

# Detailed Agenda

## Tuesday, September 17, 2024 | Registration

|                      |   |
|----------------------|---|
| <b>4:00pm–7:00pm</b> | Registration Open<br>Registered attendees may pick up nametag and program<br>[Coastal Room] |
|----------------------|---|

## Wednesday, September 18, 2024 | First Day of Sessions

|  |  |
|--|--|
| <b>7:30am–5:00pm</b>                                     | Registration Open [Coastal Room]   |
| <b>7:30am–8:25am</b>                                     | Light Morning Refreshments [Island Ballroom]<br><b>Sponsored by:</b><br>· Vincent Corporation  |
| <b>General Session [Beach/Gulf/Palm Rooms]</b>           |  |
| <b>Welcome and Introductory Remarks</b>                  |  |
| <b>8:30am–8:45am</b>                                     | - <b>Renée Goodrich Schneider</b><br>UF/IFAS Food Science & Human Nutrition, <i>Program Organizer</i><br>- <b>Elizabeth Webb</b><br>Peace River Citrus, <i>Program Chair</i> |
| <b>Session 1: The Global Citrus Industry</b>             |  |
| <b>Moderator:</b> Beto Amador, <i>Evera by Citrosuco</i> |  |
| <b>8:45am</b>  | <b>The Egyptian Citrus Industry</b><br>- Khaled Abdel Rahim, <i>Delta Aromatic</i> (pg. 15)  |
| <b>9:20am</b>  | <b>The Spanish Citrus Industry</b><br>- Aldenizio Bezerra, <i>Fruit Tech Natural</i> (pg. 16)  |
| <b>9:55am</b>  | Coffee Break [Island Ballroom]   |
| <b>10:25am</b>   | <b>Argentina Lemon Outlook</b><br>- Sol Rotman, <i>S.A. Veracruz</i> (pg. 17)  |
| <b>11:00am</b>   | <b>PANOPTIC - Global Citrus Trends</b><br>- Richard Neish, <i>IFF</i> (pg. 18)   |
| <b>11:35am</b>   | <b>Update on the Orange Crop in Mexico</b><br>- Ricardo Martinez Zambrano, <i>Citrofrut</i> (pg. 19)   |
| <b>12:10pm</b>   | Lunch Break (on your own)  |

## Wednesday, September 18, 2024 | First Day of Sessions (continued)

### General Session [Beach/Gulf/Palm Rooms]

#### Session 2: Marketing & Citrus Industry Initiatives

**Moderator:** Brandy Geiger, *Florachem*

|                      |  |
|----------------------|--|
| <b>1:30pm</b>        | <b>Innovative Functional Beverages: Harnessing Citrus for Enhanced Health Benefits and Reduced Sugar Content</b><br>- Camilo Parris, <i>dsm-firmenich</i> (pg. 20)   |
| <b>2:05pm</b>        | <b>Citrus as a Tool for Bold Self-Expression</b><br>- Jennifer Zhou, <i>ADM</i> (pg. 21)   |
| <b>2:40pm</b>        | Coffee Break [Island Ballroom]   |
| <b>3:10pm</b>        | <b>Overview of FCPA Programs</b><br>- Robin Bryant, <i>Magnolia Consulting Inc.</i> (pg. 22)   |
| <b>3:45pm</b>        | <b>Overview of IFU Programs</b><br>- David Hammond, <i>International Fruit and Vegetable Juice Assoc.</i> (pg. 23)   |
| <b>4:20pm</b>        | <b>Florida Orange Juice Outlook</b><br>- Marisa Zansler, <i>Florida Department of Citrus</i> (pg. 24)  |
| <b>4:55pm</b>        | Announcements  |
| <b>5:00pm</b>        | Session Concludes  |
| <b>6:00pm–7:00pm</b> | Networking Reception [Outdoor Reception Area - <i>Weather Permitting</i> ]<br><b>Sponsored by:</b> <ul style="list-style-type: none"><li>• ADM</li><li>• Advanced Logistics, LLC</li><li>• Ampco Pumps Company</li><li>• Brown International</li><li>• Chemical Systems</li><li>• Citrus Oleo</li><li>• Cvista</li><li>• dsm-firmenich</li><li>• F.G.F. Trapani</li><li>• Flavor Materials International</li><li>• Florachem</li><li>• Latin Lemon</li><li>• Limones Piuranos SAC</li><li>• Prodalim</li><li>• Quicornac</li><li>• S.A. Veracruz</li><li>• Separator Technology Solutions</li><li>• Trisun</li><li>• Vicente Trapani S.A.</li><li>• Ziemann Holvrieka GmbH</li></ul> |

