

2016 Agenda

International Citrus & Beverage Conference

Tuesday, September 20, 2016	
4:00pm	Registration [Sand Key Room] <i>(until 7:00pm)</i>
Wednesday, September 21, 2016	
7:30am	Registration [Sand Key Room] <i>(until 5:00pm)</i>
7:30am	Morning Refreshments [Island II Room] <i>(until 8:25am)</i> <i>Sponsored by: Vincent Corporation</i>
General Session – Grand Ballroom	
8:30am	<p>Welcome and Introductory Remarks</p> <ul style="list-style-type: none"> - Renée Goodrich Schneider, UF/IFAS Food Science & Human Nutrition, Program Organizer - Susan Percival, UF/IFAS Food Science & Human Nutrition - Saqib Mukhtar, UF/IFAS Office of Dean for Extension and FL Cooperative Ext. Service - Elizabeth Webb, Vincent Corporation, Program Chair
Session 1 – The Citrus Industry – US and Beyond Moderator: Doug Van Strijp , Southern Gardens	
9:00am	<p>Florida Citrus Outlook and Production Trends</p> <ul style="list-style-type: none"> - Marisa Zansler, Florida Department of Citrus
9:40am	<p>Bactericides for Citrus – A Regulatory Case Study</p> <ul style="list-style-type: none"> - Mark Trimmer, Trimmer Consulting
10:20am	Beverage Break [Island II Room] <i>(until 10:40am)</i>
10:40am	<p>Overview of the Mexican Citrus Industry</p> <ul style="list-style-type: none"> - Ricardo Martínez Zambrano, Citrofrut
11:20am	<p>Conversion of Citrus Peel to High Value Chemicals</p> <ul style="list-style-type: none"> - Dave Austgen, Earth Energy Renewables
12:00pm	Lunch break <i>(on your own until 1:30pm)</i>

Wednesday, September 21, 2016 (continued)

Session 2 – Consumer Trends, Perceptions and Marketing

Moderator: **Nick Shields**, The Coca-Cola Company

1:30pm	North America Juice Marketing - Marie Dobson , Minute Maid
2:05pm	Low Calorie Juice Beverages – Insights from Marketing Research - Lisa House , UF/IFAS Food Resource Economics
2:40pm	Break [Island II Room] <i>(until 3:10pm)</i>
3:10pm	Fruit and Vegetable Trends from the West Coast - Tracy Baker , Mattson
3:45pm	Juice Industry Issues and Opportunities <i>(until 4:20pm)</i> - Stephanie Meyering and Diane Welland , Juice Products Association
6:00pm	Networking Reception [Poolside] <i>(until 7:00pm)</i> <i>Sponsored by:</i> <ul style="list-style-type: none"> • Astral Extracts, Ltd • Brown International Corporation, LLC. • Chemical Systems • CitraSource • Doehler GmbH • Ecolab • FGF Trapani • Firmenich • Florida Chemical Company, Inc. • Givaudan Flavors Corp. • Juice Products Association • Kerry • Quattro Citrus Products, LLC • Separator Technology Solutions US Inc • Sun Rapt Foods, LLC • Takasago International Corporation • Treatt

Thursday, September 22, 2016

7:30am	Registration [Sand Key Room] <i>(until 5:00pm)</i>
7:30am	Morning Refreshments [Island II Room] <i>(until 8:25am)</i> <i>Sponsored by:</i> Givaudan Flavors Corp

Thursday, September 22, 2016 (continued)

General Session – Grand Ballroom

Session 3 – Food Safety: Regulatory and Consumer Perspectives
Moderator: **Keith Schneider**, UF/IFAS Food Science & Human Nutrition

8:30am	FSMA Standardized Curricula Update - Robert Brackett , Illinois Institute of Technology (IIT), Institute for Food Safety and Health
9:15am	Alignment of FSMA with Existing Food Safety Programs - Donald Kautter , US Food and Drug Administration
10:00am	Beverage Break [Island II Room] <i>(until 10:25am)</i>
10:25am	Recalls and Food Tampering - Douglas Archer , UF/IFAS Food Science & Human Nutrition
11:05am	Food Decision 2016: Consumer Insights on Food Safety, Nutrition, and Health - Kimberly Reed , International Food Information Council
11:45am	Lunch break <i>(on your own until 1:30pm)</i>
Session 4 – Flavor and Freshness – Technical Aspects Moderator: Kathy Oglesby , Firmenich Inc.	
1:30pm	Targeting Sweet Taste: The Mechanisms, Modulation and Enhancement of Sweet Detection - Steven Munger , UF Center for Smell and Taste
2:10pm	Use of Flavoromics Platform for Monitoring and Improving Citrus Flavor - Yu Wang , UF/IFAS Citrus Research & Education Center
2:50pm	Break [Island II Room] <i>(until 3:20pm)</i>
3:20pm	A Closer Look at the Effects of HLB on Orange Juice Flavor - Anne Plotto , USDA-ARS Horticultural Research Laboratory
4:00pm	Changes and Opportunities with Citrus Flavor Ingredients <i>(until 4:40pm)</i> - Robert Kryger , CitraSource
5:30pm	Poolside Reception <i>(until 7:00pm)</i> <i>Sponsored by:</i> <ul style="list-style-type: none"> • Enerfab, Ltd • JBT Corporation

Friday, September 23, 2016

7:30am	Registration [Sand Key Room] <i>(until 10:00am)</i>
7:45am	Buffet Breakfast [Grand Ballroom] <i>(until 8:30am)</i> <i>Sponsored by:</i> <ul style="list-style-type: none"> • Bell Chem Corp. • BioSun • D. L. Newslow & Associates • Marc Neil Soudijn Research Foundation • Safe Chem Inc. • Winniczuk Family
General Session – Grand Ballroom	
Session 5 – Hot Topics in the Industry Moderator: Richard Bogey , Florida’s Natural Growers	
8:30am	<i>Special Presentation: Citrus Greening Research</i> - Michael E. Rogers , UF/IFAS Citrus Research & Education Center
8:45am	Social Media 101 – What Food Companies Need to Know - Benjamin Chapman , North Carolina State University
9:30am	Evolving in Changing Times – Promoting Florida Citrus - Shannon Shepp , Florida Department of Citrus
10:15am	Horticultural Effects of Bactericides – Preliminary Results - Robert Shatters , USDA-ARS Horticultural Research Laboratory
11:00am	Citrus Objective Measurement Methodology - Mark Hudson , USDA-NASS Florida Field Office
11:45am	Adjourn