

**TECHNICAL CONFERENCE PROGRAMME PREVIEW
FRUIT ATTRACTION 2010
20-22 OCTUBRE 2010**

Venue: Retiro Room (above Hall 10)

Wednesday 20 October 2010.

THE REGULATION AND ORGANISATION OF THE FRUIT AND VEGETABLE SECTOR IN THE UNITED STATES INCLUDING THEIR RELATIONSHIP WITH THE MASS DISTRIBUTION CHANNEL.

Objective:

The relationship between production, distribution and shipping from point of origin are the topic of multiple discussions both in the US and in Spain. The European Parliament, the European Commission, the Council of the Ministry for Agriculture and the European Governments all have a position in this discussion on which numerous studies and proposals have been made.

The US fruit and vegetable sector has adopted a series of efficient agricultural and commercial policies on Marketing Orders, import control, as well as the adoption of administrative measures and similar criteria throughout the territory, among other noteworthy aspects.

The organisation of the US producing and shipping sector and their relationship with the mass distribution channel and the sector will be analysed in the first FRUIT ATTRACTION 2010 technical conference.

Participants:

Representative from the area related to the organisation of the agricultural sector of the United States Department of Agriculture (USDA).

Thursday 21 October 2010

GREENHOUSE MODERNISATION AND IMPROVEMENTS IN ENERGY EFFICIENCY.

Objective:

The fruit and vegetable sector is facing the challenge of increasing productivity to improve the competitiveness of farms. The improvements to energy efficiency in greenhouses will permit an increase in the economic performance of farms through the introduction of new technologies to make more effective use of production factors possible and at the same time minimise their environmental impact.

The second FRUIT ATTRACTION 2010 technical conference will be focusing on this topic, particularly on fostering cogeneration as one of these measures which represent potential benefits in terms of primary energy saving, the elimination of network losses and the reduction of emissions, especially greenhouse effect gases.

Friday 22 October 2010.

THE CONTRIBUTION OF TECHNOLOGICAL CENTRES TOWARDS ACCELERATING THE FARM INNOVATION PROCESS

Objective:

Both state and private public research centres have gained an important role in the development of planned research or studies aimed at acquiring new knowledge and skills that can be useful towards developing new varieties and products or for permitting considerable improvements to the existing ones. Public research is decisive but so is the emerging transfer of knowledge to the sector. The imbrication of public research with the productive fabric and public/private collaboration are the basis for accelerating the innovation process of fruit and vegetable farms.

This has a triple objective: To improve organoleptic and commercial quality, performance and work productivity.

This will be the framework for the development of the FRUIT ATTRACTION conference for research centres from the different autonomous communities to contribute their innovation experience covering a wide range of action lines:

- Research and experimentation of varieties
- New equipment, mechanical improvements and cultivation techniques
- New methods for combating plagues and diseases

Participants:

- IMIDA. Murcian Institute for Agriculture and Food Research and Development. Director. Adrián Martínez Cutilla.
- IRTA. Institute for Agro-food Research and Technology. Simó Alegre. Director IRTA Lleida experimental station. Conference: Research line for peach and nectarine varieties.