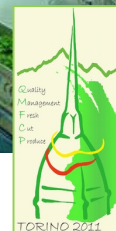


2nd International Conference on Quality Management of Fresh Cut Produce

Convenience Food for a Tasteful Life

17 - 21 July 2011, Torino, Italy



Sponsoring invitation

On behalf of the International Society for Horticultural Science (ISHS), the Università degli Studi di Torino is pleased to announce the 2nd ISHS International Conference on Quality Management of Fresh Cut Produce.

Fresh-cut fruit and vegetables represent an important and rapidly expanding food segment of interest for growers, processors, retailers and consumers, and in recent years, despite the consumer demand for fruit and vegetables decreased, the convenience food sector 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 the retail outlets, expanding to new markets around the World. Italy is one of the key players in this industry not only in Europe and its level of offer and quality is getting widely recognized. Freshcut2011 is much more than a meeting for scientists since it will involve diverse sectors that contribute for the dynamism of fresh-cut industry. A specific Business Committee is created to promote and develop cooperation and synergy, connecting research and the fresh-cut industry.

The Conference is organized under the aegis of the ISHS, which has a network that reaches 7,000+ society members and many other scientists and professionals worldwide. The ISHS Web site is among the 100,000 most visited sites, receiving more than 28,000 visits per day. The Conference proceedings will be published in *Acta Horticulturae*, the pillar of scientific and technical literature in horticulture that is also available online. We expect to bring together participants from all the continents, rallying together research and business, young researchers and established scientists, industrial processors and suppliers, horticultural producers and supply chain actors. Governmental and institutional participation is also expected. Keynote distinguished speakers will be invited along with industry leaders.

Your possible financial contribution will help to defray part of the costs related to hosting the conference and will offer to your company the association with a renowned world conference and the interaction with numerous international specialists. The visibility plan available at <http://www.freshcut2011.org/visibility-plan> describes the various sponsorship options and the visibility associated with each sponsoring class. In addition, we will be pleased to discuss other sponsorship options of Freshcut2011 events, such as oral scientific sessions, poster scientific sessions, workshops, tours, welcome reception, gala dinner, coffee breaks.

Silvana Nicola
The Convener



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).

Tentative schedule

	Sunday - July 17
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

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

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Organization of the Conference

The local and international organizing committees are closely linked with scientific, business and editorial committees to ensure and emphasize direct connection between academia, business and dissemination of results, developing profitable collaborations within the fresh-cut community.

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.

Delegate Profile

Freshcut2011 Conference is an important event for the specific fresh-cut fruit and vegetable field. More generally, it is also a leading event for horticulture, post-harvest and supply chain players. The program will canvas the whole supply chain of the fresh-cut production, from field to fork.

Oral presentations and poster exhibitions will illustrate the results of the research and the latest achievements in pre-harvest, post-harvest and supply chain issues. Leading scientists and professionals from the 5 continents are expected and worldwide recognized experts will contribute with plenary lectures on specific topics. Three thematic workshops on business related issues will take place.

Freshcut2011 will be the first ISHS international conference on fresh-cut produce to be held in Europe which host, with North America, the most developed market.

Why partner with this event?

The 2nd ISHS International Conference on Quality Management of Fresh Cut Produce is an opportunity for companies, organizations and institutions to contribute to the advancement and development of important scientific and technical issues related to the field of ready-to-eat fruit and vegetables.

The conference represents an opportunity for companies involved in the fresh-cut produce related fields to highlight their products, services and expertise. It is also will be an occasion to expand their contacts, build business or scientific relationships, and the attendance of young scientists gives opportunities for contacts and recruitment. Many options were defined to provide our sponsors the best opportunities to demonstrate their leadership in their field of work and their contribute to the fresh-cut community, to benefit from the conference visibility in a variety of media, to closely network with academic and organization leaders, to promote their goals and objectives for future development in the field of fresh-cut produce.

Sponsorship options at a glance

VISIBILITY	MAIN (10,000€)	GOLDEN (6,000€)	SILVER (3,000€)	BRONZE (1,500€)
Logo and name on the conference web site and link to the sponsor's website				
- on the home page	included	included	----	----
- on every page	included	----	----	----
- on the sponsor's page	included	included	included	included
Advertisement in the e-version of the 2 nd announcement	1/2 page	1/4 page	1/8 page	mention
Logo on the conference news	included	included	----	----
Logo and name printed on all participant badge holders	included	----	----	----
Color advertisement printed in the conference program and book of abstracts	1 page	1/2 page	1/4 page	mention
Logo and/or company name printed in <i>Acta Horticulturae</i>				
- Company's name and logo	included	included	included	----
- Company's name	----	----	----	included
Logo and company name printed in all conference posters exposed during:				
- Registration	included	----	----	----
- Welcome ceremony	included	included	----	----
- Poster sessions	included	included	included	included
- Business meetings	included	included	included	included
- Thematic workshops	included	included	included	----
- Coffee breaks and lunches	included	included	included	----
Logo printed on all participant bag cover	included	----	----	----
Logo projected				
- between oral sessions	included	included	included	mention
- during coffee breaks and lunches	included	----	----	----
Insertion of promotional inserts in the delegate kit	3	2	1	1
Acknowledgements during				
- Welcome reception	included	included	included	included
- Closing ceremony	included	included	included	included
Free Conference registration for sponsor's guests, including welcome reception, social event and gala dinner	4	2	1	----
Plaque of appreciation	included	included	----	----
Certificate of appreciation	included	included	included	included

Additional information about sponsorship is available at:

http://www.freshcut2011.org/downloads/sponsorship_prospectus.pdf