



GIRA TECNICA

GLOBAL ORGANIC PRODUCE EXPO

GOPEX 2023

FORT LAUDERDALE, FLORIDA - EEUU  
Hard Rock Hotel

## AGENDA AND CONFERENCE PROGRAM

### Monday, January 30

1:00 pm - 7:00 pm	Registration Open	Location: Center Registration Desk
2:30 pm - 5:30 pm	Yacht Tour	Location: Buses will transport attendees from Hard Rock to marina & back
5:30 pm - 8:00 pm	Dinner on Your Own	
8:00 pm - 10:00 pm	Opening Reception & Concert	Location: Entice Night Club (within the Seminole Hard Rock Hotel)

### Tuesday, January 31

8:00 am - 8:30 am	Breakfast	Seminole Ballroom
8:30 am - 9:15 am	<b>Is Food as Medicine the Future of Food?</b> More and more mainstream grocers have launched food as medicine programs. All fresh fruit and vegetables qualify. This session will explore how grocers and suppliers are working together to drive produce sales and improve the health of consumers across the nation.	Moderator: Wendy Reinhardt Kapsak, Produce for Better Health Foundation  Panelists: Karen Falbo, Natural Grocers Lisa Coleman, Giant Food Daniella Velazquez, Organics Unlimited  Location: Seminole Ballroom
9:15 am - 10:15 am	<b>The Convergence of Indoor and Organics</b> Indoor agriculture uses less resources than outdoor farming, while at the same time, it allows retailers to offer hyper-local produce grown in-store or literally in their backyard. A panel of indoor ag experts and the leading retailers who have embraced vertical and greenhouse farming examine where the dynamic space of CEA is headed.	Moderator: Tom Stenzel, Executive Director, CEA Alliance  Panelists: Joe Merenda, President, Misionero Brian Cook, CEO, Local Bounty Jose Covarrubias, Wholesum  Location: Seminole Ballroom
10:15 am - 10:45 am	BREAK	Location: Seminole Foyer
10:45 - 11:30 am	<b>The Rise of the Conscious Consumer: Emerging Opportunities for the Produce Industry</b>	Paul Rice, Founder & CEO of Fair Trade USA, the leading certifier of Fair Trade products in North America Location: Seminole Ballroom
11:30 am - 1:00 pm	Lunch & Table Topic Discussions	Location: Seminole Ballroom

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1:00 pm - 2:00 pm	<p><b>How the U.S. and its southern neighbors ensure fresh produce is always in season</b></p> <p>A panel of retail and import/export experts share their tips for navigating the supply chain, raising consumer awareness for South American fruit and vegetables, and developing successful promotions that drive sales.</p>	<p>Moderator: Allison Myers, Chilean Fresh Fruit Association</p> <p>Panelists: David Posner, Founder, Awesum Organics Martha Montoya, AgTools Bob Harrington, Specialty Produce TBD, Produce Pay</p> <p>Location: Seminole Ballroom</p>
2:00 pm - 3:00 pm	<p><b>Under the Influence: How social media is driving fresh produce consumption</b></p> <p>When it comes to increasing consumption of fresh produce, influencers have become powerful agents of change. Together with the original nutrition influencer – the retail dietitian—social media influencers are helping to change the way people eat for the better. A panel of influencers, suppliers and retail dietitians explore how produce companies and retailers can implement social campaigns that bolster their brands and drive produce sales.</p>	<p>Moderator: Leah Halverson, Ten Acre Marketing</p> <p>Panelists: Liz Della Croce, The Lemon Bowl® Kevin Miller, The Fresh Market Patrice Sadd-Molnar, The Fresh Market Auna Lundberg, Stemilt</p> <p>Location: Seminole Ballroom</p>
3:30 pm - 6:30 pm	BizMatch meeting (just for registered companies)	
7:00 pm - 9:00 pm	Reception	Hard Rock Pool Deck

**Wednesday, February 1**

8:00 am - 9:30 am	Breakfast	Location: Seminole Ballroom
8:00 am - 9:30 am	BizMatch meeting (just for registered companies)	
9:30 am	Expo Open	Location: Seminole Ballroom
12:00 pm	Lunch Served on Expo Floor	
2:30 pm	Expo Closes	

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# UNLIMITED CONNECTIONS



## BizMATCH

As they say, time is money. We've got you covered with BizMatch, your fast pass to relaxed, pre-set meetings with relevant buyers. Tell us what you're looking for, we do the coordinating, and you score the contract. Now that's smart business.

BizMatch provides five one-on-one meetings with qualified buyers – a potent business tool you don't want to skip.

Available to all Diamond & Platinum sponsors.



## Education

Knowledge is power and we're providing you with the best the industry has to offer. From seasoned veterans to new faces with boots on the ground or shoes on the sales floor, our dynamic educational seminars and keynote presentations will equip you with the tools to feel confident in tackling ever-changing consumer demands and act in true partnership along the organic fresh supply chain.

All you will have to worry about is snagging the best seat.



## Networking

GOPEX is committed to delivering an interactive and inclusive take on the traditional produce trade show. Multi-faceted parties and excursions create conversations and deepen connections, building relationships that go well beyond business.



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# 2023 Confirmed Buyer Attendees



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## Previous GOPEX Exhibitors



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