

FIRST ANNOUNCEMENT
11th North American Strawberry Symposium (NASS)
and North American Strawberry Growers Association (NASGA) 2027 Conference
Doubletree by Hilton, Orlando, Florida, *February 7-10, 2027*

We cordially invite you to the 11th North American Strawberry Symposium (NASS), a meeting of strawberry growers, researchers, and other industry members from around the globe, to be held in conjunction with the annual NASGA conference, **Feb. 7-10, 2027 in Orlando, Florida, USA**. Florida is the US leader in winter strawberry production and features a strong partnership between Florida strawberry producers and the University of Florida. This partnership is reflective of the purpose of this conference, which brings together growers and scientists from around the globe to spur innovation.

The Symposium will include two and a half days of workshops, reception, research presentations, marketing presentations, poster sessions and an award luncheon, and will be followed by a post-conference tour on February 10. The tour will feature research at the University of Florida Gulf Coast Research and Education Center, including a visit to the new Center for Applied Artificial Intelligence in Agriculture (CAAIA). The Program Committee is committed to **making this a world-class research symposium for growers and scientists**, and we look forward to seeing you in Orlando at the peak of the strawberry season.

Subject areas for oral and poster presentations include: Global and North American Overviews, Breeding, Genetics, Molecular Biology, Disease & Pest Management (especially *Neopestalotiopsis*), Propagation & Nursery Management, Cultural Practices, Applied AI and Precision Agriculture, Plant Nutrition and Water Management, Plant Physiology, Economics of Production Practices, Post-Harvest Quality Management, and Food Safety. Highlights will include emerging technologies like applied AI, precision agriculture, automation, and robotics. Proceedings articles from the presenters are strongly encouraged. To help us plan the program, ***please submit presentation titles as soon as possible and before 25 September 2026***, indicating whether your presentation will be ***oral or a poster***, to Kim.Lewers@usda.gov.

Workshop topics under consideration include: Managing *Neopestalotiopsis*, Applications of AI, Advances in Phenotyping, Nursery Developments, Novel Weed Management Approaches, Disease & Pest Management Solutions, Production Management & Physiology, and Methyl Bromide Alternatives.

Look for a mail-in registration form and more program details (abstract deadlines, keynote speakers, etc.), and opportunities for industry, organization and agency sponsorship on the NASGA website: www.nasga.org in July 2026. Online registration will become available in September. Please spread the word to fellow researchers and strawberry growers.

Program committee:

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