

2017 International Tomato Congress Program

Simultaneous Spanish <> English translations will be made available

for all conferences taking place July 26th and 27th

More information: www.thetomatocongress.com



Day 1: July 26

08:30-09:00 Commercial Exhibition Open		
09:00-09:45	Prometeo Sanchez, COLPOS	How to promote the health of your tomato plant's root system A soil's chemical, physical and biological properties will affect a plant's root system. In this presentation we will learn how to manipulate the soil's properties, so as to stimulate the physical, chemical and biological growth of your plant's roots.
10:00-11:30 Opening ceremony		
11:30-12:15	Enrique Guzman, Agroenzymas Mexico	Role of elicitors in vegetable crops Hormones identified as elicitors, are not only responsible of the growth and development of the plant, but they also serve as surveyors of the plant's response system to their environment. In this talk we will discuss how to define elicitor standards according to different environments.
	Sponsor Talk	
12:45-1:30	Merle Jensen, CEAC/Independent Consultant	Deciding factors when starting or upgrading your protected tomato production Jensen will cover the different technologies required to become a successful grower in Mexico's most important growing regions. He will also offer recommendations on how to upgrade your low tech production without incurring much cost.
1:30-2:00 Commercial Exhibition Visit		
2:00-3:15 Lunch		
3:30-4:15	Jose Chen, Premier Tech Hort	Ideal growing media for your tomato seedlings The use of growing media allow the grower to minimize plant stress, while maximizing the plant's production capacity. Discover the most important aspects to take into account when choosing the right substrate for your crop, and recommendations to follow according to the tomato variety grown.
	Sponsor Talk	
4:30-5:15	Francisco Camacho, Universidad de Almeria	Use of "big plant" technology for your tomato transplants In this presentation Camacho will analyze the application of the big plant technology to tomato crops, including which containers to use, nutritional requirements, costs analysis, labor, as well as results obtained with this new technology.
5:30-6:30	Oscar Woltman, AMHPAC & Hortinvest Oliver Huesmann, Fruitconsulting & Eurofreshproduce Martin Ley, Fresh Evolution LLC Rafael Pizarro, Natura Quality Foods Ana Isabel Reho, Meister Media Worldwide	Panel: How to adjust your production and commercialization strategies to current industry trends and obstacles The renegotiation of international treaties, resource shortages and important socio-political developments promise to change the rules of the agriculture industry. Three experts will discuss the different factors that affect tomato ag production and export and will offer their feedback and advice on how to overcome these, while taking advantages of the demands of the U.S. consumers, and expand their offerings to Europe and Asia.

Day 2: July 27

09:30-09:00 Commercial Exhibition Open		
09:00-09:45	Luis A. Lightbourn, Instituto Lightbourn	Use of nanotechnology to guarantee vegetable crop food safety Learn how metagenomics and DNA analysis can aid growers in assuring the final quality and safety of fresh tomatoes, in order to increase your competitiveness in the export market.
10:00-10:45	Steve Bogash, Independent Consultant	Biorational control of pest and mites in tomatoes A biological program can be just as — or more effective than a conventional program — in controlling pest and disease, particularly thrips and mites. Bogash will cover basic concepts in the proactive control of mites and other pests, teaching us how to elaborate a program for the entire production cycle.
11:00-11:30 Commercial Exhibition Visit		
11:30-12:15	Juan D. Garcia, Biokrone	How microorganisms can help you control root diseases Garcia will teach us how to use and manage microorganisms (beneficial bacteria, mycorrhizae and fungi) to control root diseases.
	Sponsor Talk	

12:45-1:30	Felix Tarrats, Ceikor	Environmental controls to optimize protected ag production From the renowned protected ag institute in Mexico, Ceikor, Tarrats will offer us important advice on how to manage key environmental aspects in our protected ag production, so as to optimize crop output.
2:00-3:15	Lunch	
3:30-4:15	Epitacio Robledo, Avoxalli	How to reduce your postharvest losses Robledo will cover deterioration factors in tomato production and offer advice on how to avoid these through proper labor training, technology, and administrative factors.
4:30-5:15	Hugo Vlaminck, Triple H Sponsor Talk	How to market and export your vegetable production Hugo Vlaminck will offer growers recommendations and advice on how to prepare their production for the export market and how to enter successful business partnerships with other growers in Mexico and the US.
5:30-6:15	Mauricio Soberanes, Metrocert	Organic tomato production techniques and certification requirements Soberanes will cover key elements needed to transition your conventional production into an organic one, and the necessary steps to take to certify an organic tomato production for the domestic and international markets.
6:30-6:45	Closing Ceremony - Best Booth Award	

Day 3: July 28	Greenhouse Innovation Tour	Every one registered for the Tomato Congress will be eligible to sign up for a greenhouse tour in the Central Mexico region. For an extra \$50 USD attendees will be provided with roundtrip transportation from the convention center to the greenhouse operation, a tour with technical sessions and lunch. Limited occupancy.
-----------------------	-----------------------------------	--