

Florida Fortuna and Beyond.... 2014 Strawberry Conference in Tampa, Florida

Tuesday 14 January

- 8:30 AM Tampa Marriott Waterside Hotel & Marina - Reception Area**
Welcome
- 8:45 AM Depart from hotel
- 9:30 AM Field Visit: Fancy Farms, Carl Grooms**
- 11:30 AM Depart from Fancy Farms
- 12:00 PM Florida Strawberry Growers Association (FSGA)**
Welcome - Executive Director, Ted Campbell
- 12:15 PM FSGA President - Andy McDonald
- 12:30 PM Lunch: Catered by Smokin' Joe's BBQ
- 1:30 PM Visit Research Plots & Fumigation Trial - Dr. Vance Whitaker & Dr. Joe Noling**
- 3:00 PM Depart from FSGA
- 3:30 PM Hotel
- 5:30 PM Walk along the water to the StarShip Yacht (10 min) - Street car is available for \$2.50/trip
- 5:45 PM StarShip Dinner Cruise - Boarding** (Yacht will leave on time at 6 pm)
- 9:00 PM Walk along the water back to the hotel (10 min) - Street car is available for \$2.50/trip
- 9:15 PM Hotel

Wednesday 15 January

- 8:00 AM Depart from hotel
- 8:45 AM University of Florida - Gulf Coast Research and Education Center (GCREC)**
Presentations: Overview of the Florida Program
- 9:00 AM Welcome - Dr. Jack Rechcigl, Director of the GCREC
- 9:15 AM The Florida Strawberry Breeding Program - Dr. Vance Whitaker
- 10:00 AM Disease Management - Dr. Natalia Peres
- 10:45 AM Coffee Break
- 11:15 AM The Genetics of Flavors - Dr. Kevin Folta
- 12:00 PM International IPR
- 12:30 PM Lunch: Catered by Little Habana Cuban Food
Presentations: Panel - Variety management in different regions & changes in the industry
- 1:30 PM Spanish Market
- 2:30 PM Australian Market
- 3:15 PM South African Market
- 4:00 PM Depart from GCREC
- 5:45 PM Hotel
- Evening free**

Thursday	16 January
8:00 AM	Depart from hotel
8:45 AM	GCREC
	Presentations: Challenges and Innovations in Global Marketing
9:00 AM	US Market
9:20 AM	West Coast Market
9:40 AM	Coffee Break
10:00 AM	Turkish Market
10:20 AM	UK Market
10:40 AM	Open Discussion Panel
12:00 PM	Lunch: Catered by Jason's Deli
12:45 PM	Visit Research Plots - Dr. Whitaker, Dr. Peres, Dr. Santos, Dr. Stanley, Dr. Boyd, Dr. Smith
2:15 PM	Depart from GCREC
2:45 PM	Field Visit: Astin Farms, Sam Astin
3:45 PM	Visit Cooling Facility: Astin Farms
4:45 PM	Depart from Astin Farms
5:30 PM	Hotel
6:00 PM	Reception at Pool Area (6 - 7:30 PM)

Friday	17 January – Optional Day of Tourism
9:30 AM	Depart from hotel
11:00 AM	Boggy Creek Airboat Rides - One Hour Private Tour
12:30 PM	Lunch
1:30 PM	Depart from Boggy Creek Airboat Rides
2:00 PM	Gatorland - Alligator Park
5:00 PM	BBQ Dinner at Gatorland
6:00 PM	Depart from Gatorland
7:30 PM	Hotel

*Some program details may be subject to change.