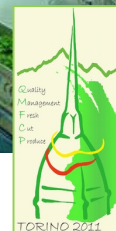


2nd International Conference on Quality Management of Fresh Cut Produce

Convenience Food for a Tasteful Life

17 - 21 July 2011, Torino, Italy



Welcome to the Freshcut2011 Conference

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



agroselviter
Dipartimento di Agronomia,
Selvicultura e Gestione del territorio



LOCAL ORGANIZING COMMITTEE

- Silvana NICOLA
VEGMAP-AGROSELVITER. Università degli Studi di Torino.
- Emanuela FONTANA
VEGMAP-AGROSELVITER. Università degli Studi di Torino.
- Giorgio Tibaldi
VEGMAP-AGROSELVITER. Università degli Studi di Torino.
- Loredana Olivarelli
VEGMAP-AGROSELVITER. Università degli Studi di Torino.

INTERNATIONAL ORGANIZING COMMITTEE

- Peter M.A. TOIVONEN
Agriculture and Agri-Food Canada (Canada)
- Giancarlo COLELLI
Università degli Studi di Foggia (Italy)

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.

Conference Secretariat
secretariat@freshcut2011.org
www.freshcut2011.org

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Program

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).

Call for Abstracts

Abstract Submission is open. The Organizing and Scientific Committees invite authors for oral and poster presentations.

Dates for contributions

July 1st 2010 – Abstracts submission opening

December 20th 2010 - Deadline for abstracts submission

November 1st 2010 – First day of notification of abstract acceptance

February 15th 2011 – Last day for notification of abstract acceptance

April 15th 2011 - Deadline for submission of full papers

May 15th 2011 - Notification of manuscript acceptance

June 30th 2011 – Deadline for revised full manuscript submission

Fees

	Early rate Paid before December 31 st , 2010	Regular rate Paid before May 31 st , 2011	Late rate Paid after June 1 st , 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€

General Information

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.

Accommodations

Situated in the city center, the Conference venue is within walking distance of many major hotels and apartments.

Transportations

Torino Caselle airport is 16 km away from the city centre. Torino airport, through its connections to most of the European hubs, is accessible from all parts of the world. Torino can also be reached from Milano Malpensa airport which is 140 km away from Torino center and served by more than 80 airline companies.

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. During day time, store of famous fashion designers, shops



of artisans and artists, street markets and cafés make walking around a real pleasure. At night, Torino offers plenty of opportunities to meet people in night bars, discotheques and wine bars in the old town centre or along the Po river.

Torino is the heart of gastronomy from Piemonte. It has always been the land of great chefs and great gourmets and the city has brought worldwide known specialties.

Torino is a City of Art, modern and exciting, a city that never slows down. 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.