



## Detailed Schedule of Events

### **Monday, September 21**

#### **3:00 - 4:00 p.m.                      The State of Industry Data**

*Location: Big Sur, Level 1*

Kick off the summit with a high-level look at the current state of blueberry industry data. This discussion will explore global production trends, domestic supply, inventory insights and the role data plays in understanding today's marketplace. Attendees will gain perspective on how multiple data sources complement one another, where the industry stands today and how reliable information supports stronger business decisions.

Speakers:

- Kasey Cronquist, President, NABC/USHBC
- Tom Barnes, Interim Director of Business Intelligence, North American Blueberry Council

#### **4:00 - 5:00 p.m.                      Orion Platform**

*Location: Big Sur, Level 1*

Discover how technology is transforming the way the blueberry industry accesses and analyzes data. This session will introduce Orion's capabilities, demonstrate key functionality and explore how innovative tools can help turn data into actionable insights. Attendees will also have the opportunity to ask questions and learn how these technologies can support future decision-making.

Speakers:

- Lucas Thelosen, CEO, Orion by Gravity
- Tom Barnes, Interim Director of Business Intelligence, North American Blueberry Council

#### **5:00 - 6:00 p.m.                      Welcome Reception**

*Location: Regency Terrace, Level 2*

Meet and mingle with other Data Summit attendees and share your excitement about this event!



## Detailed Schedule of Events

### **Tuesday, September 22**

*All sessions will take place in the Big Sur meeting room on Level 1.*

**7:30 a.m. Breakfast Buffet Open**

**8:00 - 9:00 a.m. 2.0: Current Platform Overview**

Whether you're a longtime user or new to the platform, this session will provide an overview of the current data platform, including available tools, key features and recent enhancements. Learn how to access the information you need, maximize the platform's capabilities and better leverage industry data in your day-to-day decision-making.

Speakers:

- Tom Barnes, Interim Director of Business Intelligence, North American Blueberry Council
- Kristian Bottini, Chief Executive Officer, 270B

**9:00 - 9:15 a.m. BREAK**

**9:15 - 10:00 a.m. Attorneys: How to avoid claims of antitrust**

Sharing industry data creates tremendous value, but it also comes with important legal responsibilities. This session will provide an update on the industry's data-sharing agreement, review antitrust considerations and highlight best practices for participating in industry data programs. Attendees will leave with a clear understanding of how to engage confidently while protecting both their organizations and the integrity of the industry.

Speaker:

- Ann M. Grottveit, Partner, KAHN, SOARES & CONWAY, LLP



## Detailed Schedule of Events

### **10:00 - 10:45 a.m.                      The Future of Forecasting: Preparing for 2027**

As the blueberry industry continues to evolve, forecasting is becoming more important than ever. This forward-looking session will explore the future of industry forecasting, emerging opportunities to strengthen predictive insights and the vision for expanding forecasting capabilities in the years ahead. Join the conversation as the industry prepares for the next generation of data-driven planning.

Moderator: Tom Barnes, Interim Director of Business Intelligence, North American Blueberry Council

Conversation Leaders:

- Stephanie Kleiner, Senior Director of Blueberry Product Leadership, Driscoll's
- Travis Kuhn, VP of Sourcing and Product Management, Wish Farms

### **10:45 - 11:00 a.m.                      BREAK**

### **11:00 a.m.                                  Lunch Buffet Open**

### **11:15 a.m. - 12:00 p.m.              Data and Intelligence Open Forum**

Join an open conversation about the future of data and intelligence efforts. This interactive forum will give participants an opportunity to share feedback, identify emerging needs and offer ideas for future tools, resources and data products that can better support decision-making across the blueberry industry. Come ready to help shape where this work goes next.

Moderator: Kasey Cronquist, President, NABC/USHBC

### **12:00 - 1:00 p.m.                      Where is the Future of USHBC and NABC with AI**

As AI becomes more and more prevalent in our daily lives, USHBC has harnessed the power of AI through partnering with Gravity Foundation and integrating USHBC systems with Orion, Gravity Foundation's best in class data analytics AI model. This session explores what we have done so far in our work with Orion and how we will bring Orion to the industry through our Data and Insights Center.

Panelists:

- Tom Barnes, Interim Director of Business Intelligence, North American Blueberry Council
- Claire Holman, Solution Consultant, Gravity