



Detailed Schedule of Events

As of 9/17/24

Wednesday, September 25

8 a.m. - 5 p.m. Blueberry Breakroom

Location: McCourt

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

Location: Platte River

3 p.m. - 5 p.m. Exhibitor Registration Open

Location: Platte River

3 p.m. - 4:15 p.m. Attendee Registration Open

Location: Platte River

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

Location: Mezzanine Foyer

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

Location: Platte River

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

5 p.m. - 6 p.m. Ribbon Cutting Ceremony, NABC President's Welcome Reception, Stroll Down Blueberry Lane and Blueberry Row

Location: Platte River and Mezzanine Foyer

Welcome to Denver! 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!



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Thursday, September 26

All members of the blueberry industry are welcome to attend the USHBC Promotion 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: Meet up in the EP Ensley Foyer

Good morning, Sunshine! Start your day off right with a walk, jog, or run around Denver!

7 a.m. - 5 p.m. Registration Open

Location: Platte River

7 a.m. - 5 p.m. Blueberry Lane and Blueberry Row Exhibit Floor Open

Location: Platte River

8 a.m. - 5 p.m. Blueberry Breakroom

Location: McCourt

8 a.m. - 9 a.m. Opening Keynote Breakfast - Do Blueberries Drive the Retail Basket?

Location: Confluence Ballroom

How do retailers benefit from blueberries as a part of their shopper marketing plan? Do blueberries drive the produce department? Retailer profitability? What do retailers want to see from the industry going forward?

USHBC president Kasey Cronquist will sit down with the Albertsons Companies National Vice President of Produce Shawn Peery to unpack the opportunities that blueberries bring to retailers to drive profitability within produce and total store strategy.

Speakers:

- Kasey Cronquist, President, NABC/USHBC



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- Shawn Peery, National Vice President Produce, Albertsons Companies

Sponsored by: Tomra

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

Location: Platte River & Mezzanine Foyer

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

Location: EP Ensley

12 p.m. - 1:30 p.m. Lunch Concurrent Education Session - Fireside Chat with the Next Generation of Leaders

Location: Confluence Ballroom

Join the Blueberry Industry Leadership Program fellows for a lively discussion on their thoughts for where the industry is headed!

Moderator: Shelly Hartmann, True Blue Farms

Speakers:

- Anna Jesse, Vice President, Forest Hills Farms
- Kolby Lewis, Owner, Blue Raeven Farms
- Kyle Straughn, Managing Owner, CEO, Straughn Farms

Sponsored by: Fall Creek

12 p.m. - 1:30 p.m. Lunch Concurrent Education Session - BerrySmart Session: Harnessing the Data

Location: Horace Tabor-Molly Brown

From field to packing to sales, today's use cases and tomorrow's convergence with cognitive AI.

Speakers:



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- Steve Mantle, Founder/CEO, innov8.ag
- Joseph Vargas, Director of Business Intelligence, NABC/USHBC

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

Location: Platte River & Mezzanine Foyer

2:00 p.m. - 3:30 p.m. NABC Board & Crop Report

Location: EP Ensley

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

Location: EP Ensley

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

Location: The Ellie Caulkins Opera House within the Denver Performing Arts Complex. This beautiful off-site venue is just a ten minute walk from the hotel! Ground transportation will not be provided. When you enter, head downstairs to the Chambers Grant Salon private room.

Friday, September 27

All members of the blueberry industry are welcome to attend the USHBC Industry Engagement Committee meeting, USHBC Council meeting, and Health Research and Nutrition Forum. To attend the General Session Breakfast and the Concurrent Education Sessions you must have purchased the Education Package.

6 a.m. - 7:15 a.m. BerryFit Club Yoga

Location: Cook

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

7 a.m. - 3 p.m. Registration Open

Location: Platte River

7 a.m. - 3 p.m. Blueberry Lane and Blueberry Row Exhibit Floor Open

Location: Platte River



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8 a.m. - 5 p.m. Blueberry Breakroom

Location: McCourt

8 a.m. - 9 a.m. General Session Breakfast - Navigating the Industry's Crossroad: How do we match our means to our dreams?

