



Tuesday, September 21, 2021	
Opening/Welcoming Remarks	
1:30pm–2:00pm	<ul style="list-style-type: none"> – Dr. Renée Goodrich, UF/IFAS Food Science and Human Nutrition Department, Gainesville, FL – Dr. Susan Percival, UF/IFAS Food Science and Human Nutrition Department, Gainesville, FL – Dr. Tom Obreza, UF/IFAS Office of Dean for Extension, Gainesville, FL
Session 1: Citrus Updates	
2:00pm–3:30pm	“Orange Juice: U.S. Movement and Projected Demand” – Dr. Marisa Zansler , Florida Department of Citrus, Gainesville, FL
	“Processed Lemon Outlook” – Mr. Manuel Suarez Altuna , San Miguel Global, Buenos Aires, Argentina
Wednesday, September 22, 2021	
Session 2: Marketing Insights	
11:00am–12:30pm	“Citrus Market Research Update” – Dr. Lisa House , UF/IFAS Food and Resource Economics Department, Gainesville, FL
	“The Role of Citrus in the Emerging Consumer” – Mr. Ed Koza , Firmenich, New York, NY
	“Adapting to a New Normal: The Post-COVID Consumer” – Dr. Dave Lundahl , InsightsNow, Corvallis, OR
Session 3: Industry Trends & Considerations	
2:00pm–3:30pm	“Sustainability and Traceability in Citrus” – Ms. Kim Dietz , Firmenich, Chico, CA
	“Potential Impact of Consumer Loss of Taste & Smell” – Dr. Steven Munger , UF Center for Smell and Taste, Gainesville, FL
	“What’s Trending in Beverages” – Ms. Amy Marks-McGee , Trendincite, LLC, Bronx, NY
Thursday, September 23, 2021	
Session 4: Processing Technology	
11:00am–12:30pm	“The Future of Food & Beverage Technology” – Mr. Alex Schuermans , Citrosuco, Vienna, Austria – Mr. Roy Henderson , Green Cell Technologies, Douglas, Isle of Man, United Kingdom
	“Ohmic Heating for Juice Applications” – Mr. Antonio Aldini , JBT Corporation, Parma, Italy
	“Citrus Juice Processing Side Stream Valorization: The Case for Steam Explosion” – Dr. Christina Dorado , USDA-ARS, Ft. Pierce, FL
Session 5: HLB-related Hot Topics	
2:00pm–3:30pm	“In Search of the Holy Grail: New HLB Resistant Trees and Implications for OJ Standards – FCPA Update” – Ms. Kristen Carlson , Florida Citrus Processors Association (FCPA), Tampa, FL
	“Developing a Genomic Pipeline to Accelerate Development of New HLB-tolerant Citrus Cultivars” – Dr. Ed Stover , USDA-ARS, Ft. Pierce, FL
	“New Varieties for Processing - An Update” – Dr. Fred Gmitter , UF/IFAS Citrus Research and Education Center, Lake Alfred, FL
3:30pm–3:45pm	Closing Remarks

