Classification of Citrus Fruits: how scientific insights on citrus phylogeny can elucidate a very controversial and unclear situation

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Agenda 2015

Juice Summit – Tuesday 6 October 2015

Welcome Evening
19:00 – 23:00 – Town Hall Antwerp Sponsored by Citrosuco

Juice Summit - Wednesday 7 October 2015

Technical Stream – Morning session – 09:00 – 12:00

08h00 - 09h00: Registration

09h00 - 09h10: Welcome and Introduction

    Joachim TRETZEL: SGF President, Döhler Group, Germany

09h10 - 09h30: Classification of Citrus Fruits: how scientific insights on citrus phylogeny can elucidate a very controversial and unclear situation

    François LURO: Scientist at the National Institute of Agronomical Research, AGAP INRA Corse, France

09h30 - 09h50: How Does Processing Differ for Vegetable & Fruit Juice

    Zdenek CERNY: General Manager Juice and Still Beverages CEWA, GESA, Germany

09h50 - 10h10: Coconut Water Processing; Quality & Related Issues

    Gert VAN MANEN: President, iTi Tropicals

10h10 - 10h20: Questions and Answers
10h20 - 10h50: Juice Break

10h50 - 11h10: New Developments in Flavour Systems

   **Erion PEREIRA**: Head of Business Unit Flavours, Döhler Group, France

11h10 - 11h30: New Spectroscopic Techniques for Fast & Reliable Evaluation of Fruit Juices

   **David HAMMOND**: Fruit Juice Authenticity Expert, Eurofins, UK

11h30 - 12h00: Controlled fruit juice quality throughout the supply chain

   **Susanne KOSWIG**: Technical Manager IRMA, SGF, Germany
   **Thomas GAUTHIER**: General Secretary UNIJUS, QUALIJUS, France

12h00 - 12h20: New Developments in Packaging & Bottle Disposal from an Environmental Perspective

   **Ana VALERA**: Packaging Technologies Department, AINIA, Spain

12h20 - 12h30: Questions and answers

12h30: Round up of the Technical Stream

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**12:00 – 13:45**  
**REGISTRATION**

**13:45 – 14:00**  
**WELCOME ADDRESSES**

Marjan SKOTNICKI-HOOGLAND, **AIJN President, The Netherlands**

Dirk LANSBERGEN, **IFU President, Austria**

Joachim TRETZEL, **SGF President, Germany**
### 14:00 – 15:30  DYNAMICS OF THE FRUIT JUICE MARKET - Session 1

- Europe - **Thorsten HARTMANN**: Director of Consulting, Canadean, UK
- North America - Speaker to be announced
- Africa - **Matrona FILIPPOU**: Stills Franchise General Manager Central East & West Africa, The Coca-Cola Company, Kenya
- Emerging Markets - **Alexandre CARVALHO**, Global Director Marketing Services, Tetra Pak, Italy

### 15:30 – 16:15  JUICE BREAK

### 16:15 – 18:00  THE JUICE SUPPLY CHAIN – OUTLOOK AND CHALLENGES – Session 2

The Outlook of Main Commodities: Fundamentals, Short and Medium Term Introduction by the Chairman **Kees COOLS**: Executive Director Business Unit Fruits & Vegetables, Döhler Group, Germany

- Orange - **Marco FAVA NEVES**: International Agribusiness Specialist, University of Sao Paulo, Brazil
- Apple - **Tom HURSON**: Senior Vice President ingredient & Foodservice Sales, Tree Top Inc., US
- Grape - **Dianne NURY**: President, Vie-Del Company, US
- Tropicals - **Don GIAMPETRO**: Vice President of Innovation & Quality, iTi Tropicals, US

Supply Chain Panel Discussion with **Kees COOLS**

### 19:00 – 23:00  at the Zuiderkroon sponsored by Bucher Unipektin:
Cocktail and Gala Dinner
Juice Summit – Thursday 8 October 2015

09:00 – 10:15 CORPORATE SOCIAL RESPONSIBILITY IN THE JUICE SUPPLY CHAIN – Session 3

- THE FRUIT JUICE CSR PLATFORM
  Olimpia ORTIZ GONZALEZ, Quality Management Systems & CSR, AMC, Spain

- CSR FROM A RETAIL PERSPECTIVE
  Hugo BYRNES, Vice President Product Integrity, Royal AHOLD, The Netherlands

- CSR FROM A CONSUMERS PERSPECTIVE
  Rosita ZILLI, Deputy Secretary General, EURO COOP, Belgium

- CSR FROM A GROWERS PERSPECTIVE
  Rob SHUTTLEWORTH, President-Commercial Director
  Joshua VARELLA, Director of African Business
  MALAWI MANGOES, MALAWI

Panel Discussion “Is sustainability economically viable?”