Location: Confluence Ballroom

Industry data shows that unless things change, supply will outstrip demand in the next six years. USHBC/NABC president Kasey Cronquist and industry leaders will update attendees on conversations taking place about the united effort needed to respond and the important decisions ahead.

Speaker: Kasey Cronquist, President, NABC/USHBC

Sponsored by: UNITEC

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

Location: Platte River & Mezzanine Foyer

10 a.m. - 11 a.m. Health Research and Nutrition Forum: It's never too early to start loving blueberries

Location: Confluence Ballroom

Dr. Minghua Tang from the University of Colorado Anschutz Medical Center will present preliminary results from their USHBC-funded study, "Blueberries as a First Food for Breast Fed Infants". She will share some interesting results that help provide scientific evidence to support the value of providing blueberries to infants 6 months and older.

We'll also discuss the new trend of Baby-Led Weaning with Kinzie Matzeller, a dietitian who has studied this new feeding method and can discuss how blueberries are a perfect food item for mothers and infants.



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There will be time to ask questions so come learn about the latest health research news.

11 a.m. - 12:30 p.m. USHBC Industry Engagement Committee Meeting

Location: EP Ensley

12:30 p.m. - 1:30 p.m. Lunch Concurrent Education Session - VacCAP Updates

Location: Confluence Ballroom

A community-based project to develop advanced DNA and phenotyping breeding tools to improve fruit quality in blueberries (and cranberries).

In recent years DNA based and advanced phenotyping approaches have been developed for several crops to assist breeders to more effectively select new cultivars. Development and implementation of these tools require large financial investments, specialized skills and coordinated efforts to validate their use. To build such capacity for blueberry and cranberry, the U.S. Vaccinium breeders, allied scientists and extension specialists, with strong international collaborations and support from the industry, have united to collaborate on the development of the VacCAP, a large-scale USDA grant funded for in September 2019. The goal of the VacCAP is to advance DNA and phenotypic tools in blueberry and cranberry breeding programs, for selecting and pyramiding desirable fruit characteristics and thereby enhancing fruit quality and market value. In this seminar Dr. Iorizzo, director of the VacCAP will summarize the status of the project, the accomplishments and working plans to continue this collaborative work. Dr. Iorizzo is an Associate Professor at North Carolina State University and in 2016 he led the first Vaccinium planning grant funded by USDA-NIFA that established the foundation to develop the VacCAP project.

Speaker: Massimo Iorizzo, Phd, Associate Professor, University Faculty Scholar, NC State University

Sponsored by: OzBlu/United Exports

12:30 p.m. - 1:30 p.m. Lunch Concurrent Education Session - BerrySmart Field Technology

Location: Horace Tabor-Molly Brown



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Expanding the technology across more fields to enhance automated fresh harvests, yield forecasting, disease and airborne pathogen detection, pollination optimization, autonomous vehicles, and more.

Speakers:

- Lisa Wasko DeVetter, Associate Professor of Horticulture, Washington State University
- Steve Mantle, Founder/CEO, innov8.ag

Sponsored by: Driscoll's

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

Location: Platte River & Mezzanine Foyer

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

Location: EP Ensley

2:30 p.m. - 5 p.m. Blueberry Lane and Blueberry Row Exhibitor Tear Down

Location: Platte River

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

Location: Pool Deck

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

6:10 p.m. Colorado Rockies Baseball Game

Location: Coors Field

*If you purchased a ticket, we will disperse them when we meet. We'll depart the hotel from the lobby, as a group at **5:15 p.m.** and take a 15-minute walk to the stadium. Ground transportation will not be provided, but if you'd rather not walk, it's about a 5-minute drive. Please make sure to meet the group at **5:15 p.m.** regardless of how you plan to travel to the stadium to get your ticket.*



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