

PROGRAM GUIDE, CONTINUED

**CELEBRITY AUTOGRAPH SESSION****MEET GRAIG NETTLES**

Legendary New York Yankee: Third Baseman (1973-1983)

12:00 pm – 1:30 pm

Apio Booth 237

EDUCATIONAL MICRO SESSIONS

10:30 am – 4:30 pm

Jacob Javits Center North Hall

Educational Micro-session Stage

10:30 am - 11:30 am

Getting More Produce Into Hospitals**MIGUEL GÓMEZ**

Associate Professor

Dyson School of Applied Economics and Management

Cornell University

Health care is a booming consumption sector with an aging population expecting to cause growth far into the future. Turning hospitals into models for good eating behavior sounds like a worthy goal, but should the focus be on local? What are the factors involved in getting hospitals to adopt a farm-to-hospital program in the Northeast?

11:30 am - 12:15 pm

Opportunities for Organic Ethnic Greens and Herbs:**A Study from the Eastern Coastal USA****DR. RAMU GOVINDASAMY**

Professor, Dept. of Agricultural, Food and Resource Economics

Associate Director, New Use Agriculture and Natural

Plant Products

Extension Specialist, Rutgers Cooperative Extension Rutgers –

The State University of New Jersey

The growing immigrant population brings a niche demand for familiar foods of their homelands. The main objective of this study was to gather market information on ethnic customer behavior toward willingness to buy organic ethnic greens and herbs in the east-coast region of United States. How will this play out in agricultural production to meet this demand?

12:15 pm - 1:00 pm

How Local And Organic Labeling Influence Consumers**BENJAMIN CAMPBELL, PH.D.**

Assistant Professor and Extension Economist

Department of Agricultural and Resource Economics

University of Connecticut

Using the latest eye-tracking technology, this research unveils what consumers look for, and what catches the consumer's eye when shopping for produce.

1:00 pm - 1:45 pm

Will 'GMO-Free' Be The New Organic?**BRAD RICKARD**

Assistant Professor

Charles H. Dyson School of Applied Economics and Management

Director of Horticultural Business and Policy Program

Cornell University

With recent news surrounding GMOs on ballots and in discussion at various state legislatures, and with new R&D in the pipeline generating talk of new produce items being released in the US and Canada, it is important to understand consumer acceptance of these items and to what extent GMOs will play a role in our future.

PROGRAM GUIDE, CONTINUED

1:45 pm - 2:30 pm

Produce As A Performance Art



DAVID SZANTO
Director of the Master Program
in Representation, Meaning & Media
Università degli Studi di Scienze Gastronomiche
University of Gastronomic Sciences in Italy

Food artists have become more interested in plant-based foods, pointing to increasing interest in how plants behave in our bodies. Food as a performance is coming around in the art world, and it's also coming around in restaurant menus. Paying new attention to small and exceptional details of plants could help produce managers in their strategies to benefit people's health around the world, as well as local economies.

2:30 pm - 3:30 pm

Mobile Technology That Gives Consumers Increased Buying Power



PROFESSOR DIOGO SOUZA MONTEIRO
Senior Lecture in Agribusiness Management,
Food and Rural Development
Newcastle University (UK)

Providing access to mobile technologies adds value to the consumer shopping experience, as it enables consumers to meet their budget or health goals. The use of mobile technologies, especially when associated to loyalty cards, allows consumers to reveal to retailers exactly what they want, which can then be used by retailers to establish a relationship with each individual consumer.

3:30 pm - 4:30 pm

Learning From Promotional Strategies In Non-produce Categories



SEAN COARY
Assistant Professor of Food Marketing
Saint Joseph's University

Many environmental factors cause shifts in shopper behavior throughout all industries. One such factor, in-store promotions and displays, is a critical factor in consumer choice. This research investigates the in-store promotions and packaging for commodity food products and how the produce section can learn from the best practices of brands in other categories.

THURSDAY, DECEMBER 4

IDEATION FRESH FOODSERVICE FORUM

(See pages 16-17 for full details on this conference – separate fee required)

INDUSTRY BUS TOURS

Meet at Hilton's 54th Street entrance by **7:45 a.m.**

MANHATTAN RETAIL TOUR

8:00 am - 3:00 pm

- Whole Foods
- Fairway Market
- Grand Central Market
- Gotham Market
- Chelsea Market
- Gourmet Garage
- Eataly

BROOKLYN RETAILERS/

URBAN AGRICULTURE

8:00 am - 2:00 pm

- Whole Foods Brooklyn
- Gotham Green Rooftop Farm
- PSK Supermarket
- Cherry Hill Gourmet
- Pomegranate

NEW JERSEY RETAIL TOUR

8:00 am - 3:00 pm

- Morton Williams
- Pathmark
- Whole Foods
- HMart
- Kings Food Market
- Stew Leonards

PHILADELPHIA MARKET/

RASTELLI MARKET TOUR

8:00 am - 4:00 pm

- Philadelphia Wholesale Produce Market
- Rastelli Market Fresh

HUNTS POINT MARKET

8:00 am - 2:00 pm