



Conference «Fresh Produce Category: Finding the Growth Path»

World Food Moscow Food Forum

September 12-13, 2017, Moscow, Expocentre

Event Program

September 12

10:30 a.m. – 11:00 a.m. Participant registration

11:00 a.m. – 11:15 a.m. Welcome remarks

11:15 a.m. – 2:00 p.m. **Session 1. From farm to store. What drives fruit and vegetables growing in Russia? The role of processing technologies and exports in the market development**

Brief overview of the current situation in the Russian fresh produce market

Irina Koziy - General Director of "FruitNews" Information Agency

Fruit and vegetables growing in Russia. Innovations in the Russian state programs supporting local production

Petr Chekmarev – Head of Plant Cultivation and Protection Department of the Russian Ministry of Agriculture

Plants and seeds import procedures. New EAEU Phytosanitary regulations and their impact on the product and documents related requirements

Aleksey Alekseenko - Assistant to the Head of Federal Service for Veterinary and Phytosanitary Surveillance

Fruit and berry orchards planting

Alexander Abramchuk – Chief Agronomist of the Berries Project of AFG "National"

Experience of the vegetable growing project launching

Maksim Kuzyakin – Co-owner of Veselyi Agronom Farm

Fitomag: best strategies of fruit and vegetables storage

Konstantin Shvets – General Director of Fitomag Company

Vegetables processing as the growth path. Group of Companies "Dmitrovskie Ovoschi" Example

Yuliya Sukach – Commercial Director of "Dmitrovskie Ovoschi" Group of Companies

Packaged potatoes, vegetables and fruit market overview. How to establish and enlarge your presence at the retail shelf? Agropak opinion

Ivan Chumanov - Head of Equipment Sales Department of "Agropak" Company

Exports of fresh and processed potatoes and vegetables. Results and prospects

Aleksey Krasilnikov – Executive Director of the Russian Potato Union

Questions and answers

2:00 – 3:00 p.m. Coffee-break

3:00 – 5:30 p.m. **Session 2. To sell or not to sell? Effective organization of fresh produce distribution**

Trends of the fresh produce market development. Actual issues of products sales

Sergey Korolev – President of the National Fruit and Vegetable Producers' Union



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From orchard to retail shelf. Producer's experience

Galina Bobreshova – Commercial Director of Tsentralno-Chernozemnaya Plodovo-Yagodnaya Company

Optimization of the distribution channels, evaluation of risks and benefits

Vasiliy Potselovkin – Commercial Director of IrriCo Holding

Is there a need in middle company?

Niyazi Gasymov - President of the Association of Producers, Importers and Exporters of Fresh Produce (APIEFP), Head of SoyuzPromContract Holding

How the grower and the client can work in one team? European experience application to the Russian reality

Elena Koroleva – Head of Supply Chain for Fresh Fruits and Vegetables Education Program of Velesfresh

Modern format of fresh produce sales organization. “White” market and logistics distribution center

Pavel Dobuzhinskiy – General Manager of «Radumlya» Wholesale Distribution Center

Opinion of the retail chain

Yuliya Tikhanova - Lead Procurement and Development Manager of Lenta Retail Chain

Comment from the retail chain

Natalia Voronova – Fresh Produce Category Manager of Azbuka Vkusa Retail Chain

Opinion of the retail chain

Valentina Gilko – Head of Fresh Produce Category Purchases Department of Metro Cash & Carry Retail Chain

Opinion of the retail chain

Representative of X5 Retail Group

5:30 – 6:00 p.m.

Closing remarks

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Special Session. Prospects of the Russian market of berries

September 13

10:30 a.m. – Participant registration

11:00 a.m.

11:00 a.m. – Welcome remarks

11:15 a.m.

Irina Koziy - General Director of "FruitNews" Information Agency

Berries in demand by the Russian market, quality requirements and growing technologies

Irina Kozlova – Leading Research Specialist of I.V. Michurin All-Russia Research Institute for Horticulture

U.S. blueberry industry. Possibilities of cooperation between Russian and American growers

David Leishman – Director of the U.S. Agricultural Trade Office of USDA in Russia

Blueberry varieties and growing tips

Adrian Wallbridge - Project Manager of Fall Creek Nursery

How to start the berry business? Benefits and pitfalls

Evgeniy Mitnitskiy – General Director of "Tulskiy Sad"

Peculiarities of the berry sales organization

Vyacheslav Plenkin – Director of Sladunika Company

Commercial growing of berries for retail. Varieties and technologies. How to store fresh berries for distribution?

Sergey Yastreba – Executive Director of Yagodnaya Polyana Company

Discussion: Russian berry industry prospects

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