



SAKATA



Just Eat More
(fruit & veg)



Broccoli : simple to prepare, delicious to eat

EUROPEAN BROCCOLI CONFERENCE 2011



Location: South Auditorium, IFEMA Fair, Madrid

Program of the III European Broccoli Conference

19 of October, 2011

Increasing the consumption of broccoli. A symposium to look at the future for broccoli production.

12:30 to 13:30 (in cooperation with 5 a day)

Show Cooking. Broccoli: simple to prepare, delicious to eat ... by Pierre Wind

With the cooperation of Sergio Pérez.

13:30 to 15:00 Lunch served in the same Show Cooking theatre.

15:00 Short opening by Stuart Cox (Conference presenter). Welcome and introduction of the first speaker.

15:05 to 15:40

Consumer acceptance, sensory profile, flavors and health-promoting compounds of fresh broccoli – an integrated view.

Dr. Angelika Krumbein

Senior scientist at the Department of Quality of the Leibniz-Institute of Vegetable and Ornamental Crops, Grossbeeren/Erfurt e.V, Grossbeeren, Germany.

15:40 Introduction of the second speaker by Stuart Cox.

15:45 to 16:20

Health benefits of broccoli: many good reasons to include broccoli in your meal.

Dr. Elizabeth Jeffery

Professor of Nutrition at the University of Illinois, Urbana, USA.

16:20 to 17:00 Coffee break offered by Fruit Attraction.



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17:00 Introduction of the third speaker.

17:05 to 17:40

Nature and nurture: genetic and environmental contributions to product quality.

Dr. Graham King

Professor of Plant Genomics and Epigenetics at Southern Cross University, Lismore NSW, Australia.

17:40 Introduction of the fourth speaker.

17:45 to 18:20

Future Challenges for Broccoli Processing.

Dr. Matthijs Dekker

Associate Professor of Food Technology at Wageningen University, The Netherlands.

18:20 A Healthy Future for Broccoli. Robin session hosted by Stuart Cox.

Dr. Angelika Krumbain, Dr. Elizabeth Jeffery, Dr. Graham King, Dr. Matthijs Dekker, Chef Pierre Wind, Representative of 5 a day in Spain, Representative of the Asociación +Brócoli

End of the robin session about 19:30

21:00 Conference dinner in the Auditorium Hotel.

Diner Opening by Alain Sicard: Approaching the company to the audience.

21:20 Conference dinner. Tasting broccoli dressed with other flavours.

23:00 Flamenco show.

20 of October, 2011

Broccoli production and processing: cases of potential increase.

08:00 Leaving the hotel by bus.

08:30 to 10:00 **Trial-field visit and varieties presentation by Aurelio Estopiñán, Johannes Pfeifer.**

11:30 to 13:00 **Visit freezing factory: frozen broccoli, agronomical and freezing process. Camilo Andrés, director of Comagra de Congelación,S.A.**

13:30 14.30 Lunch in a restaurant close to the factory.

Closing the Conference.

15:00 Back to Madrid and end of the Conference services.

Visit trade Show Fruit Attraction