

Local Organizing Committee

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International Organizing Committee

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Dates for contributions

July 1, 2010 – Abstracts submission opening
December 20, 2010 - Deadline for abstracts submission
November 1, 2010 – First day of notification of abstract acceptance
February 15, 2011 – Last day for notification of abstract acceptance
April 15, 2011 - Deadline for submission of full papers
May 15, 2011 - Notification of manuscript acceptance
June 30, 2011 – Deadline for revised full manuscript submission

Important dates for registration and payments

September 1, 2010 - on line registration opening
December 31, 2010 - deadline for early registration and payment at reduced fee
March 31, 2011 – deadline for cancellation with 90€ administrative fee
May 31, 2011 - deadline for regular rate registration and payment
June 1, 2011 - deadline for replacement (name change) of confirmed registration free of charge
June 15, 2011 - deadline for cancellation with 40% refund
June 30, 2011 - deadline for on-line registration and payment
After **July 1, 2011** - registration and payment will only be possible at the registration desk

Conference venue

The Conference will take place at the 'Palazzo della Provincia di Torino', the administrative headquarter of the provincial government. The building is in front of metro, bus and train stations, convenient to be reached. Its central location, nearby the "Quadrilatero Romano", the heart of Torino, will encourage participants to explore all that this active city has to offer in terms of galleries, theaters, shops, museums, monuments and historic buildings.

Torino, the site of the meeting

Torino is a modern and exciting city listed in the prestigious Michelin Guide's classification as a "three-star city" along with Florence, Venice and Rome. The city offers 15 Royal Residences declared World Heritage Sites by UNESCO and more than 40 museums. From March to November 2011, exhibits, thematic expositions, conventions and live performances will present the best of what Italy has to offer to the world by celebrating the 150th anniversary of the Unification of the Nation.

**2nd International Conference on
Quality Management of Fresh Cut Produce
Convenience Food for a Tasteful Life
17-21 July 2011, Torino, Italy**



INFORMATION

For inquiries concerning the conference please contact:
Freshcut2011 Conference
Via Leonardo da Vinci, 44
10095 – Grugliasco – Italy
Website: <http://www.freshcut2011.org>
Email: info@freshcut2011.org



2nd International Conference on Quality Management of Fresh Cut Produce

Convenience Food for a Tasteful Life

17 - 21 July 2011, Torino, Italy



Invitation

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.

Fresh-cut fruit and vegetables represent an important and rapidly expanding food segment of interest for growers, processors, retailers and consumers. In recent years, despite the consumer demand for fruit and vegetables decreased in Europe, the fresh-cut industry reported a constant growth in terms of quantity and turnover. Today, the fresh-cut industry is expanding faster than any other segment of the fruit and vegetable market and the fresh-cut segment supplies both the food service industry and retail outlets, expanding to new markets around the world. In Europe, Italy is one of the key players and its level of offer and quality is getting widely recognized.

Fresh-cut products are more perishable than whole produce: although remaining in a fresh state, they are physically altered during processing operations and are living tissues characterized by an accelerated metabolism. The ultimate potential postharvest quality and shelf-life of fresh produce is determined before harvest. Proper handling, the use of effective sanitizers, optimal storage temperature and packaging reduce the rapid degradation of fresh-cut produce. Efficient cultivation and postharvest processing management and their synergy can contribute to 'making the difference' in a system that aims at being competitive.

New knowledge about genetic material, genomics, biotechnology, production, handling, storage, shipping, processing, sanitation, automation, tracking systems including new advanced technologies, retailers, consumer demand, regulations, economics is welcome. Scientists, Stakeholders, Corporate and Business companies are invited to attend. A technical tour will be scheduled during the conference week and Pre- and Post-Conference tours will be available.

I am happy to invite you to Torino, the first capital of Italy, the city of the Winter Olympic Games 2006, that in 2011 will celebrate the 150th Anniversary of the national unification.

I look forward to seeing you in Torino to attend the meeting.

Silvana Nicola
The Convener

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).

Fees

	Early rate Paid before December 31, 2010	Regular rate Paid before May 31, 2011	Late rate Paid after June 1, 2011
ISHS member	460€	520€	620€
Non ISHS member	520€	580€	680€
Student ISHS member	210€	260€	360€
Student non ISHS member	240€	290€	390€
Accompanying person	260€	285€	335€
One-day admission	260€	310€	360€

Tentative schedule

17:00 – 19:00	Registration
19:00 –	Welcome reception
	Monday - July 18
07:30 – 08:30	Registration
08:30 – 10:30	Oral session
10:30 – 11:00	Coffee break
11:00 – 13:00	Oral session
13:00 – 14:00	Lunch
14:00 – 16:00	Oral session
16:00 – 16:30	Coffee break
16:30 – 17:00	Poster standing - Business networking
17:00 – 19:00	Workshop
20:00 –	Social event
	Tuesday - July 19
07:30 – 08:30	Registration
08:30 – 10:30	Oral session
10:30 – 11:00	Coffee break
11:00 – 13:00	Oral session
13:00 – 14:00	Lunch
14:00 – 16:00	Oral session
16:00 – 16:30	Coffee break
16:30 – 17:00	ISHS working group - Business meeting
17:00 – 19:00	Workshop
20:00 –	Gala dinner
	Wednesday - July 20
07:30 – 08:30	Registration
08:30 – 10:30	Oral session
10:30 – 11:00	Coffee break
11:00 – 13:00	Oral session
13:00 – 14:00	Lunch
14:00 – 16:00	Oral session
16:00 – 16:30	Coffee break
16:30 – 17:00	Poster standing - Business networking
17:00 – 19:00	Workshop
	Thursday - July 21
07:30 – 19:30	Technical tour