



As of 2/12/24

Detailed Schedule of Events

Wednesday, February 28

8 a.m. - 6 p.m. Registration Open

Location: Turquoise Foyer

8 a.m. - 5 p.m. Blueberry Breakroom – Sponsored by BerryFresh

Location: Joshua Tree

Need to check a few emails, rest your feet, or just enjoy a quiet space? We've got you covered! Stop by the Blueberry Breakroom to take some time away from the hustle and bustle.

8 a.m. - 9 a.m. Grab a Boost of Blue Golf Tournament Registration, Breakfast, Driving Range, & Putting Competition

Location: El Conquistador Golf and Tennis Country Club (10555 N. La Canada Dr.)

Check-in for the tournament and get warmed up on the driving range! We will have coffee and breakfast snacks to fuel your start to the day. Ground transportation will be provided!

9 a.m. - 1 p.m. Grab a Boost of Blue Golf Tournament

Location: El Conquistador Golf and Tennis Country Club (10555 N. La Canada Dr.)

The time has come to show the industry if your team has what it takes to bring home the trophy! The shotgun start will kick off promptly at 9 a.m. You can register for a foursome or as an individual player. Ground transportation will be provided!

8 a.m. - 3 p.m. Blueberry Lane Exhibitor Set Up

Location: Turquoise III & Foyer

4:30 p.m. - 6 p.m. Visit Health Halo Corner and BerrySmart Insights

Location: Turquoise Foyer

4:30 p.m. - 5 p.m. Exhibitor's Welcome Reception

Location: Turquoise III & Foyer

Open to all Blueberry Lane exhibitors! Let's gather to kick off the opening of the trade show floor.

Sponsored by: Giumarra

5 p.m. - 6 p.m. NABC President's Welcome Reception & Stroll Down Blueberry Lane



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Location: Turquoise III & Foyer

Welcome to Tucson! Reconnect with familiar faces at our Welcome Reception. Beat the rush and grab your badge for the week, plus visit with our exhibitors on Blueberry Lane!

Thursday, February 29

All members of the blueberry industry are welcome to attend the USHBC Industry Engagement Committee meeting. NABC will host a crop report and board meeting. Attendance of the NABC meeting is complimentary for active members of the NABC. Nonmembers may attend by applying for membership or purchasing a ticket. To attend the General Session Breakfast and the Concurrent Education Sessions you must have purchased the Education Package. The NABC & USHBC Reception and Dinner is also a separate ticketed event.

6 a.m. - 7 a.m. BerryFit Club 5K

Location: Around Tucson!

Good morning, Sunshine! Start your day off right with a walk, jog, or run around Tucson! A team leader will guide the group on a local route.

7 a.m. - 4 p.m. Registration Open

Location: Turquoise Foyer

8 a.m. - 5 p.m. Blueberry Breakroom – Sponsored by BerryFresh

Location: Joshua Tree

Need to check a few emails, rest your feet, or just enjoy a quiet space? We've got you covered! Stop by the Blueberry Breakroom to take some time away from the hustle and bustle.

8 a.m. - 9 a.m. Opening Keynote Breakfast - The Future State of Blueberries

Location: Turquoise I & II

What do two of the largest berry companies in the world think about the future state of the blueberry industry? Is it a runway? Or is there a cliff?

Embark on the convention's opening keynote breakfast, featuring a dynamic panel discussion on the landscape of the blueberry industry. Join us as industry leaders, Soren Bjorn, the newly appointed CEO of Driscoll's, and Juan Ignacio Allende, CEO/Gerente General of Hortifrut and chair of the Naturipe board, engage in a conversation moderated by NABC/USHBC USHBC President Kasey Cronquist. Together, they will cover the pressing issues confronting the industry and cast vision on the uniting efforts necessary to make blueberries the world's favorite



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fruit. Don't miss this insightful session that sets the tone for the Convention and all of the inspiring possibilities ahead.

