

The most important event
in the highbush blueberry industry

7TH INTERNATIONAL Highbush BLUEBERRY CONFERENCE

7-8 MARCH 2019

POLAND, JACHRANKA,
WARSZAWIANKA HOTEL ****

NEW VENUE!

Blueberry
Conference 2019

#COOPERATION



Registration:

www.konferencjaborowkowa.pl/blueberry-conference/

Information in English:

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POLISH BERRY
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TOWARZYSTWO
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I WARZYWNICTWA
2019

HONORARY PATRONAGE



InHort
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Programme of the Conference



7th March

8.00-9.00 Registration

Part I. Farm and pest management

9.00 Welcome to the 2019 Highbush Blueberry Conference

9.15-9.40 *Controlling weeds on blueberry plantations* **Paweł Krawiec PhD**
Horti Team, Poland

9.40-10.05 *Shoot dying of the highbush blueberry – reasons and possibilities to control on plantations* **Assoc. Prof. Joanna Puławska**
Research Institute of Horticulture, Poland

10.05-10.25 *Plant protection of blueberry in accordance with current market requirements* **Kamil Jeziorek PhD**
Syngenta, Poland

10.25-10.50 *Blueberry fruit production costs based on 20 years of grower's experience* **Mirostaw Garliński**
Plantation in Doleck, Poland

10.50-11.05 Discussion

11.05-11.40 Coffee break

Part II. Improving production processes

11.40-12.05 *Machine harvesting of blueberries in the USA: Current status and development of equipment and machines to harvest blueberries with fresh market quality* **dr Fumiomi Takeda**
PhD, Research Horticulturist USDA Agricultural Research Service, Appalachian Fruit Research Station, USA

12.05-12.25 *Fertilizing highbush blueberry in the conditions of a changing climate* **Jarostaw Barszczewski**
Yara Poland

12.25-13.00 *Water and its importance in the fertilization of highbush blueberries* **Mariusz Padewski**
Europe adviser, Poland

13.00-13.20 *Selection of blueberry cultivars for plantations and current market requirements* **Andrea Pergher**
Fall Creek Farm and Nursery Europe

13.20-13.50 *The impact of pruning on the quality of blueberry fruit. Do we prune all varieties the same?* **Ron Marshall**
Delphy – United Kingdom

13.50-14.05 Discussion

14.05-15.00 Lunch Break

Part III. Market challenges

15.00-15.25 *Techniques of detecting damaged fruit harvested by machines during preparation for sale* **dr Fumiomi Takeda**
Fumiomi Takeda, PhD Research Horticulturist USDA Agricultural Research Service, Appalachian Fruit Research Station, USA

15.25-15.50 *The future of blueberry market in Europe and in the world* **Hans Liekens**
Fall Creek Farm and Nursery Europe

15.50-16.15 *The success of the "Blueberry Summer" campaign. Trends and plans for promotion in 2019* **Katarzyna Grzegorzółka-Parafiniuk FPPB**
Maciej Dolata
INSPIRE smarter branding

16.15-16.40 *The current situation in blueberry production in China* **Assoc. Prof. Stanisław Pluta**
Research Institute of Horticulture – Skierniewice, Poland

16.40-17.05 *Ukraine - a new player on the European blueberry market. Current situation and prospects for the future* **Taras Bashtannyk**
Ukrainian Berry LLC

17.05-17.20 Discussion

17.20-17.50 Debate – **COOPERATION, or how to get partners in the blueberry business?** Moderator **Maciej Dolata**
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8th March

10.00-14.00 Outdoor meeting at a plantation: pruning demonstrations, machine shows, workshops related to setting up plantations

Simultaneous interpretation service (English/Polish, Polish/English) will be provided.