



# SOFT FRUIT SECTOR IN LUBELSKIE REGION HOW TO BUILD A VALUE CHAIN?

11/04/2019

## EVENT PROGRAM:

10:00 – 10:30	REGISTRATION, COFFEE/TEA
10:30 – 11:00	<b>WELCOME</b> <ul style="list-style-type: none"><li>• <b>Sebastian Trojak</b>, Vice Marshal of the Lubelskie Region</li><li>• <b>Tomasz Solis</b>, Vice President of the Polish Fruit Growers Association</li><li>• <b>Martijn Homan</b>, Agricultural Counsellor for Agriculture, Nature and Food Quality, Embassy of the Kingdom of the Netherlands in Poland</li></ul>
11:00 – 11:45	<b>PRESENTATION RELATED TO THE OUTCOME SCOPING ANALYSIS QUICK SCAN ON THE SOFT FRUIT SECTOR DEVELOPMENTS IN LUBELSKIE, POLAND</b> <i>Rene Oostewechel i Auke Schripsema, Wageningen University &amp; Research / Wageningen Food &amp; Biobased Research / Fresh Food &amp; Chains</i>
11:45 – 12:05	<b>FRESH BLUEBERRY MARKET IN THE WORLD AND IN POLAND. CAN IT SET AN EXAMPLE FOR OTHER SOFT FRUIT?</b> <i>Dominika Kozarzewska, President of the Fruit Producers Group „Polskie Jagody” Sp. z o.o.</i>
12:05 – 12:35	COFFEE / TEA
12:35 – 13:05	<b>EXAMPLE FROM THE NETHERLANDS: DE SIKKERT ZACHTFRUIT</b> <i>Aart van Wijk, Owner De Sikkert Soft Fruit Company</i>
13:05 – 13:25	<b>PLANT PROPAGATION MATERIAL AND LEGAL PROTECTION OF PLANT VARIETIES – OPPORTUNITIES FOR THE SECTOR</b> <i>Krzysztof Sak, Agronom Plants</i>
13:25 – 13:45	<b>IMPORTANCE OF AGROLOGISTICS WITHIN THE VALUE CHAIN FOR THE SOFT FRUIT SECTOR</b> <i>Łukasz Zaremba, Institute of Agricultural and Food Economics</i>
13:45 – 14:45	<b>DISCUSSION, CONCLUSIONS FOR THE FUTURE, SUMMARY</b>
14:45	LUNCH, NETWORKING

Please confirm your attendance before 08 April 2019  
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