

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 refreshments, Wednesday's networking reception, Thursday's reception, and the Friday breakfast.

Conference Attendees		
Early REDUCED Fee	US \$150	on or before Jul. 29, 2011
Regular Fee	US \$175	on or before Aug. 29, 2011
Late/Onsite Fee	US \$200	After Aug. 29, 2011

Breakfast Tickets for Accompanying Guests:

The Friday breakfast will be a buffet consisting of scrambled eggs, bacon, hash browns, fruit, muffins & biscuits, orange juice, coffee & tea. **This breakfast is included in the conference attendee registration.** However, if you would like a guest to join you for breakfast prior to the Friday session, you may purchase a ticket for your guest. Please note breakfast does not include participation in the conference.

Breakfast Tickets for Guests		
Friday Breakfast	US \$25	on or before Sep. 14, 2011

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 29, 2011. 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 fees. No refunds will be honored for cancellations after Monday August 29, 2011.

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 \$138 plus tax (currently 12%) for single or double occupancy until August 22, 2011. **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 22, 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 **Meeting Location** 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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The International Citrus & Beverage Conference



September 13-16, 2011

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 51st Annual Program for the citrus and beverage industry. This year's conference will again focus on key issues facing the juice and beverage industry, including the citrus processing and related industries. Please join us for discussions on the global nature of our business, advances in citrus and juice QC testing, technology in the processing plants, new markets (with a focus on health and wellness), and the research to support them. The Friday morning "Hot Topics" session will cover some current challenges facing our industry, as well as potential solutions to those issues. Our 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. Especially in this 51st year, we look forward to your participation!

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

Tentative Agenda

Tuesday, September 13, 2011

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

Wednesday, September 14, 2011

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

8:30AM Welcome and Introductory Remarks

SESSION 1 GLOBAL CITRUS AND FOOD PROCESSING INDUSTRY

9:00AM New Spanish Citrus Feedmill Installations

9:40AM Lemon Processing in Argentina – an Overview of Technology and Markets

10:20AM Break

10:40AM The Asian and Chinese Markets: Flavor and Consumer Trends

11:20AM Global Food Quality and Safety Standards

SESSION 2 MARKETING TRENDS AND NUTRITION

1:30PM Insights into the Wants and Needs of Consumers

2:05PM Explaining the 2010 Healthy American Food Guidelines

2:40PM Break

3:00PM Worldwide Orange Juice Consumption Forecast – Balancing Supply and Demand

3:35PM The Nutritional Profile of Citrus Juices

4:10PM National and Local IFT – Mission and Vision

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

Thursday, September 15, 2011

SESSION 3 JUICE AND BEVERAGE PROCESSING SAFETY AND QUALITY CONTROL

8:30AM Proposition 65 and the Juice Industry – Current Issues

9:05AM Access Control and Biometrics

9:40AM The Food Safety Modernization Act

10:15AM Break

10:35AM Plant Sanitation, Quality and Profitability

11:10AM In-field Debris Removal and Fruit Quality Sensing in Citrus

SESSION 4 JUICE AND FOOD PROCESSING TECHNOLOGIES

1:30PM Fuel Costs and the Effect on Consumer Prices

2:15PM Modular Boilers and Fuel Savings in the Plant

2:55PM Break

3:30PM Magnetic Agitators for Aseptic Tank Operations

4:10PM Oxygen Sensing Systems for Processing Plant Applications

4:45PM Awards Ceremony

5:30PM Poolside Reception (*until 7:00PM*)

Friday, September 16, 2011

SESSION 5 HOT TOPICS IN THE INDUSTRY

7:45AM Breakfast

8:45AM An Update from the Florida Department of Agriculture and Consumer Services

9:15AM Low-cost Aerial Imaging Platform and its Applications to Citrus

10:00AM Overview of Citrus Grower Nutritional Spray Compositions

10:45AM Effect of Nutritional Sprays on Orange Juice Flavor – Preliminary Information

11:30AM Adjourn