Moderator: Kasey Cronquist, President, NABC/USHBC

Panelists:

- Soren Bjorn, CEO, Driscoll's
- Juan Ignacio Allende, CEO/Gerente General, Hortifrut and Chairman of the Board of Naturipe Foods

Sponsored by: Tomra

8 a.m. - 5 p.m. Blueberry Lane Exhibit Floor Open

Location: Turquoise III & Foyer

9 a.m. - 10 a.m. Stroll Down Blueberry Lane, Visit Health Halo Corner, and BerrySmart Insights

Location: Turquoise III & Foyer

Take advantage of this dedicated time to visit with exhibitors on Blueberry Lane!

10 a.m. - 11:30 a.m. USHBC Industry Engagement Committee Meeting

Location: Presidio III, IV, V

12 p.m. - 1:30 p.m. Lunch Session: Soil Matters!

Location: Turquoise I & II

Our panel of soil health researchers and growers share insights on happy soil goodness (and results!) with biochar, microbial diversity, biologicals, and so much more!

Speakers:

- Steve Mantle, Founder/CEO, innov8.ag
- Cheyenne Sloan, Blueberry and Small Fruit Extension Educator, Michigan State University
- Kristin Trippe, PhD, Forage Seed and Cereal Research, USDA-ARS

Sponsored by: Naturipe



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12 p.m. - 1:30 p.m. Lunch Session: How Will the Economy Impact Blueberries?

Location: Presidio I & II

Following the recent release of Rabobank's Blueberry Report, join David Magaña, Senior Analyst - Horticulture at Rabobank for an insightful session where he explains the relationship he sees between macroeconomic factors and the trajectory of the blueberry industry. Delve into the far-reaching effects on fresh consumer preferences for fruit, with a specific focus on blueberries, and gain valuable insights into the implications for both supply dynamics and growers.

Speaker: David Magaña, Senior Analyst - Horticulture, Rabobank

Sponsored by: Driscoll's

1:30 p.m. - 2:00 p.m. Stroll Down Blueberry Lane, Visit Health Halo Corner, and BerrySmart Insights

Location: Turquoise III & Foyer

Take advantage of this dedicated time to visit with exhibitors on Blueberry Lane!

2:00 p.m. - 3:45 p.m. NABC Board and Crop Report

Location: Presidio III, IV, V

The NABC Board and Crop Report is complimentary for all NABC members. Non-members may attend for an additional fee.

4:00 p.m. - 5:30 p.m. NABC United Blueberry Advisory Committee (closed meeting)

Location: Presidio III, IV, V

6:30 p.m. - 9:30 p.m. NABC & USHBC Reception and Dinner

Location: Last Territory, El Conquistador Hotel

Reception Sponsored by:

California Giant Berry Farms + United Exports/OzBlu

Dinner Sponsored by:

California Giant Berry Farms + Consalo Family Farms



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Friday, March 1

All members of the blueberry industry are welcome to attend the USHBC Promotion Committee meeting and the USHBC Council meeting. To attend the General Session Breakfast and the Concurrent Education Sessions you must have purchased the Education Package.

6 a.m. - 7 a.m. BerryFit Sunrise Yoga

Location: Santa Rita

Good morning, Sunshine! Start your day off right with a beginners' yoga session!

7 a.m. - 4 p.m. Registration Open

Location: Turquoise Foyer

8 a.m. - 5 p.m. Blueberry Breakroom – Sponsored by BerryFresh

Location: Joshua Tree

Need to check a few emails, rest your feet, or just enjoy a quiet space? We've got you covered! Stop by the Blueberry Breakroom to take some time away from the hustle and bustle.

8 a.m. - 9 a.m. Keynote Breakfast - A Futuristic Look at Blueberry Growth in Retail

Location: Turquoise I & II

Learn more about the dynamic growth of the blueberry category at retail during our Keynote Breakfast event. With blueberries projected to reach a staggering 1 billion pounds by 2030, this session provides an insider's perspective on the anticipated growth and its implications for the industry.

