**Meeting Location and Hotel Information**

**Sheraton Sand Key Resort**
1160 Gulfview Boulevard
Clearwater Beach, FL 33767
Phone: 727-595-1611

- Guest rooms have been set aside at the Sheraton for conference attendees at a reduced rate of $141 plus tax (currently 12%) for single or double occupancy until August 26, 2013.
- Please be aware the rooms traditionally fill before the discounted rate deadline, so we urge you to make your reservation as soon as possible.
- After August 26, the discounted rate is not guaranteed on possible remaining rooms.

Make reservations in one of two ways:
1) Contact the hotel directly at 727-595-1611 and identify yourself as a participant of the International Citrus & Beverage Conference (ICBC) to receive the reduced rate.
2) Reserve rooms via the Sheraton’s personalized website for ICBC participants. (Through the Meeting Location section of the conference website)

[www.conference.ifas.ufl.edu/citrus](http://www.conference.ifas.ufl.edu/citrus)

**Additional Conference Information**

**Program Information:**
Renée Goodrich Schneider, Program Organizer
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**Meeting Information:**
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**Conference Committee**

**Liz Baldwin**
USDA-ARS, Citrus & Subtropical Products Lab., Winter Haven, FL

**Richard Bogey**
Florida's Natural Growers, Lake Wales, FL

**Jessica Brower**
USDA, AMS, FV, PPB, Winter Haven, FL

**Michelle Danyluk**
University of Florida, IFAS, CREC, Lake Alfred, FL

**Jennifer Davis**
Firmenich Inc., Lakeland, FL

**Savy DiBenedetto**
Coca-Cola North America, Sugar Land, TX

**Renée Goodrich Schneider, Program Organizer**
University of Florida, IFAS, FSHN Dept., Gainesville, FL

**Joe Gruber**
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Firmenich Inc., Safety Harbor, FL

**David Johnson**
Peace River Citrus, Arcadia, FL

**Weston Johnson**
Coca-Cola North America, Apopka, FL

**Jon Leonard**
Florida Chemical Company, Inc., Winter Haven, FL

**Keith Schneider**
University of Florida, IFAS, FSHN Dept., Gainesville, FL

**Greg Schrader**
JBT FoodTech, Lakeland, FL

**Linda Staten**
UDSA-AMS, Processed Fruits & Vegetables, Winter Haven, FL

**Douglas P. Van Strijp**
Southern Gardens, Clewiston, FL

**Roger D. Waters**
Brown International, Winter Haven, FL

**Elizabeth Webb**
Brown International, Winter Haven, FL

**Barry Wilson**
Safe Chem Inc., Zellwood, FL

**Weston Johnson**
Coca-Cola North America, Apopka, FL

**Alan Wyland**
Coca-Cola North America, Apopka, FL

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REGISTER TODAY!

Early REDUCED registration fee of $160 (by August 2, 2013)

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Introduction

Welcome to our 53rd Annual Program for the citrus, juice and beverage industry. This year’s conference will again focus on key issues facing our industry, and will span the topics of global beverage processing to the marketing of new and innovative products. Please join us for discussions on the worldwide nature of our business, technology in the processing plants, and interesting new research and consumer insight regarding juices and beverage. The Friday morning session will include a look at the economics of the citrus industry and will feature a panel discussion and summary of promising scientific HLB research.

Our speakers, active members of academia, industry and government, are selected because of their depth of knowledge in these pertinent topics and their enthusiasm in sharing their insights. This event will bring together our invited speakers with industry leaders, researchers, technical and managerial personnel, and partners who are involved members of the food, beverage and citrus industries. We look forward to both long-time attendees and new members of the juice and beverage community joining us in September 2013.

Renée Goodrich Schneider
Program Organizer
University of Florida/IFAS, FSHN
Gainesville, FL

Tentative Agenda

Tuesday, September 17, 2013
4:00PM Registration (until 7:00PM)

Wednesday, September 18, 2013
7:30AM Registration (until 5:00PM)
8:30AM Welcome and Introductory Remarks

Thursday, September 19, 2013
8:30AM The National Organic Program of USDA/AMS – with a Focus on Biotechnology
9:05AM Conventional vs Organic – A Market Research and Sensory Case Study
9:40AM The Bioavailability of OJ Nutrients
10:15AM Break

Friday, September 20, 2013
7:45AM Breakfast
8:30AM The Economics of Citrus Greening
9:15AM Panel Presentations from Citrus Research Leaders
   - This set of presentations will summarize and highlight the most promising HLB research that is being conducted by scientific community within and beyond Florida.
11:00AM Panel Summary and Wrap Up
11:45AM Adjourn