



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

Erlon 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

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**

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