



7- 8 April 2021 | Online

PROGRAM

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	Themes	Speaker	Organization	Country
<b>DAY 1</b>				
10H00	Opening session Master of ceremonies / Top Sponsor spotlight			
10h10	Session 1: Situation of the berry industry and future perspectives (panel)	Amine Bennani / Elzette Schutte	AMPFR / Berries ZA	Morocco / South Africa
10h40	Session 2 : Healthy perspectives for the global berry market	Cindy Van Rijswick	Rabobank	The Netherlands
11h10	Networking Break / Sponsor Spotlight			
11h40	Session 3: Water scarcity and adaptive measures in the Souss-Massa region	Redouane Choukrallah	IAV Hassan II	Morocco
12h10	1st Q&A session lead by a moderator			
12h40	Session 4 : Breeding and choosing blueberry varieties for different chill zones in Morocco and beyond	Abdelhadi Zougui	Fall Creek	USA
13h10	Session 5 : Postharvest technology of berries: what are the biggest mistakes and how to avoid them?	Manuel Madrid	Fruitprofits	Spain
13h40	Networking Lunch / Sponsor Spotlight			
14h40	Session 6: How to build a substrat grown Blueberry farm / The best features for success	Sebastian Ochoa	Consultora Agricola Santa Maria SPA	Chile
15h10	2nd Q&A session lead by a moderator			
15h40	Session 7 : Future improved varieties in Raspberries	Pedro Bras Olivera	INIAV	Portugal
16H10	Session 8 : Trellising for raspberry fruit production, its effect on quality	Miguel Ahumada	Senior Rubus Specialist/Pomologist	Mexico
16H40	Networking Break / Sponsor Spotlight			
17H10	Session 9 : Blueberry physiology – key things to know to maximize plant growth and yield of southern highbush in soil & substrate	Bernadine Strik	Oregon State University	USA
17H40	3rd Q&A session lead by a moderator			
18H10	Conference closing by master of ceremonies / Top Sponsor spotlight			
<b>DAY 2</b>				
10H30	Opening session Master of ceremonies / Top Sponsor spotlight			
10H40	Session 1: 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
11H10	Session 2: How to improve yield and timing during extreme climatic conditions	Richard Vollebregt	Cravo	Canada
11H40	1st Q&A session lead by a moderator			
12H10	Session 3 : Pruning of Southern highbush Blueberries tips for growers	James Dick	CropWalker	South Africa
12H40	Networking Lunch / Sponsor Spotlight			
13H40	Session 4 : Fruit Quality Trends	Daniela Segantini	R&D Rubus Specialist	Italy
14H10	Session 5 : Designing irrigation for a blueberry farm	Pieter Zietsman	Top Fruit	South africa
14H40	2nd Q&A session lead by a moderator			
15H10	Networking / Sponsor Spotlight			
15H40	Session 6: Pruning and training systems for primocane-fruited blackberries	Bernadine Strik	Oregon State University	USA
16H10	Session 7: Diseases of berry crop and their management	Angel Rebolgar	Universidad Autonoma Chapingo	mexico
16H40	Session 8 : Strawberry varieties: Anticipating a changing market	Koen Merkus	Fresh Forward	The Netherlands
17h10	3rd Q&A session lead by a moderator			
17H40	Conference closing by master of ceremonies / Top Sponsor spotlight			

**WORKSHOPS | DAY 2**

15H10 - 15H40	Plant propagation	Hubert Gadret	Inplants	Morocco
16H10 - 17H10	Pruning Southern Highbush Blueberry varieties.	Olivier Coste Ph.D - Abdelhadi Zougui - Estefania Rodríguez.	Fall Creek	USA



