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SEPC to focus on What's New at Southern Innovations

The [Southeast Produce Council](#) is highlighting the latest industry innovation and insights at its upcoming Southern Innovations Conference held in Nashville, TN, Sept. 22-24.



David Sherrod

“Insight from our board of directors told us that there are four areas where innovation occurs in produce: at the farm, in the store, on the menu and for the planet,” said SEPC President and CEO David Sherrod. “We incorporated these sections into our What’s New? From the Consumer Point of View research and Silent Theater on the trade show floor.

The What’s New? From the Consumer Point of View education session by Anne-Marie Roerink of 210 Analytics LLC will be held on Friday, Sept. 23 at 9:45 a.m. and will highlight the latest innovations as well as consumers' thoughts on the topics.

“This research brings us important insights like the fact that 46 percent of Americans love the idea of various shelf-life technologies,” Sherrod said. “Attendees can hear about technologies shoppers are interested in then listen to speakers on these technologies in our What’s New? Silent Theater!”

Throughout the trade show hours, there will be an array of impactful presentations from leaders in innovation in the What’s New? Silent Theater located directly in the center of the trade show floor. The innovative theater setup mimics a silent disco where attendees will use headphones to maximize speaker audio and allow for uninterrupted exhibitor discussions. Each speaking company also has a kiosk surrounding the theater for attendees to stop and learn more.

What’s New Silent Theater Session Schedule

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- 1:05-1:20 p.m.: Highland Ag Solutions
 - 1:25-1:40 p.m.: Afresh
 - 1:45-2 p.m.: Bayer
 - 2:05-2:20 p.m.: Apeel
 - 2:25-2:40 p.m.: Bee Vectoring Technology
 - 2:45-3 p.m.: AccuLabel
 - 3:05-3:20 p.m.: Badger Technologies
 - 3:25-3:40 p.m.: Nabaco
 - 3:45-4 p.m.: Stout AI
 - 4:05-4:20 p.m.: Strella Biotech
 - 4:25-4:40 p.m.: Verdant Technologies
 - 4:45-5 p.m.: Beeflow

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