



INNOVATION IN PLANT BREEDING: A VIRTUAL MEDIA TOUR

Agenda

Day 1: February 10		
ASTA	Welcome	10:00 a.m. ET
FFVA	Fruit & Vegetable Industry Overview	10:10 a.m. ET
University of Florida	UF-IFAS Research: Plant Breeding as a Problem Solver	10:25 a.m. ET
HM.Clause	Tomatoes: Breeding for Tomorrow	11:05 a.m. ET
BASF	Melons: Breeding for Balance in Consumer Experience and Agronomic Performance	11:45 a.m. ET
Rijk Zwaan	Gherkins: A Pickle isn't Just a Pickle; Breeding for Different Markets	12:25 p.m. ET
ASTA	Adjourn	1:05 p.m. ET

Day 2: February 11		
"Chef Justin" Timineri	Welcome: Rediscovering Fresh, Healthy Cuisine	10:00 a.m. ET
Bayer	Peppers: A Collaborative Approach to Breeding for Growers and Consumers	10:10 a.m. ET
Syngenta	Watermelons: Leveraging Germplasm Diversity for Diverse Markets	10:50 a.m. ET
University of Florida	Gene Editing & the Future of Plant Breeding	11:30 a.m. ET
ASTA	Adjourn	12:00 p.m. ET

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