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.

<table>
<thead>
<tr>
<th>Conference Attendees</th>
<th>Fee</th>
<th>On or before</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>US $175</td>
<td>Aug. 31, 2009</td>
</tr>
<tr>
<td>Late/Onsite</td>
<td>US $200</td>
<td>Aug. 31, 2009</td>
</tr>
</tbody>
</table>

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).

<table>
<thead>
<tr>
<th>Guests Tickets</th>
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</thead>
<tbody>
<tr>
<td>Thursday Dinner</td>
<td>US $60</td>
<td>Sep. 16, 2009</td>
</tr>
<tr>
<td>Friday Breakfast</td>
<td>US $25</td>
<td>Sep. 16, 2009</td>
</tr>
</tbody>
</table>

Refund Policy: Requests for refunds will be honored if a written notification of cancellation is received by the 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 1-352-392-9530, by fax at 1-352-392-8734, 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. If paying by check, the check must include a Florida sales tax exemption certificate presented at check-in.

Additional Conference Information
Program Information:
Renée Goodrich Schneider, Program Organizer
University of Florida/IFAS, OCI
EMAIL: Goodrich@ufl.edu

Meeting Information:
Mandy Stage, Conference Coordinator
University of Florida/IFAS, OCI
PHONE: 352-392-9973 • FAX: 352-392-9734
EMAIL: mstage@ufl.edu

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

Project #0912
SESSION 1 – GLOBAL ISSUES AND MARKETING

Moderator: Keith Schneider, UF, IFAS, FSHN

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

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

10:20 AM Break

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

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

SESSION 2 – MARKETING TRENDS AND NEW PRODUCTS

Moderator: Alan Wyland, Coca-Cola North America

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

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

2:40 PM Break

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

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

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

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

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

Thursday, September 17, 2009

SESSION 3 – PROCESSING AND TECHNOLOGY UPDATES

Moderator: Savy DiBenedetto, Coca-Cola North America

7:30 AM Registration (until 5:00pm)

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

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


10:15 AM Break

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

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

SESSION 4 – GROWER AND INDUSTRY HOT TOPICS – PART 1

Moderator: Doug Van Strijp, Southern Gardens

1:30 PM Greening from the Grower’s Perspective, Jim Snively, Southern Gardens

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

3:00 PM Break

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

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

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

Friday, September 18, 2009

SESSION 5 – GROWER AND INDUSTRY HOT TOPICS – PART 2

Moderator: Doug Archer, UF, IFAS Research Administration

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

7:45 AM Breakfast


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

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

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

10:45 AM 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

11:30 AM Adjourn