



# Blueberry Europe

# 2018

keynote lectures  
more than 30 talks  
poster session  
B2B networking  
social program  
technical trip  
sponsorship solutions

TRENTO (Italy) . November . 12-13-14

## Day one:

four scientific sessions will give an overview of the most update results from science that can have in impact on the blueberry market, with particular regard to Europe.

They will encompass the genetics, breeding, fruit quality, post-harvest, cultivation, pests and diseases.

from  
science  
to  
fork

## Day two:

from an European macro perspective, production and market analysis will be presented and discussed with some of the main companies involved in the actual "blueberry world"

The idea is to draw a state of art of the European production, to visualize market dynamics, to get inputs about nursery, sorting, innovation and packaging.

**Our focus is to contaminate as much as possible the scientific language and its most innovative results with the production-market needs and consumers demand.**

Organised within «Apple & Berry» Research Project  
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SAVE THE DATE & JOIN US IN TRENTO!