

Conference Committee

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USDA-ARS, Citrus & Subtropical Products Lab.
Winter Haven, FL

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Southern Gardens

Roger D. Waters

Brown Citrus Systems
Winter Haven, FL

Barry Wilson

Safe Chem Inc.
Zellwood, FL

Alan Wyland

Coca-Cola North America
Apopka, FL

Registration Information

Conference Attendee Fee:

The Conference Attendee fee allows full participation in the conference, including materials at the conference and access to speaker presentations post-conference via the website. The fee also includes daily morning refreshments, Wednesday's networking reception, Thursday's beachside dinner, and the Friday breakfast.

Conference Attendees		
Regular Fee	US \$175	on or before Aug. 31, 2009
Late/Onsite Fee	US \$200	After Aug. 31, 2009

Accompanying Guest Tickets:

Conference attendees may purchase tickets for their accompanying guests to attend the Thursday's beachside dinner and/or the Friday breakfast. Tickets do not include conference participation or materials. (Please note the conference attendee fee includes all meal functions).

Guests Tickets		
Thursday Dinner	US \$60	on or before Sep. 16, 2009
Friday Breakfast	US \$25	on or before Sep. 16, 2009

Register online at:

www.conference.ifas.ufl.edu/citrus

Refund Policy: Requests for refunds will be honored if a written notification of cancellation is received by the Office of Conferences & Institutes IFAS, University of Florida by Monday August 31, 2009. A processing fee of \$35.00 will be deducted from all conference registration refunds. A processing fee of \$10.00 will be deducted from all guest tickets. No refunds will be honored for cancellations after Monday August 31, 2009.

Special Needs: Special needs (such as visual, hearing or walking impairments) of registered attendees can be reasonably accommodated if they contact the Office of Conferences & Institutes at least 10 working days prior to the conference. We can be reached by phone at 1-352-392-5930, by fax at 1-352-392-9734, by email at mstage@ufl.edu. If calling from within the State of Florida, the office can be reached through a telecommunications device for the deaf (TDD) at 1-800-955-8771.

Meeting Location and Hotel Information

Sheraton Sand Key Resort
1160 Gulfview Boulevard
Clearwater Beach, FL 33767
Phone: 727-595-1611 • Fax: 727-596-1117
Web: www.sheratonsandkey.com

Guest rooms have been set aside at the Sheraton for conference attendees at a reduced rate of \$136 plus tax (currently 12%) for single or double occupancy until August 24, 2009. **Please be aware the rooms traditionally fill before the discounted rate deadline, so we urge you to make your reservation as soon as possible.** After August 24, the discounted rate is not guaranteed on possible remaining rooms.

Make reservations in one of two ways:

- 1) Contact the hotel directly at 727-595-1611 and identify yourself as a participant of the International Citrus & Beverage Conference (ICBC) to receive the reduced rate.
- 2) Reserve rooms via the Sheraton's personalized website for ICBC participants. (Through the **Location & Hotel** Information section of the conference website)

Please note:

- Reservations must be guaranteed by a first night room deposit with a major credit card.
- Deposits will be forfeited if cancelled within 48 hours prior to your arrival date.
- The hotel check-in time is after 3:00pm and check out is prior to 11:00am.

Florida government participants: To receive tax exempt status, payment must be made in the form of a government issued check or credit card and be accompanied by a Florida sales tax exemption certificate presented at check-in.

Additional Conference Information

Program Information:

Renée Goodrich Schneider, Program Organizer
University of Florida/IFAS, FSHN
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Meeting Information:

Mandy Stage, Conference Coordinator
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Project #0912

49th Annual Short Course
for the Food Industry

The International Citrus & Beverage Conference (ICBC)



September 15-18, 2009

Sheraton Sand Key Resort
Clearwater Beach, FL

Hosted by:

- University of Florida/IFAS, Food Science and Human Nutrition Department
- University of Florida, Juice and Beverage Center

Conference Web Site:

www.conference.ifas.ufl.edu/citrus

Introduction

Welcome to our 49th Annual Program for the Food Industry. This year's conference will focus on the following key issues facing citrus processing and related industries: the global nature of our business, challenges facing the Florida citrus industry, technology in the processing plants, new markets and the research to support them. The impact of greening disease on the citrus industry cannot be overstated, and this year we have dedicated two sessions to discuss its implications. Greening disease topics will include scientific research activities, and the economics of the industry and potential impact on processed citrus products. Our invited speakers, all active in academia, industry and government, were selected because of their depth of knowledge in these pertinent topics and their enthusiasm in sharing their insights. This event will bring together our invited speakers with industry leaders, researchers, technical and managerial personnel, and partners who are actively involved in the food, beverage and citrus industries. We look forward to your participation!

