



**5TH INTERNATIONAL
STRAWBERRY CONGRESS**



Connecting the dots in a complex world of strawberries

POCKET PROGRAMME

**ANTWERP
BELGIUM**

**17 - 20
SEPTEMBER 2025**

Discover more



iscbelgium.com



Programme

Wednesday 17 September 2025

09:30

Delegate Registration

10:00

Welcome & Opening

- **Michael Barker** (UK) **moderator**, Fresh produce industry journalist and speaker
- **Hans Vanderhallen** (BE), Managing director, Coöperatie Hoogstraten
- **Jinnih Beels** (BE), Deputy governor for Agriculture, Provincial Council of Antwerp
- **Marijke van Schagen** (NL), Policy officer for Agriculture and Rural Development, European Commission

11:00

Plenary Session

- **Matthew Griffin** (UK), Futurist & CEO of the 3iF Institute, "The Future of Food 2030"
- **Amelia Kallman** (UK), Leading futurist, speaker & author, "The Next Customer Experience"
- **Lena Maas** (NL), Head of R&D, Hudson River, "Protoplast-CRISPR technology in strawberry"

12:30

Networking Lunch

Exhibition & Posters Sessions

13:30

Parallel Session 1

Research: Strawberry Breeding & Physiology

Chairperson: Klaus Olbricht & Tom van Delm

- Keynote Speaker: **Steven Knapp** (US) et al., "Scientific Insights and Technological Innovations Shaping the Next-Generation of Strawberry Cultivars"
- **Uno Yuichi** (JP) et al., "Genome editing of Fra a 1.01 to reduce allergen in strawberry"
- **Souhaieb Aouayeb** (FR) et al., "AI-Driven phenotyping for accelerated strawberry breeding in controlled aeroponic chambers"
- **Egli Georgiadou** (CY) et al., "The application of priming agents as an alleviation strategy to combat salinity stress in strawberry plants: a physiological, biochemical and genomic approach"
- Posters Session

Commercialisation: Evolution of the strawberry market

- **Philippe Binard** (BE), General delegate of Freshfel Europe

- **Nabil Belmkaddem** (MA), GM Cooperative BestBerries (AMPFR)
- **Huan Zhang** (CN), Consultant and founder of Twinkle Star Berry
- **Anouk Sijmonsma** (BE), Regional manager Europe, The International Fresh Produce Association

15:20

Networking Break

Exhibition & Posters Sessions

16:00

Parallel Session 2

Research: Integrated Pest Management

Chairperson: Anne Cortleven & Vincent Michel

- Keynote Speaker: **Arne Stensvand** (NO) et al., "Non-chemical means to control strawberry powdery mildew"
- **Jari Temmermans** (BE) et al., "Can bee-vectored bacteria restore the strawberry flower microbiome and enhance disease resistance in greenhouse cultivation"
- **Aruppillai Suthaparan** (NO) et al., "Short wavelength UV and blue lighting in combination with cold storage can minimize postharvest gray mold losses in strawberry"
- **Emanuele Medico** (IT) et al., "Sustainable soil fumigation program over 3 years with nemasol® (metam-sodium 510 g/l) on strawberries in Huelva, Spain"

Commercialisation: Business & Marketing

- **Bart De Langhe** (BE), Behavioral scientist & marketing professor at KU Leuven & Vlerick Business School, "Branding Strategies"
- Panel discussion
 - **Marieke Appel** (NL), Driscoll's
 - **Jan Engelen** (BE), Hoogstraten Strawberries
 - **Tom Vanfraeyenhoven** (BE), Hashting Solutions
- Business Case: "Added value of a strategic partnership"
 - **Joeri Beniest** (BE), Lidl Belgium
 - **Curd Vanmarcke** (BE), Vergro
 - **Michiel Vermeiren** (BE), Hoogstraten Strawberries

17:30

End of Congress day 1

18:30

Congress Dinner (pré-registration)



Programme

Thursday 18 September 2025

09:00

Plenary Session

- **Michael Barker** (UK) *moderator*, Fresh produce industry journalist and speaker
- **Michiel Vandendriessche** (BE), Founder and AI expert, Raccoons, "Discover the limitless possibilities of GenAI"

