



3rd International Redagricola's Blueberries Course

Aimed at: Farm administrators, consultants, agricultural managers, producers, field managers, personnel of exporting companies, personnel of companies that offer services and/or supplies for the blueberries industry and any person with work for production , marketing and export blueberries.

Course format: The sessions will be held through a video conference system (Zoom) and will be launched from Reda-grícola's Education Platform, where there will be complementary material. The sessions will be recorded and will be available up to 15 days after the course.

10 sessions

Thursday

From october 6th to december 15th, 2022

Schedule:

09:00 a.m. to 1:00 p.m. Chile time GMT -3 /

7:00 a.m. – 11:00 a.m. Peru time GMT -5

PROGRAM

SPONSORS

VALUE:
USD\$500 + taxes

EARLY BIRD: - 10% UP TO SEPTEMBER 15TH



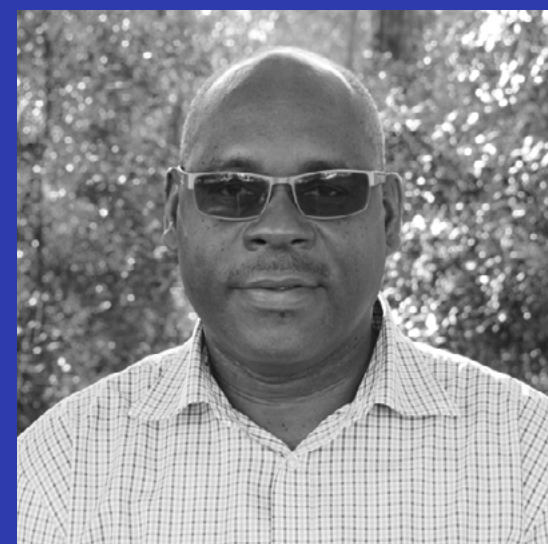


MBA y M.Tech. Sebastián Ochoa

International consultant and blueberry specialist.

Dr. Oscar Liburd

Professor in the Entomology and Nematology
Department of the University of Florida,
Gainesville, FL. USA.



Felipe Juillerat Muñoz

General Manager of Agroindustrial Siracusa S.A.

Dr. Renato Ripa

Entomologist and research partner of BIOCEA,
Chile.



Dr. Rafael Ruiz Schneider

International consultant specialized in fruit tree
and table grape nutrition. Chile.

Dr. Luis Luchsinger

Fructus Consulting. Specialist in postharvest and
cold chain management. Chile.



Dr. Andrés France

Phytopathologist, Agricultural Research Institute
(INIA Chile). Director of Microbial Genetic
Resources Bank.

MORE INFORMATION

PROGRAM

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Session 1 Free open session

Sebastián Ochoa

- Blueberries in the world: New production areas and global trends.
- Blueberry physiology, phenology and characteristics.

SESSION 2 (OCTOBER 13TH, 2022)

- Lecture Felipe Julleart about Blueberry global market
- Global planting and production trends

SESSION 3 (OCTOBER 20TH, 2022)

- Trends and characteristics of varieties.

SESSION 4 (OCTOBER 27TH, 2022)

- Pruning and crop management with focus on nutrition.

SESSION 5 (NOVEMBER 3RD, 2022)

- Hormonal management and the use of growth regulators in blueberries.
- Color and caliber management.

SESSION 6 (NOVEMBER 10TH, 2022)

- Main blueberry pests.
- Emerging pests with emphasis on Thrips.

SESSION 7 (NOVEMBER 17TH, 2022)

- Main diseases in blueberries and the challenge of Botrytis control.

SESSION 8 (NOVEMBER 24TH, 2022)

