

Gearing up for the 2022 U.S. apple season at Apple Quality Summit

Detail Introduction :

Hazel Technologies Inc. announces open registration for its 2nd annual Apple Quality Summit next week. The one-hour event will be held on Thursday, May 26th and feature presentations focused on preparing the apple industry for the 2022 season.

O'Rourke has studied agricultural economics for more than 50 years, focusing on fresh apple, pear, and cherry marketing. In 1994, he founded his consulting company, Belrose, Inc., where he works with public and private organizations worldwide to provide insights on global market forecasting for a variety of commodities. "In a time of great geopolitical and market uncertainty," said O'Rourke. "Sound assessment of the apple market is critical for making good decisions. I'm eager to discuss this further during next Thursday's summit."

Art Varela, Joe Burnham, and Dano Simmons will participate in an apple perspective panel to discuss tried-and-true techniques for gearing up for the apple season following O'Rourke's presentation. The summit will close with Cervantes discussing postharvest technologies benefiting the apple category.

"From Hazel 100™ to Hazel Datica™, our suite of technologies is built to provide apple growers with a successful season from start to finish," said Cervantes. "I can't wait to discuss the new and exciting ways our technology benefits the apple industry during the Quality Summit."