## Thursday, September 19, 2024

|  |   |
|--|---|
| <b>7:30am–5:00pm</b>                                     | Registration Open [Coastal Room]  |
| <b>7:30am–8:25am</b>                                     | Light Morning Refreshments [Island Ballroom]<br><b>Sponsored by:</b><br>· Givaudan  |
| <b>General Session [Beach/Gulf/Palm Rooms]</b>           |   |
| <b>Session 3: Tools for Industry from AI to Staffing</b> |   |
| <b>Moderator:</b> Jennifer Davis, <i>dsm-firmenich</i>   |   |
| <b>8:30am</b>  | <b>Accelerating Innovation: How Generative AI is Revolutionizing Product Design</b><br>- Dave Lundahl, <i>InsightsNow</i> (pg. 25)  |
| <b>9:05am</b>  | <b>Data Intelligence to Accelerate Innovation in Research &amp; Development</b><br>- Kathy Timperman, <i>Tropicana Brands Group</i><br>- Marisa Kopec, <i>Lux Research</i> (pg. 26) |
| <b>9:40am</b>  | Coffee Break [Island Ballroom]  |
| <b>10:15am</b>   | <b>Leading a Sustainable Value Chain</b><br>- Orlando Nastri Neto, <i>Citrosuco</i> (pg. 27)  |
| <b>10:50am</b>   | <b>Recruiting Talent from Within the Company</b><br>- David Barber, <i>Florida's Natural Growers, Inc.</i> (pg. 28)   |
| <b>11:25am</b>   | <b>Utilizing High-Throughput Phenotyping to Screen Germplasm for Promising Citrus Accessions in HLB-Endemic Florida</b><br>- John Chater, <i>UF/IFAS CREC</i> (pg. 29)              |
| <b>12:00pm</b>   | Lunch Break (on your own)   |

## Notes

---

---

---

---

---

---

---

---

---

---

## Thursday, September 19, 2024 (continued)

### Session 4: Processing Technologies & Strategies

**Moderator:** Linda Staten, *USDA, AMS*

|                      |   |
|----------------------|---|
| <b>1:30pm</b>        | <b>High Pressure Processing of Juice</b><br>- Austin Lowder, <i>JBT Corporation</i> (pg.30)   |
| <b>2:05pm</b>        | <b>Wide Gap Heat Exchanger Technology</b><br>- Kevin Kennedy, <i>Alfa Laval</i> (pg. 31)  |
| <b>2:40pm</b>        | Coffee Break [Island Ballroom]  |
| <b>3:10pm</b>        | <b>De-sugared™ Fruit Juice - Making Zero Sugar Nutritious &amp; Beneficial</b><br>- Stephen Horgan, <i>InterContinental Beverage Capital</i><br>- Dino Cardelli, <i>InterContinental Beverage Capital</i> (pg. 32)  |
| <b>3:45pm</b>        | <b>The Challenges, Perceptions, and Benefits of Cannabis in Beverages</b><br>- Louis Heinsz, <i>Bevnology LLC</i> (pg. 33)  |
| <b>4:20pm</b>        | <b>Consumer Insights on Sweetener Types and Energy Drinks</b><br>- Lisa House, <i>UF/IFAS FRE</i> (pg. 34)  |
| <b>4:55pm</b>        | Announcements   |
| <b>5:00pm</b>        | Session Concludes   |
| <b>5:30pm–7:00pm</b> | Networking Reception [Outdoor Reception Area - <i>Weather Permitting</i> ]<br><b>Sponsored by:</b> <ul style="list-style-type: none"><li>• ALLIMPO - Lemon from Spain®</li><li>• Bucher-Alimentech Limited</li><li>• Citromax Group</li><li>• Citrotec International Inc.</li><li>• Evera by Citrosuco</li><li>• Givaudan</li><li>• International Flavors &amp; Fragrances Inc. (IFF)</li><li>• JBT Corporation</li></ul> |

## Notes

---

---

---

---

---

## Friday, September 20, 2024

|   |   |
|---|---|
| <b>7:30am–10:00am</b>                           | Registration Open [Coastal Room]  |
| <b>7:45am–8:30am</b>                            | Morning Breakfast [Grand Ballroom]<br><b>Sponsored by:</b> <ul style="list-style-type: none"><li>• The Coca-Cola Company</li><li>• Safe Chem Inc.</li><li>• Winniczuck Family</li></ul> |
| <b>General Session [Beach/Gulf/Palm Rooms]</b>  |   |
| <b>Session 5: Hot Topics in the Industry</b>    |   |
| <b>Moderator:</b> Anne Plotto, <i>USDA, ARS</i> |   |
| <b>8:35am</b>                                   | <b>History of the Florida Citrus Flavor Industry</b><br>- Robert Kryger, <i>Florida Polytechnic University</i> (pg. 35)   |
| <b>9:10am</b>                                   | <b>Industrial Solutions for Citrus Debitting</b><br>- Nick Shea, <i>Bucher-Alimentech Limited</i> (pg. 36)  |
| <b>9:45am</b>                                   | <b>The Search for HLB Tolerant Sweet Orange and Mandarin Hybrids</b><br>- Weston Johnson, <i>The Coca-Cola Company</i> (pg. 37)   |
| <b>10:20am</b>                                  | <b>Grove-First - A New Framework to Find Solutions to HLB that are Safe, Affordable, and Available</b><br>- Michelle Heck, <i>USDA, ARS</i><br>- Randy Niedz, <i>USDA, ARS</i> (pg. 38) |
| <b>10:55am</b>                                  | <b>Orange Peel Extracts and Heart Health</b><br>- Yu Wang, <i>UF/IFAS CREC</i> (pg. 39)   |
| <b>11:30am</b>                                  | Conference Concludes  |

## Notes

---

---

---

---

---

---

---

---

---

---