



PRESS RELEASE 1-2010

On behalf of the International Society for Horticultural Science (ISHS), the Università degli Studi di Torino is pleased to invite scientists, professionals and business representatives with an interest in fresh-cut produce to attend the Freshcut2011 Conference.

Format of the Conference

Freshcut2011 aims to promote scientific progress and to stimulate free exchange of ideas and findings in Quality Management of Fresh Cut produce. Scientific and Business sessions will cover the main issues related to the Fresh-cut Produce sector. Plenary lectures will be given by leading scientists and professionals, and speakers' contributions will be selected to present significant recent progress. Poster sessions will be contemporary to business networking moments. Three thematic workshops will also take place to favor integration, cooperation and synergy between research and business. This format will provide the maximum exposure to contributed results and allow participants to meet and exchange ideas.

Topics covered

Freshcut2011 Conference will host oral, poster and workshop sessions related to **Pre-harvest** (Genetic materials, genomics; Biotechnological approaches; Cultivation systems; Cultural techniques; Crop protection; Plant Physiology; Harvesting, handling, storing, shipping), **Post-harvest** (Processing and packaging; Post-harvest Physiology; New convenience products; Automation and logistics), **Supply chain** (Economics and marketing; Retailers needs and facts; Food safety risks; Tracking systems; Regulations and certifications; consumers perception).

Calls

Call for Declaration of Interest, Abstract Submission and Registration is open. Program and Deadlines are available on line. Check the Conference Web site: <http://www.freshcut2011.org/>

INFORMATION

For inquiries concerning the conference please contact:

Freshcut2011 Conference

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Website: <http://www.freshcut2011.org>

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