

3rd Annual International
Advanced Technology Food &
Agriculture Conference

INVESTIGATING Specialty Crops Challenges and Solutions



December 3-4

2009

@ the Doubletree Hotel,
Rochester, NY

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International Advanced Technology, Food and Agriculture Conference Addressing Challenges in Specialty Crops

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Rochester, NY 14623

Specialty crops (all fruits, all vegetables, nuts, ornamentals, flowers, herbs, spices, mushrooms, medicinal plants, etc) represent a diverse, yet valuable component of US agriculture.

There are innumerable challenges to produce and market specialty crops, yet in many cases their needs are overshadowed by research and development in major food crops. Challenges to specialty crops occur in production, protection from pests, processing, food safety, marketing, and distribution. The producers and processors are often small businesses who are affected by the challenges listed above, but they are also confronted by new challenges like new environmental standards, traceability, and verification of safe production and products.

The International Advanced Technology, Food and Agriculture Conference will build upon the preceding conferences in 2007 and 2008. In 2009, the conference will pay special attention to specialty crops and will bring together producers and processors involved with many different specialty crops. Joining them will be representatives from small to large technology companies and research centers who share an interest in investigating the challenges in specialty crops. **The unique feature of this conference is that people, who never would have crossed paths otherwise, meet and start to solve problems!**

This day and a half conference will first allow participants to see the *big picture* about specialty crops and their challenges and the role that new technologies might play. It will then focus on different specialty crops and their challenges, while the final third will focus on common areas of production, protection, processing, distribution and marketing. An outcome of the conference will be a road map of how new technology can lead to better, safer, and more healthful specialty crops.

Although prior focus of the conference has been on Western New York, we now seek broader representation from New York, Pennsylvania, other Northeastern states, and beyond.

Join us at the Double Tree. Registration information is at www.factny.org; questions can be addressed to Susan Noble, susann@thetechnologyfarm.com or 315.781.0070 ex 2012.

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