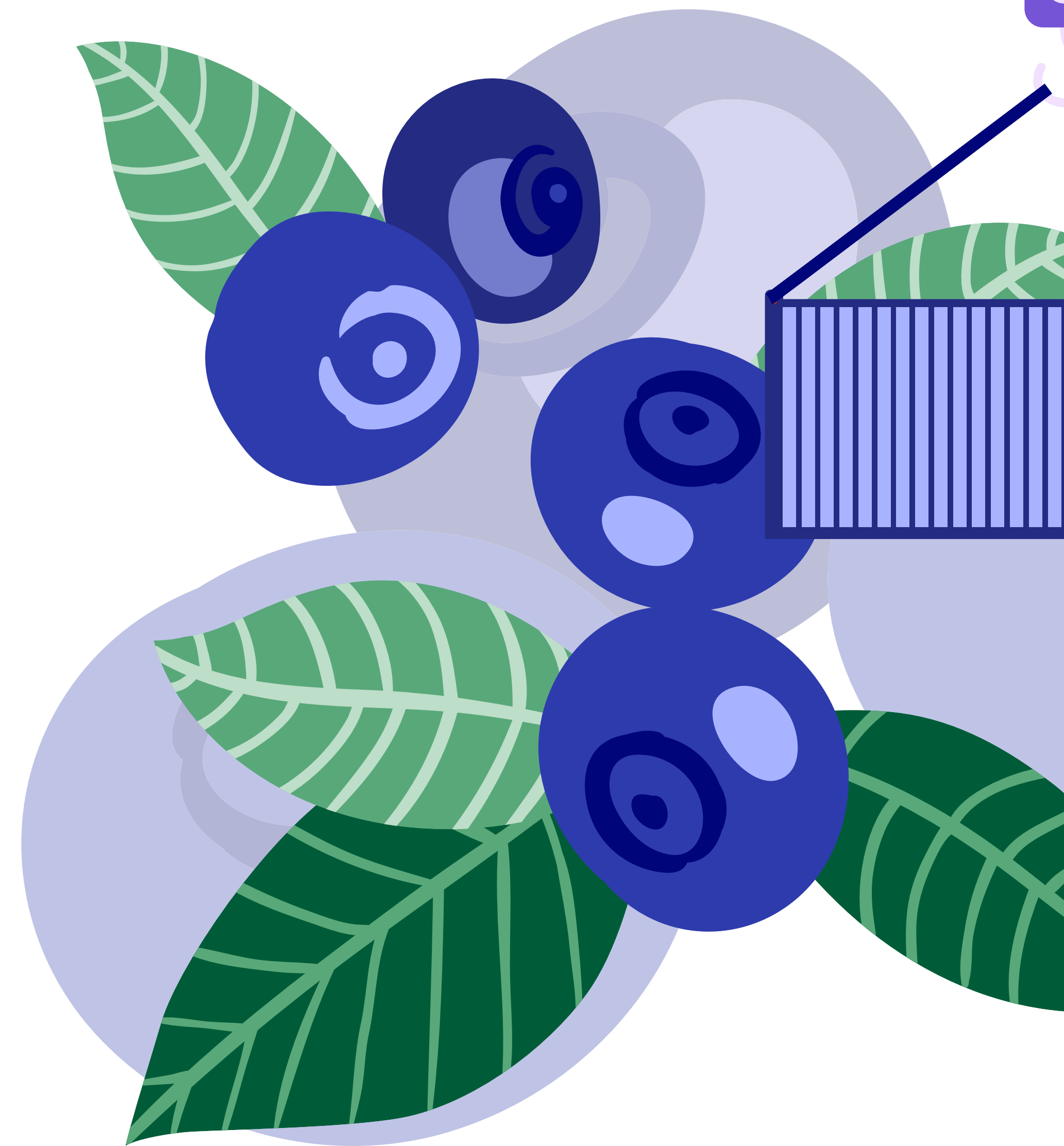
- Irrigation and soil care.
- Root management and plant nutrition.

SESSION 9 (DECEMBER 1ST, 2022)

- Substrates and protected agriculture in blueberries production.

SESSION 10 (DECEMBER 15TH, 2022)

- Post-harvest technologies: Packaging, gasification (CO₂), plastic generating sheets, controlled atmospheres.
- Keys and technical issues in blueberries cold chain.





SPONSORSHIP

Pre event promotion

- Company brand on Redagrícola Events website, Platform Redagrícola Education and Agrifood365.
- Company brand in event communication mailings

Promotion during the event

- Brand presence in the event opening video (1920 x 1080px, in mp4 format).
- Brand presence in Redagrícola Educational Platform.
- Access to company promotional material through the stock market of content (brochure, brochure, video, talk).
- 1-minute branded video display during sessions of the event (1920 x 1080 px, in mp4 format).
- Capsule of the company during the period of the course in social media. 30" (1920 x 1080 px, in mp4 format).
- Company talk 15-20 minutes in one of the sessions of the event.
- 10 gift tickets for farmers and company personnel.

Post event promotion

- All the videos of the conferences and company talks They will remain on the platform for 15 days.
- Participation report and digital metrics at the end of the event
- Course closing mailing with the presence of the sponsor's logo.
- Post-event acknowledgment video branding in RRSS of Redagrícola.

SPONSORSHIP VALUE: USD 3000 + TAXES



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