suzukii in Switzerland’
  Baroffio C., Dorsaz M., Kuonen F. (Switzerland)

- ‘Comparing an integrated pest management with a chemical control strategy in multiple strawberry cultivations’
  Vervoort M., Melis P., Stoffels K., Van Delm T. (Belgium)

- ‘Dimethyl Disulfide (DMDS) to control nematodes in strawberry nursery stock in the Netherlands’
  Van der Griend P., Saathof W., Hendriks E., de Tommaso N., Myrta A. (The Netherlands)

- ‘A review of nematode problems in Florida strawberry fields’
  Desaeger J.A., Noling J.W. (USA)

#### PARALLEL SESSION 3

**Research: New technologies and innovative developments**

- ‘A new approach for strawberry disease control’
  Takeda F., Janiesiewicz W., Smith B. (USA)

- ‘Plant-microbe interactions in strawberry grown in sustainable and disease suppressive substrates’
  Deboe J., De Tender C., Kyndt T., Muylle H., Vande Casteele B. (Belgium)

- ‘Recombinase Polymerase Assay for fast, sensitive and on-site detection of Phytophthora cactorum without DNA Extraction’
  Kokko H., Toljamo A., Martin F., Munawar M. (Finland)

- ‘Light quality differentially affects sporulation of Botrytis cinerea and disease incidence in strawberry’
  Meng L., Hofte M., Van Labeke M-C (Belgium)

- ‘Effect of growing strawberries with superimposed levels of cropgutters on yield and quality’
  Bosc J.-P. (France)

### Commercialisation: Marketing

- Eye-tracking: Wim Hamaekers (Managing Partner at Haystack)

- ‘Have you been nudged today? Unconscious influences on human behaviour’
  Jan Urlings (Market Research Expert/Founder at Delta Marktonderzoek)

- ‘Social Influencers: Who are they? Where do you find them? And how do they ignite the flame?’
  Carole Lamarque (Founding partner of Duval Union)

### Commercialisation: Sustainability and processing

- Food waste: Sebastiaan Kennes (Food Waste Innovation Network)

- Processed strawberries: Eda Demir (Product Development Manager at Optifreeze)

- Food safety & migration: Max Welter (Key Account Manager at Smurfit Kappa)
THURSDAY 7 SEPTEMBER 2017 (CONTINUED)

13:15 - 14:15 Networking lunch: exhibition and poster sessions

14:15 – 16:15 PARALLEL SESSION 4

**Research: Fruit quality and health, Post-Harvest**

Keynote speaker: Desjardins Y. (Canada) - *Strawberry polyphenols bioavailability and modulation of the gut microbiota consortium*

- ‘Fructooligosaccharides as molecular markers of geographical origin and prebiotic potential in strawberries: ATLCl, HPAEC-PAD and FTIR study’ Mellado-Mojica E., Garfias A-J, Davalos-Gonzalez P., Desjardins Y., Lopez M. G. (Mexico)
- ‘Evaluation of strawberry as an inhibitor of recombinant human histidine decarboxylase activity’ Uno Y., Nitta Y., Ishibashi M., Noguchi Y., Fujita T., Sone K., Kikuzaki H. (Japan)
- ‘Organ-specificity of Fra a paralogs encoding the major allergens in Fragaria × ananassa’ Ishibashi M., Nabe T., Nitta Y., Uno Y. (Japan)
- ‘Introducing SIFT-MS to post-harvest research, a case study on strawberries (Fragaria × ananassa)’ Vendel I. (Belgium)
- ‘A Flavour Model for Strawberry’ Labrie C., Verkerke W. (The Netherlands)

**Commercialisation: Retail and consumer preferences, strawberries leading the soft fruit category**

- Shelf management: Jelger de Vriend (Co-Founder of Innovative Fresh)
- E-commerce: Stéphane Ronse (Founder of Foodbag.be)
- Out of home consumption: Matthew Corrin (Founder of Freshii)
- Point of view Retail

16:15 - 16:45 Networking break: exhibition and poster sessions

16:45 - 17:30 Interactive final debate & conclusions

19:00-23:00 Congress Gala dinner (optional)
## FRIDAY 8 SEPTEMBER 2017: EXCURSION

<table>
<thead>
<tr>
<th>TIME</th>
<th>TOUR 1</th>
<th>TOUR 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30</td>
<td>• Departure to Hoogstraten (Belgium)</td>
<td>• Departure to Venlo (The Netherlands)</td>
</tr>
<tr>
<td>08:15</td>
<td>• Arrival &amp; welcome in Hoogstraten</td>
<td>• BVB Substrates (expert in the production of growing media)</td>
</tr>
</tbody>
</table>
| 08:30 – 09:00 | • Coöperatie Hoogstraten: The Hoogstraten Producers Association | 09:30 – 10:30
|        | • Strawberry production: Michel Hereijgers (The Netherlands)            | • Vissers (propagation of strawberry plants)                            |
| 09:00 – 10:00 | • Strawberry production: Ronnie Jansen (Belgium)                      | 11:00 – 12:00
| 11:00 – 12:00 | • Research Station Hoogstraten (PCH)                                  | Lunch at an inspiring location                                          |
| 12:30 – 13:30 | Lunch at an inspiring location                                         | • Limgroup (breeding company, specialised in strawberries, asparagus and mushrooms) |
| 13:30 – 15:00 | • Research Station Hoogstraten (PCH)                                  | Excursion ending                                                        |
| 17:00  | Excursion ending                                                        | Excursion ending                                                        |