Join us as Melissa Byland, Merchandising Director at Walmart, takes the stage to share her insights into the future of blueberries. Melissa will delve into the opportunities and challenges presented by this significant growth in customer demand.

Speakers:

- Melissa Byland, Merchandising Director, Walmart
- Kasey Cronquist, President, NABC/USHBC

Sponsored by: Unitec

8 a.m. - 3 p.m. Blueberry Lane Exhibit Floor Open



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9 a.m. - 10 a.m. Stroll Down Blueberry Lane, Visit Health Halo Corner, and BerrySmart Insights

Location: Turquoise III & Foyer

Take advantage of this dedicated time to visit with exhibitors on Blueberry Lane!

10 a.m. - 11:30 a.m. USHBC Promotion Committee Meeting

Location: Presidio III, IV, V

12 p.m. - 1:30 p.m. Lunch Session: Blueberry Harvesters: The Latest and Greatest

Location: Turquoise I & II

Join us for an in-depth conversation with a panel of harvester technology companies discussing what is coming down the pipeline for technology within the blueberry industry. The session will be led by BerrySmart Fields consultant Steven Mantle, Founder/CEO of innov8.ag.

Moderator

- Steve Mantle, Founder/CEO, innov8.ag

Panelists:

- Marcel Beelen, FineField
- Frank Brown, Littau Harvester
- Laina Gray, OnTrack

Sponsored by: Driscoll's

12 p.m. - 1:30 p.m. Lunch Session: Growing Profitable Demand: How Much Opportunity Really Remains

Location: Presidio I & II

Join Kevin Hamilton, Vice President of Global Marketing and Communications NABC/USHBC for an insightful discussion into the opportunities for growing blueberry consumption. How much opportunity really remains for blueberry consumption? What resources will the industry need to become the world's favorite fruit? And what about that Super Bowl ad for Blueberries? Kevin addresses these questions and more as he reflects on his experience at Avocados from



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Mexico, other stops he's had in the consumer packaged goods world, and where he believes the blueberry category can go. Kevin will also delve into the world of consumer data and present some surprising facts about the base of core consumers in the U.S. as well as the critical role data will play going forward to guide future marketing, advertising and promotional programs. Kevin will be joined by Brian Bocock, Vice President of Product Management at Naturipe Farms and Chair of the Promotions Committee. Don't miss this chance to be part of a dynamic conversation that explores the growth potential and marketing strategies for blueberries.

Speakers:

- Brian Bocock, Vice President Of Product Management, Naturipe Farms and Chair, Promotions Committee, USHBC
- Kevin Hamilton, Vice President of Global Marketing and Communications, NABC/USHBC

Sponsored by: Naturipe

1:30 p.m. - 2:30 p.m. Stroll Down Blueberry Lane, Visit Health Halo Corner, and BerrySmart Insights

Location: Turquoise III & Foyer

Take advantage of this dedicated time to visit with exhibitors on Blueberry Lane!

2:30 p.m. - 4 p.m. USHBC Council Meeting

Location: Presidio III, IV, V

3 p.m. - 5 p.m. Blueberry Lane Exhibitor Tear Down

Location: Turquoise III & Foyer

4:15 p.m. - 5:45 p.m. Grab a Boost of Blue Happy Hour

Location: Sundance Courtyard & Gazebo

Join fellow attendees to toast all the possibilities for blueberries and continue the discussions with your blueberry industry colleagues!

Saturday, March 2

8:30 a.m. - 3:00 p.m. Tour



As of 2/12/24

Location: Pima Air and Space Museum

The event will begin with a private tram tour of the museum's 80 acres on a 1.5 mile route to view more than 150 planes in the collection. Then, you'll enjoy a self-guided tour of six indoor hangars. Lunch and transportation to the museum are included.