

## Programme

### Precision: Remote Sensing Applications And New Machinery Technologies.

Chair: Dr. Jaume Arnó

Thursday, April 4th, 2013

*Dr. Gilbert Grenier, Professor of ICT and Farm Machinery, Bordeaux Sciences Agro. France.*

*Dr. Pablo Zarco-Tejada, Instituto de Agricultura Sostenible, IAS, Consejo Superior de Investigaciones Científicas, CSIC. Spain.*

*Morning, 10 am to 2 pm*

*Dr. Pablo Zarco-Tejada*

*1. High resolution thermal and hyperspectral airborne remote sensing for water and nutrient stress detection*

*Dr. Gilbert Grenier*

*2. Understanding Global Positioning and GNSS in Precision Farming. Application in orchards and vineyards*

*Afternoon, 4 pm to 8 pm*

*Dr. Pablo Zarco-Tejada*

*3. Unmanned Aerial Vehicles for crop monitoring and precision agriculture. The future?*

*Dr. Gilbert Grenier,*

*4. Understanding ISOBUS and Interoperability Issues*

### Applied Fruit Tree Physiology.

Chair: Dr. Joan Costa.

Thursday, April 11th, 2013

*Dr. Alan N. Lakso, Department of Horticulture Cornell University. USA.*

*Dr. Luca Corelli Grappadelli, Dipartimento di Scienze Agrari, Alma Mater Studiorum - Università di Bologna. Italy.*

*Morning, 10 am to 2 pm*

*Dr. Alan N. Lakso and Dr. Luca Corelli Grappadelli  
1 & 2. Physiological Bases of Fruit Crop Productivity.*

*Afternoon, 4 pm to 8 pm*

*Dr. Alan N. Lakso and Dr. Luca Corelli Grappadelli  
3 & 4. Applications of Physiological Models of Fruit Crops*

### Water Use and Fertirrigation in Fruit Crops.

Chairs: Dr. Josep M. Villar and Miquel Pascual.

Thursday, April 18th, 2013

*Dr. Amos Naor, Golan Research Institute. Israel*

*Dr. Ami Gips, Netafim. Israel.*

*Morning, 10 am to 2 pm*

*Dr. Amos Naor*

*1. Water transport in the soil-plant-atmosphere continuum. The modern irrigation scheduling concept for fruit trees*

*Dr. Ami Gips*

*2. Nutrient management in orchard production, (Demand and Supply).*

*Afternoon, 4 pm to 8 pm*

*Dr. Amos Naor*

*3. Water stress indicators for irrigation scheduling. Crop load interactions with irrigation and water stress assessment*

*Dr. Ami Gips*

*4. Salinity management in orchard production.*

### Economics and Marketing.

Chair: Dr. Montserrat Viladrich.

Thursday, May 2nd, 2013

*Dr. Jean-Marie Codron, Institut National de la Recherche Agronomique de Montpellier.*

*Dr. Marian García-Martínez, University of Kent*

*Morning, 10 am to 2 pm*

*Dr. Jean-Marie Codron*

*1. Modes of coordination in the long distance business to business fresh produce international trade*

*Dr. Marian García-Martínez*

*2. Developments in Fresh Produce Supply Chain Management: Implications for Different Stakeholders*

*Afternoon, 4 pm to 8 pm*

*Dr. Jean-Marie Codron*

*3. Safety risk management issues in the fresh produce chain*

*Dr. Marian García-Martínez*

*4. Market Trends and Retailers' Strategies in Fresh Produce*

## Venue

These Seminars will be held at the ETSEA (UdL).

Avda. Alcalde Rovira Roure, 191. 25198 Lleida.

**Sala de Graus, Edifici 1 and Sala d'Actes, Edifici principal.**

Schedule: morning from 10 am to 2 pm and afternoon from 4 pm to 8 pm. Time will be allowed to encourage questions, discussion and exchange of views.

## Admission Requirements

The Fruit Tree Production and Marketing International Seminars are particularly addressed to students of the UdL. They are also open to researchers, professionals, and anyone interested in keeping up-to-date with new developments in this field.

## Language

The language of the Seminars is English. No simultaneous translation will be provided.

## Registration

Registration is free. We ask participants to register by email or by using the slip in this brochure (see back) at least one week in advance to the Seminars, if a certificate of assistance is required on the day.

Assistance to the four Seminars allows granting a joint Certificate for the complete Seminar Series.

## REGISTRATION

Last name.....  
Name.....DNI/passport.....  
Address.....  
City..... CP/Postal Code.....  
Phone.....email.....  
Company.....

Confirms assistance to Seminars: 1  2  3  4

## Organization

These four seminars are organized jointly by the **School of Agrifood and Forestry Science and Engineering (ETSEA)** and the Vice-Rectorate for International Relations and Cooperation of the Universitat de Lleida.

## Secretariat

For more information, contact the Seminar Series on Fruit Tree Production and Marketing Coordinators:

### Dr. Joan Costa / Miquel Pascual

Dep. Hortofructicultura, Botànica I Jardineria

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To submit your registration, please contact:

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With the financial support of:



*University of Lleida*

## International Seminar Series

## FRUIT TREE PRODUCTION AND MARKETING



Lleida, April-May 2013