Chaired by Bérangère MAGARINOS-RUCHAT, Vice President Sustainable Partnerships, Firmenich, Switzerland

10:15 – 11:00 JUICE BREAK
11:00 – 12:00  SCIENCE-BASED COMMUNICATION – Session 4

- HEALTH-PROMOTING SYNERGIES OF BIOACTIVE COMPOUNDS AND NUTRIENTS: OPPORTUNITIES FOR THE JUICE INDUSTRY
  
  Rui HAI LIU, Department of Food Science, Cornell University, USA

- HOW JUICE AFFECTS HEALTH. A SCIENTIFIC ROUND UP
  
  Johan DE RYCKER, Associate Professor in Communication Sciences, Université Libre de Bruxelles & Consultant Cawdor Consultancy, Belgium

12:00 – 13:30  LUNCH BREAK

13:30 – 14:30  CHALLENGES FOR THE AGRI-FOOD & FRUIT JUICE INDUSTRY – Session 5

- Worldwide Citrus Greening: What if Biotechnology is the only answer
  
  Rick KRESS, President, Southern Gardens Citrus, US

- Winning through the supply chain-from chasing price to adding value for food & AGRI companies
  
  François SONNEVILLE, Director Beverages, Rabobank International Food & Agribusiness Research and Advisory, UK

- Challenges and opportunities for the European food and drink industry
  
  Dirk JACOBS, Deputy Director General, FoodDrinkEurope, Belgium

10:30 – 11:15  JUICE BREAK
15:00 – 16:30  **INVIGORATING JUICE – Session 6**

- **UPDATE ON THE AIJN JUICE MARKETING CAMPAIGN**

  Mark WALLACE,  *AIJN Juice Campaign Director, Belgium*

**PANEL DISCUSSION**

16:30  **KEYNOTE SPEECH – Title tbc**

16:55  Closing Address

17:00  **END OF CONFERENCE**

18:30 – 23:00  at Grand Café du Nord sponsored by KSY Juice Blends UK Ltd: Networking Evening

_Juice CSR Platform Seminar_
Joining forces for sustainable juice supply chains

Friday 9 October, Hilton Antwerp Hotel

9:00 – 16:00

Participation fee 95 €

08:30 – 09:00 Welcome and registration

09:00 – 10:00 Juice CSR – the sector-wide approach

- Juice CSR Platform – vision, members, activities & achievements
  Platform coordinators: Janine Dortmundt (Sociability) and Milica Jevtic (AIJN)

- Setting the scene: why a sector-wide approach to CSR?
  Speaker TBC

10:00 – 12:00 Business insights #1: Responsible sourcing - Perspectives from bottlers, brands & retailers

- Coca Cola’s Juice procurement strategy – creating social, economic and environmental impact in fruit growing communities.
  Ulrike Sapiro, Sustainability Director at The Coca-Cola Company (TBC)

Coffee break

- Continuous improvement of the citrus value chain in Brazil, the second phase in the roll out of Rural Horizons Tool.
Piet Haasen, Senior Innovation Manager at Friesland Campina Riedel & Annelot van Leeuwen, Project manager sustainable fruit and vegetable at Solidaridad

- Responsible procurement – a retailer perspective (TBA)
  Speaker TBC

12:00 – 12:45 Business insights #2 - Perspectives from the field: creating impact at farmer level

- The Farm Sustainability Assessment
  Lettemieke Mulder, Senior Communications Manager at Sustainable Agriculture (SAI) Platform

- Froosh strategy: Engaging with smallholders
  Anna Hagemann Rise, CSR Manager at Froosh

12:45 – 13:45 Lunch

13:45 – 15:00 CSR collaboration in the juice sector: focus, trends and developments

- The new AIJN Code of Business Conduct
  Milica Jevtic, Regulatory Affairs Manager at AIJN & Alexandra Heinermann, General Manager at SGF

- New tool to evaluate social and environmental sustainability of food products
  Saioa Ramos, Food Researcher at AZTI / SENSE project.

- The Standards Map and the Blue Number initiative: an online global platform for registering and benchmarking sustainability performance
  Joseph Wozniak, Manager at International Trade Center

15:00-15:30 Interactive discussion and wrap up