Renée Goodrich Schneider,
Program Organizer
University of Florida/IFAS, FSHN, Gainesville, FL

Tentative Agenda

Tuesday, September 15, 2009

4:00PM Registration (*until 7:00PM*)

Wednesday, September 16, 2009

7:30AM Registration (*until 5:00PM*)

7:30AM Morning Refreshments

Sponsored by: Vincent Corporation

8:30AM **Welcome and Introductory Remarks**

Renée Goodrich Schneider,
Program Organizer, UF, IFAS, FSHN
Neil Shay, Department Chair, UF,
IFAS, FSHN

Millie Ferrer-Chancy, Interim Dean,
UF, IFAS, Office of Dean for
Extension

Dave Johnson, Program Chair,
Peace River Citrus Products, Inc.

SESSION 1 – GLOBAL ISSUES AND MARKETING

Moderator: Keith Schneider, UF, IFAS, FSHN

9:00AM **The Citrus Processing and Byproduct Industry of Argentina,**
Victor F. Onchi Navarro, Brown
International Corp. LCC

9:40AM **Citrus Production and Greening in China,**
Fred Gmitter, UF, IFAS,
CREC

10:20AM Break

10:40AM **Global Food Safety Standards – an Overview,**
Tatiana Lorca,
Ecosure

11:20AM **Healthy Beverages for the Global Consumer,**
Jennifer Zhou,
Firmenich

SESSION 2 – MARKETING TRENDS AND NEW PRODUCTS

Moderator: Alan Wyland, Coca-Cola North America

1:30PM **Regulatory and Technical Aspects of Stevia Used in Beverages,**
Amy Boileau, Cargill,
Inc.

2:05PM **Consumer-driven Trends in Beverages,**
Kristen Heimerl,
Givaudan Flavors Corporation

2:40PM Break

3:00PM **Functionality and Utilization of Citrus Fiber in Consumer Products,**
Rebecca Miller, Kansas
State University

3:35PM **Enriching Beverages with Fiber,**
Adrienne Stucky, Tate & Lyle

4:10PM **Consumer Health and Nutrition Insights,**
Dave Schmidt,
International Food Information Council

4:45PM Florida Section IFT and Citrus Products Division Awards Ceremony

6:00PM Networking Reception (*until 7:00PM*)

Sponsored by:

- *Brown International Corp., LLC*

- *Chemical Systems*

- *Firmenich*

- *Food Equipment & Engineering Co.*

- *Givaudan Flavors Corp*

- *VELCORIN®,*
LANXESS Corporation

Thursday, September 17, 2009

SESSION 3 – PROCESSING AND TECHNOLOGY UPDATES

Moderator: Savy DiBenedetto, Coca-Cola North America

7:30AM Registration (*until 5:00PM*)

7:30AM Morning Refreshments

8:30AM **Calculating the Carbon Footprint of Florida Agricultural Products,**
Tom Spreen, UF, IFAS, FRE

9:05AM **Citrus Pectin Production and World Market,**
Jan Staunstrup,
CP Kelco

9:40AM **Mexican Lime and Lemon Essential Oils – Production and Utilization,**
Luis Haro, Luis Haro
Consulting

10:15AM Break

10:35AM **VELCORIN® as a Processing Aid,**
Riaz MUSAHEB, LANXESS
Corporation

11:10AM **Screw Press Operating Hints,**
Bob Johnston, Vincent Corporation

SESSION 4 – GROWER AND INDUSTRY HOT TOPICS – PART 1

Moderator: Doug Van Strijp, Southern Gardens

1:30PM **Greening from the Grower's Perspective,**
Jim Snively, Southern
Gardens Citrus Groves

2:15PM **USDA/South Florida Greening Projects Overview,**
David Hall,
USDA-ARS

3:00PM Break

3:30PM **Controlling the Psyllid – Guava Volatiles and Other Remedies,**
Lukasz Stelinski, UF, IFAS, CREC

4:15PM **Effect of Greening on Fruit Size and Yield,**
Tim Spann, UF, IFAS,
CREC

6:30PM Dinner & Entertainment (*until 8:30PM*)

Sponsored by:

- *ENERFAB, Inc*

- *JBT FoodTech*

- *JBT FoodTech FranRica*

Friday, September 18, 2009

SESSION 5 – GROWER AND INDUSTRY HOT TOPICS – PART 2

Moderator: Doug Archer, UF, IFAS Research Administration

7:30AM Registration (*until 10:00AM*)

7:45AM Breakfast

Sponsored by:

- *Bell Chem Corp.*

- *BioSun Flavors*

& *Food Ingredients*

- *D L Newslow & Associates, Inc.*

- *HT/DCR Engineering, Inc.*

- *Safe Chem Inc*

- *Symrise, Inc.*

8:30AM **Clues to Symptom Development in HLB-infected Fruit through Analysis of Global Gene Expression Change,**
Jackie Burns, UF, IFAS, CREC

9:15AM **Volatile Changes in Greening-Affected Fruit,**
Russ Rouseff, UF,
IFAS, CREC

10:00AM **Consumer Sensory Testing of Greening-Affected Products,**
Charlie Sims, UF, IFAS, FSHN

10:45AM **Effect of Greening on the Economy of Citrus,**
Bob Norberg, Florida Department of Citrus
Economic Impacts of the Florida Citrus Industry in 2007-08,
Mohammad Rahmani, UF, IFAS,
FRE

11:30AM Adjourn