7- 8 Avril 2021 | Online

PROGRAMME

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	Thèmes	Intervenants	Organisation	Pays
<b>JOUR 1</b>				
10H00	Opening session Master of ceremonies / Top Sponsor spotlight			
10h10	Session 1: Situation de l'industrie des fruits rouges et perspectives futures (panel)	Amine Bennani / Elzette Schutte	AMPFR / Berries ZA	Morocco / South Africa
10h40	Session 2: Perspectives healthy pour le marché global des fruits rouges	Cindy Van Rijswijk	Rabobank	The Netherlands
11h10	Pause Networking/ Mise en valeur Sponsors			
11h40	Session 3 : Pénurie d'eau et mesures adaptatives dans le Souss Massa	Redouane Choukrallah	IAV Hassan II	Morocco
12h10	1ère session Q&R conduite par un moderator			
12h40	Session 4 : Selection et choix variétal de la myrtille pour les différentes zones de froid au Maroc et ailleurs	Abdelhadi Zougui	Fall Creek	USA
13h10	Session 5 : Technologie de post-recolte en fruits rouges: Quelles sont les plus grandes erreurs et comment les éviter ?	Manuel Madrid	Fruitprofits	Spain
13h40	Pause déj Networking/ Mise en valeur Sponsors			
14h40	Session 6: Comment monter une exploitation de myrtilles en hors-sol ? les meilleures fonctionnalités pour réussir	Sebastian Ochoa	Consultora Agricola Santa Maria SPA	Chile
15h10	2ème session Q&R conduite par un moderator			
15h40	Session 7 : Futures améliorations varietales de framboisier	Pedro Bras Olivera	INIAV	Portugal
16H10	Session 8 : Le palissage pour la production de framboises et ses effets sur la qualité	Miguel Ahumada	Senior Rubus Specialist/Pomologist	Mexico
16H40	Pause Networking/ Mise en valeur Sponsors			
17H10	Session 9 : Physiologie de la Myrtille- points clés pour maximiser la croissance et le rendement des plants de type southern highbush en sol et en hors-sol	Bernadine Strik	Oregon State University	USA
17H40	3ème session Q&R conduite par un moderator			
18H10	Conference closing by master of ceremonies / Top Sponsor spotlight			
<b>JOUR 2</b>				
10H30	Opening session Master of ceremonies / Top Sponsor spotlight			
10H40	Session 1: principe clés pour une conversion du sol au hors -sol en production de fraise. Est ce la seule alternative ?	Michael Gangi	E.E. Muir & Sons Pty Ltd	Australia
11H10	Session 2: Comment améliorer le rendement et le calendrier de production lors de conditions climatiques extrêmes ?	Richard Vollebregt	Cravo	Canada
11H40	1ère session Q&R conduite par un moderator			
12H10	Session 3 : La taille des Myrtilles de type Southern Highbush. Astuces pour producteurs	James Dick	CropWalker	South Africa
12H40	Pause déj Networking/ Mise en valeur Sponsors			
13H40	Session 4 : Qualité des fruits : les tendances	Daniela Segantini	R&D Rubus Specialist	Italy
14H10	Session 5 : Le design de l'irrigation pour une exploitation de Myrtilles	Pieter Zietsman	Top Fruit	South africa
14H40	2ème session Q&R conduite par un moderator			
15H10	Pause Networking/ Mise en valeur Sponsors			
15H40	Session 6: Taille et système de tuteurage pour une production de mûres sur nouvelle tige de l'année	Bernadine Strik	Oregon State University	USA
16H10	Session 7 : Principales maladies en culture de fruits rouges et leur gestion	Angel Rebollar	Universidad Autonoma Chapingo	mexico
16H40	Session 8: Breeding de variétés de fraise : Anticiper un marché en mutation	Koen Merkus	Fresh Forward	The Netherlands
17h10	3ème session Q&R conduite par un moderator			
17H40	Conference closing by master of ceremonies / Top Sponsor spotlight			

**ATELIERS | JOUR 2**

15H10 - 15H40	La multiplication des plants de fruits rouges au Maroc	Hubert Gadret	Inplants	Maroc
16H10 - 17H10	La taille des variétés de myrtille Southern Highbush.	Olivier Coste Ph.D - Abdelhadi Zougui - Estefania Rodríguez.	Fall Creek	USA