Wednesday 18th November 2015

Technical visits

10.30 Visit to Azienda Salvi/OP AFE (Processing of pear and kiwi) - Ferrara
12.00 Visit to the Foundation for Agriculture F.lli Navarra or to OP La Diamantina
   Pear production and research in Ferrara

Lunch

15.30 Foundation for Agriculture F.lli Navarra – Ferrara
   Topic: The results of current research on pears and the needs of the sector
   Italia: Foundation for Agriculture F.lli Navarra - CRPV
   Italia: University San Michele
   France: Experimental Enterprise La Morinière
   France: Experimental Enterprise IRHS
   France: Experimental Enterprise La Pugère
   Spain: Experimental Enterprise IRTA
   Belgium: Experimental Enterprise PC Fruit Saint-Trond

Afternoon activities for researchers of experimental centres

Thursday 19th November 2015

09.00 Registration of participants
09.30 Welcome and opening Presentations
10.00 Presentation on the study mission to South Africa, Pauline Panegos, Luciano Trentini

Production and marketing

10.30 Presentation: 2015 Production in the Northern hemisphere, stocked volumes in producing countries, forecasts for the marketing campaign 2015-2016
   CSO (Elisa Macchi - Italy), AFRUCAT (Manel Simón, Joan Serentill - Spain)
11.20 Presentation: 2015 Production in the Northern hemisphere, stocked volumes in producing countries, forecasts for the marketing campaign 2015-2016
   Miguel Angel Giacinti (Argentina and Chile), Mariette Kotze (South Africa)
12.10 Restructuring the pear marketing system in Italy:
   - OPERA – The only Italian pear producers’ organisation
   - ORIGINE – Italian pears and kiwis together on the global market
13.00 Lunch

**Research and innovation**

14.00 Presentation: **Innovation in pear cultivation in the world**

   Prof. Moreno Toselli - UNIBO

   *The logistics of pears: new technologies and the price of access to the global market*

   Prof. Carlo Pirazzoli - UNIBO

14.40 New markets. Roundtable: *Barriers and plant health restraints affecting the free circulation of pears in the world*

   Filip Lowette (BFV, Belgium), Simona Rubbi (CSO, Italy), Manel Simon (Afrucat, Spain), Miguel Angel Giacinti (Argentina)

Ore 15.30 **Brown marmorated Stink Bug: a new threat to pear trees. Protection strategies**

   Massimo Bariselli - Servizio Fitosanitario Regione Emilia-Romagna

Ore 15.45 **Integrated chemical and physical methods for a low-impact protection of the variety Abate Fetel**

   Fabio Galli, Michele Mariani - Fondazione F.Ili Navarra - Bayer Cropscience

Ore 16.00 **Discussion**

**Consumption**

16.30 Presentation: **The trend in pear consumption in Europe and in third countries**, Daphné Van Doorn - Freshfel

17.00 Presentation: **Promoting pear consumption in the world, tools and strategies**, Luciano Trentini, Vice president "Quality and promotion of the European Commission"

   Case studies: France and USA (Kevin Moffitt, US Pear Bureau)

17.30 Discussion

18.00 Conclusions

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**Friday 20th November 2015**

**Technological innovation**

09.30 Roundtable: *Variety innovation to increase producer income and consumer satisfaction*

   - Belgium: Jef Vercammen – PC Fruit
   - USA: Kevin Moffitt – US Pear Bureau
   - Italy: Valter Faedi – CREA
   - France: Hughes Decrombecque – La Morinière
   - France: Al-Rifai Mehdi – INRA/IRHS
   - South Africa: Mariette Kotze – Hortgro

10.30 **The strategic role of technology in promoting pear products on the international market**

   Angelo Benedetti – Unitec

10.45 **Product innovation and process innovation in the industrial processing of pears**

   Gabriele Longanesi – Natura Nuova

11.00 Discussion

**Trade and production organisation**

11.30 Roundtable: **The role of interprofessional organizations and the development of the management of demand and offer**

   - OI Pera - Emilia-Romagna, Gianni Amidei – Italy
   - COTHN, Paulo Aguas – Portugal
12.30 Discussion
13.00 Conclusion of the Conference Interpera 2015
13.30 Lunch

Afternoon: The effect of pear consumption on the health of consumers

14.30 Is pear a neutaceutical product? Recent studies on the benefits of pear-based preparations - Prof.ssa Maria Gabriella Marchetti –Department of Life Sciences and Biotechniques - UNIFE

14.45 Pears help in prevent liver disease - Dr. Fabio Fabian –Department of Medical Sciences - UNIFE

15.00 The role of fruit in collective catering - Dr. Andrea Biagiotti - Sodexo Italia Spa

15.15 The role of fruit in non-conventional diets - Prof. Canducci Edgardo –Department of Experimental Clinical Medicine - UNIFE

Consumers' attitude towards pears purchase and prevailing choice behaviours

15.30 Results of a consumer survey conducted by Italian Agri 2000 with the collaboration of Futurpera and with the contribution of Adama - David Bernabe, Biology Division Manager - Agri 2000 Bologna

Introduction by Camillo Gardini –President of Agri 2000

Speaker

- Davide Barnabè Responsabile Biology Division- Agri 2000 Bologna

Intervention:

- Representatives of foreign producers
- Paolo Pagali Direzione Acquisti Ortofrutta - CONAD Italia
- Paolo Bruni President of CSO Ferrara

Ore 17.30 Debate

Ore 18.00 Conclusion by Gianni Amidei, President of OI Pera

Saturday 21 November 2015

Technical visits – optional

08.30 Visit to plant nurseries and producers (organised by CIV)
13.00 Return