



## AGENDA

2021 IPA CONGRESS  
Hosted by California  
Tuesday, 18 May 2021  
10:00 AM – 2:00 PM PST  
Virtual



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### Welcome Message

Brendon Flynn

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### Bone Research Presentation

Mary Jane De Souza, Ph.D.

*Prune Consumption & Bone Clinical Research Trial: Mary Jane De Souza, PhD, Pennsylvania State University, USA, is the Principal Investigator of the highly anticipated clinical trial investigating prunes and bone health in postmenopausal women. With the participant phase now completed and data analysis underway, Dr. De Souza will share a snapshot of early findings and an overview of the work to be done to prepare a manuscript for submission to a journal later this year.*

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### The World of Weather

Eric Snodgrass

*Predicting the ever-changing weather has seemingly been a “fool’s errand” for growers in the past few years. Are weather patterns changing? What can growers do to improve predictability as they manage their orchards from bloom to harvest and through to bloom again? Eric Snodgrass, Principal Atmospheric Scientist for Nutrien Ag Solutions, will share his knowledge on how high-impact weather events influence global agricultural productivity and how predictive, analytical software can help producers manage weather risk.*

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### Cooking Up Global Goodness with Prunes

Chef Peter Sidwell & Registered Dietitian Leslie Bonci

*Cooking up the right mix of influencers, platforms, tone, and language creates compelling reasons to sit up and take notice of prunes. Join Chef Peter Sidwell and nutritionist Leslie Bonci as they take flavor pairings to new heights and discuss the benefits of using influencers to reach audiences globally to encourage more consumption of prunes. The expert pairing will show how exciting flavor combinations and textures help generate influencer interest as a vehicle for promoting the health and nutrition benefits of prunes.*

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### Orchard Management Panel: Innovation in the Orchard: Practices to improve profitability and reduce risk

Moderator: Luke Milliron

Panelists: Joe Turkovich (California), Andres Olivos del Rio (Chile), Maud Delavau (France)

*At the intersection of science, creativity, and calculated risk, you are likely to find growers & specialists testing solutions to myriad orchard challenges and environmental threats in pursuit of high-quality, profitable prune crops. This panel will identify & discuss the latest techniques and technologies to meet emerging challenges faced in California, Chile, and France.*

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### Global Exporter Panel: Providing Consumers with Quality Prunes to Grow Markets: How to get there from here

Moderator: Brendon Flynn

Panelists: Brad Schuler (California), Pedro Pablo Diaz (Chile), Francisco Araujo (Argentina)

*For the global prune industry, the past year has seen the convergence of strong markets fueled by pandemic-related purchasing followed by weather consequences in both hemispheres, leading to significant short crops and reduced inventories. The shift in position can certainly be seen as historic in prune industry terms and the strategic path to sustained success may now be clearer. The question is, how will the industry respond? This panel of industry leaders will discuss the current supply and demand scenario and how the prune industry can effectively navigate the next decade to give growers and handlers the best opportunities for success.*

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### Closing Remarks

Brendon Flynn

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