



3RD INTERNATIONAL STRAWBERRY CONGRESS

Program

6-8 September 2017



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 Sonstebj** (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., Aeltermann J., Aeltermann H., Aeltermann 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



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THURSDAY 7 SEPTEMBER 2017

9:00 - 10:45

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)

10:45 - 11:30

Networking break: exhibition and poster sessions

11:30 - 13:15

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:' **Debode J.**, De Tender C., Kyndt T., Muylle H., Vandecasteele 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.**, Höfte 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)





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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: ATLC, 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 x ananassa*' **Ishibashi M.**, Nabe T., Nitta Y., Uno Y. (Japan)
- 'Introducing SIFT-MS to post-harvest research, a case study on strawberries (*Fragaria x ananassa*)' **Vendel I.** (Belgium)
- 'A Flavour Model for Strawberry' **Labrie C.**, Verkerke W. (The Netherlands)

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)

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



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FRIDAY 8 SEPTEMBER 2017: EXCURSION

TOUR 1

07:30	<ul style="list-style-type: none">• Departure to Hoogstraten (Belgium)
08.15	<ul style="list-style-type: none">• Arrival & welcome in Hoogstraten
08:30 – 09:00	<ul style="list-style-type: none">• Coöperatie Hoogstraten: The Hoogstraten Producers Association
09:30 – 10:30	<ul style="list-style-type: none">• Strawberry production: Michel Hereijgers (The Netherlands)
11:00 – 12:00	<ul style="list-style-type: none">• Strawberry production: Ronnie Jansen (Belgium)
12:30 – 13:30	Lunch at an inspiring location
13:30 – 15:00	<ul style="list-style-type: none">• Research Station Hoogstraten (PCH)
17:00	Excursion ending

TOUR 2

	<ul style="list-style-type: none">• Departure to Venlo (The Netherlands)
09:30 – 10:30	<ul style="list-style-type: none">• BVB Substrates (expert in the production of growing media)
11:00 – 12:00	<ul style="list-style-type: none">• Vissers (propagation of strawberry plants)
	Lunch at an inspiring location
	<ul style="list-style-type: none">• Limgroup (breeding company, specialised in strawberries, asparagus and mushrooms)
	Excursion ending