

Conference Committee

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REGISTER TODAY!

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

www.conference.ifas.ufl.edu/citrus

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

Additional Conference Information

Program Information:

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Meeting Information:

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The International Citrus & Beverage Conference



UF, Juice & Beverage
Center



September 17-20, 2013

**Sheraton Sand Key Resort
Clearwater Beach, FL**

www.conference.ifas.ufl.edu/citrus

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

SESSION 1 – THE GLOBAL JUICE AND BEVERAGE INDUSTRY

9:00AM The Eastern Europe Juice Industry
9:40AM The Citrus Industry in Mexico
10:20AM Break
10:40AM South African Citrus and Fruit Industry
11:20AM Chinese Flavor and Beverage Trends

SESSION 2 – MARKETING AND CONSUMER TRENDS – US AND BEYOND

1:30PM Beverage Market Research and Flavor Preference in Japan
2:05PM Flavor Trends in Alcohol Beverages
2:40PM Break
3:00PM Citrus and Juice Beverage Marketing Trends
3:35PM Consumer Research Hot Topics
4:10PM New Trends in Processed Fruit and Vegetable Products
6:00PM Networking Reception (*until 7:00PM*)

Thursday, September 19, 2013

SESSION 3 – JUICE AND BEVERAGES: NUTRITION, REGULATIONS, QA AND BIOTECHNOLOGY

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

10:35AM Citrus Fiber as a Food Product Ingredient – Technology and Benefits
11:10AM Food Science, Technology and Safety Communication with the Media

SESSION 4 – HORTICULTURAL AND FLAVOR ASPECTS OF CITRUS GREENING – A PRIMER FOR PROCESSORS

1:30PM Rootstocks, Resistance and New Citrus Varieties – An Overview of Breeding Programs
2:05PM GMO Trees and the Nursery System
2:40PM Break
3:00PM Greening and Horticultural Practices
3:35PM Flavor Characterization of Greening-affected Orange Juice
4:10PM The Effect of Greening on Consumer Acceptance of Orange Juice
5:30PM Poolside Reception (*until 7:00PM*)

Friday, September 20, 2013

SESSION 5 – CITRUS RESEARCH: WHERE WE ARE WITH A VIEW TOWARDS THE FUTURE

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