



7- 8 April 2021 | Online

PROGRAM

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## DAY 1

- 10h00 Opening session Master of ceremonies / Top Sponsor spotlight
- 10h10 **Session 1:** Situation of the berry industry and future perspectives (panel)
- 10h40 **Session 2:** Market update
- 11h10 **Networking Break / Sponsor Spotlight**
- 11h40 **Session 3 :** Water situation in Morocco & Egypt (panel)
- 12h10 1st Q&A session lead by a moderator
- 12h40 **Session 4:** How to build a substrat grown Blueberry farm / The best features for success
- 13h10 **Session 5 :** Pruning of Blueberries
- 14h00 **Networking Break / Sponsor Spotlight**
- 14h30 **Session 6 :** Moroccan chill zones and related genetics: from high to zero chill
- 15h00 2nd Q&A session lead by a moderator
- 15h30 **Session 7 :** Blueberry physiology – key things to know to maximize plant growth and yield of southern highbush in soil & substrate
- 16h00 **Session 8 :** is trellising a big handicap for a good production in Raspberries
- 16h30 **Networking Break / Sponsor Spotlight**
- 17h00 **Session 9 :** fruit Quality
- 17h30 3rd Q&A session lead by a moderator
- 18h00 Conference closing by master of ceremonies / Top Sponsor spotlight

## DAY 2

- 11h00 Opening session Master of ceremonies / Top Sponsor spotlight
- 11h10 **Session 1:** Key Principles in Transitioning from Soil to Substrate in Strawberry Production. Is this the only future?
- 11h40 1st Q&A session lead by a moderator
- 12h10 **Networking Break / Sponsor Spotlight**
- 13h00 **Session 2 :** Postharvest technology of berries: what are the biggest mistakes and how to avoid them?
- 13h40 **Session 3 :** Future improved varieties in Raspberries
- 14h30 **Session 4 :** Designing irrigation for a blueberry farm
- 15h00 2nd Q&A session lead by a moderator
- 15h30 **Networking Break / Sponsor Spotlight**
- 16h00 **Session 5:** Pruning and training systems for primocane-fruited blackberries
- 16h30 **Session 6 :** Strawberry variety update (most interesting varieties at the moment what is the futur)
- 17h00 **Session 7:** Diseases in all berries
- 17h30 3rd Q&A session lead by a moderator
- 18h00 Conference closing by master of ceremonies / Top Sponsor spotlight

All the speeches will be simultaneous translated from English to French



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THEMES & SPEAKERS

Themes	Speaker	Organization	Country
Fruit quality in breeding	Daniela Segantini	R&D Rubus Specialist	Italy
How to build a substrat grown Blueberry farm / The best features for success	Sebastian Ochoa	Consultora Agricola Santa Maria SPA	Chile
Designing irrigation for a blueberry farm	Pieter Zietsman	Top Fruit	South africa
Key Principles in Transitioning from Soil to Substrate in Strawberry Production. Is this the only future?	Michael Gangi	E.E. Muir & Sons Pty Ltd	Australia
Supermarket supply the new challenge / market update	Cindy Van Rijswick	Rabobank	NL
Pruning and training systems for primocane-fruiting blackberries	Bernadine Strik	Oregon State University	USA
Pruning of Southern highbush Blueberries tips for growers	Jefferey Williamson	University of Florida	USA
Blueberry physiology – key things to know to maximize plant growth and yield of southern highbush in soil & substrate	Bernadine Strik	Oregon State University	USA
Diseases in all berries	Angel Rebollar	Universidad Autonoma Chapingo	Mexico
Situation of the berry industry and future perspectives (panel)			Morocco/ Egypt / South Africa
Water situation in Morocco & Egypt (panel)			Morocco/ Egypt
is trellising a big handicap for a good production in Raspberries	Miguel Ahumada	Berry Solutions & Associates	Mexico
Postharvest technology of berries: what are the biggest mistakes and how to avoid them?	Manuel Madrid	Fruit profit	Spain
Moroccan chill zones and related genetics: from high to zero chill	Abdelhadi Zougui	Fall Creek	USA

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