



## Day program 6 September 2017

### Data (based) growing

Category	Date	Time:	Location
Hall Forum 2 - Smart Horticulture Asia	September 6, 2017	10:30 - 13:00	Hall Forum 2 (Hall 5B)

More and more, growing is connected to data management, sensing, bigdata etc. Even urban farming is based on growing in a controlled environment based on data.

**Keywords:** #urbanfarming, #cropsensing, #precisionfarming, #bigdata, #cropsensing, #drones, #machinelearning, #farmmanagementsystems.

The session will be about:

#### High-tech food production in vertical farms (40 min.)

Controlled Environment Agriculture like Vertical farming is not dependent of influences of nature and seasons anymore. Each cultivation round can be a replicate of the previous one, product specifications always match with buyers requirements when a cultivation recipe has been developed. Data collection, data analysis and machine learning can lead to data driven cultivation concepts. Prof. Jasper den Besten gives you an update on the developments in this field.

**Keywords:** #controlled #environment #agriculture #hydroponics #vertical farming

#### Urban farming in the CLOUD? (30 min.)

More and more data is being collected in indoor farming operations. But can technology help you grow better quality crops and increase profits? Can you manage your crops at a distance and gain data-driven insights to make more profitable production decisions? Allison Kopf of Agrilyst, the "Google Analytics for Indoor Farms", talks about her vision for digital horticulture. She will also share highlights from the 2017 State of Indoor Farming report along with industry trends, statistics, and grower insights.

**Keywords:** #cloud #urbanfarming #verticalfarming #integration #cropmanagementsystems

#### PACKOUT driven growing ... (30 min.)

Sorters collect gigabytes of data during the sorting process. The data is collected not only by the graders but also by the connected packing robots. What does this mean for the grower? Do growers use this data for crop management?

#### Speaker:

[Allison Kopf](#), Founder & CEO, Agrilyst

[Dick Verkade](#), Manager Marketing & Sales, Greefa

[Prof. Jasper den Besten](#), New cultivation systems, HAS University of Applied Sciences, 's-Hertogenbosch

### Packaging for preservation

Category	Date	Time:	Location
Hall Forum 1 - Asiafruit Business Forum	September 6, 2017	11:00 - 12:00	Hall Forum 1 (Hall 3B)

Packaging is playing a key role to extend the shelf life of fresh produce, cutting wastage, improving returns and helping producers and exporters to reach new markets. Leading players look at some of the latest advances in the field, from new lightweight materials to modified atmosphere packaging.

#### Speaker:

[Luca Montanari](#), Unitec

[Gary Ward](#), Stepac

### Container Shipping, Transport and Perishable Trade Shifts

Category	Date	Time:	Location
Hall Forum 2 - Cool Logistics Asia	September 6, 2017	14:00 - 16:30	Hall Forum 2 (Hall 5B)

The latest shipping and port trends, plus key commodity forecasts. Industry review from fragmentation via consolidation towards supply chain integration.



- Intra-Asia trade development
- Global container shipping and perishable produce
- Perishable logistics challenges
- Ports connect opportunities
- One belt one road initiative

**Speaker:**

[Jonathan Beard](#), Head of Transportation & Logistics - Asia, Arcadis

[Andy Connell](#), Director, A-Bar-C Service (ex-Dole)

[Angelina Lei](#), Customer Service Director, Hongkong International Terminals Limited (HIT)

[Raul Saca](#), Global Head of Reefer Segment Bananas & Pineapple Cargo, Maersk

## Packaging as a marketing tool

Category	Date	Time:	Location
Hall Forum 1 - Asiafruit Business Forum	September 6, 2017	15:00 - 16:00	Hall Forum 1 (Hall 3B)

While packaging has a key role to play in protecting and transporting fresh produce, marketers are now discovering its powers as a marketing tool. Consultants and marketers examine some of the latest packaging innovations in merchandising.

**Speaker:**

[Cobby Lin](#), Yumsun

[Austin Mortimer](#), Rockit Global

[Gilad Sadan](#), NAVI Global