09:30

Parallel Session 3

Research: Innovative Technology & Vertical Farming

Chairperson: Johanna Bac-Molenaar & Arne Stensvand

- Keynote Speaker: **Leo Marcelis** (NL) et al., "The colourful life of plants in vertical farms"
- **Yasmin Vanbrabant** (BE) et al., "Drone-Based Yield Prediction for Everbearing Strawberries: Adapting to Scaffold Challenges"
- **Scott Mattner** (AU) et al., "Microwave Technology: A Sustainable Approach to Soil Disinfestation in Strawberries"
- **Taylor Person** (NL) et al., "VOC-based monitoring for early detection of mechanical damage and fungal infection in strawberries"

Commercialisation: Sustainability & Processing

- **Carmen Sánchez-Laulhé** (ES), Technical engineering director Grupo Cox, Agadir desalination plant, "Desalination of seawater"
- **Thijs De Langhe** (BE), Business development director, DCM, "Towards resilient strawberry growing: practical insights from the field"
- **François-Simon Robert** (CA), Argonomist & production manager, Innoserres, "Shift from Open Field to Tabletop"
- **Freddie Reed** (UK), Product manager at IGS, "Vertical Farming"

11:00

Networking Break

Exhibition & Posters Sessions



11:30

Parallel Session 4

Research: Sustainability & Fruit Quality

Chairperson: Caroline Meesters & Peter Melis

- **Johanna Bac-Molenaar** (NL) et al., "Low chill strawberries: Long picking season with low energy input"
- **Stef Laurijssen** (BE) et al., "Energy-saving strategies for early-season strawberry production in North-West European greenhouses"
- **Jinwook Lee** (KOR) et al., "Fruit pigmentation is distinctively associated with anthocyanins and volatile organic compounds in strawberry cultivars"
- **Jolyon Dodgson** (UK) et al., "Calcium with transport stimulant improves firmness of strawberries"
- **Brian Farneti** (IT) et al., "Impact of postharvest LED light treatments on strawberry quality during cold storage"

Commercialisation: Innovation & Trends

- Panel discussion "Varieties & Segmentation"
 - **Roland Sweijen** (NL), Limgroup
 - **Jan van Anken** (NL), Flevo Berry
 - **Yuki Otsuka** (JP), Miyoshi
 - **Teunis Sikma** (NL), Fresh Forward Breeding
 - **Alfonso López** (ES), Planasa
- **Cynthia Hadinoto** (BE), AI Lead & **Jonathan Aelterman** (BE), partner, Möbius Business Redesign, "AI Strawberry Yield prediction"
- **Hilde Nelissen** (BE), Rainbow Crops' scientific founder, "Rainbow Crops"

13:10

Summary International Strawberry Congress 2025

- **Michael Barker** (UK), Fresh produce industry journalist and speaker
- **Tom Van Delm** (BE), Director, Research Centre Hoogstraten
- **Hans Vanderhallen** (BE), Managing director, Coöperatie Hoogstraten

13:30

Networking Lunch

Exhibition & Posters Sessions

15:00

End of Congress



Programme

Friday 19 September 2025

08:30
17:30

Field Trip

Complementing the congress programme is a day of field trips.

We will be visiting:

- Strawberry grower: Gestelberries (Meer, Belgium)
- RKW Hyplast (Hoogstraten, Belgium)
- Growtec, Robur-Holland & MJ Tech (Etten-Leur, The Netherlands)
- Strawberry grower: Van Oers Fruit (Prinsenbeek, The Netherlands)

More details on arrival and departure can be found online: iscbelgium.com/programme or in the Delegate Handbook.

Saturday 20 September 2025

10:00
17:00

International Mechanisation & Demonstration Strawberry Fair

In 2025, the 13th edition of the International Mechanisation & Demonstration Strawberry fair for professional visitors will take place at the Research Centre Hoogstraten.

During the exhibition there will be several demonstrations in the greenhouse and the field. In addition to mechanisation and demonstration, also other topics will be shown such as sustainable water use, integrated pest and disease control, and the digitisation and automation of current strawberry cultivation.

Registration in advance is recommended.
Go to proefcentrum.be or **scan the QR-code**.



Scan me to register

