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., Capocia 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
THURSDAY 7 SEPTEMBER 2017

9:00 - 10:45  PARALLEL SESSION 2

Research: IPM, pests and diseases

- ‘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)

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 media: Carole Lamarque (Founding partner of Duval Union)

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., Vandezande 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: 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: 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 × 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)

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
### FRIDAY 8 SEPTEMBER 2017: EXCURSION

#### TOUR 1

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>07:30</td>
<td>Departure to Hoogstraten (Belgium)</td>
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<tr>
<td>08:15</td>
<td>Arrival &amp; welcome in Hoogstraten</td>
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<tr>
<td>08:30 – 09:00</td>
<td>Coöperatie Hoogstraten: The Hoogstraten Producers Association</td>
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<td>09:30 – 10:30</td>
<td>Strawberry production: Michel Hereijgers (The Netherlands)</td>
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<td>11:00 – 12:00</td>
<td>Strawberry production: Ronnie Jansen (Belgium)</td>
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<td>12:30 – 13:30</td>
<td>Lunch at an inspiring location</td>
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<td>13:30 – 15:00</td>
<td>Research Station Hoogstraten (PCH)</td>
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<td>17:00</td>
<td>Excursion ending</td>
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#### TOUR 2

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<tr>
<th>Time</th>
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<tr>
<td>07:30</td>
<td>Departure to Venlo (The Netherlands)</td>
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<tr>
<td>09:30 – 10:30</td>
<td>BVB Substrates (expert in the production of growing media)</td>
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<tr>
<td>11:00 – 12:00</td>
<td>Vissers (propagation of strawberry plants)</td>
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<tr>
<td>12:30 – 13:30</td>
<td>Lunch at an inspiring location</td>
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<tr>
<td>13:30 – 15:00</td>
<td>Limgroup (breeding company, specialised in strawberries, asparagus and mushrooms)</td>
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<td>17:00</td>
<td>Excursion ending</td>
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