



EMPOWERING YOUNG LEADERS.

AgXperience - IFPA Specialty Tasting Session

When: September 29, 2026 | 10:45 a.m.-12:45 p.m. CST

Where: Double Tree by Hilton O'Hare | 5460 North River Road | Rosemont, IL 60018

What: AgXperience - IFPA Specialty Tasting Session is an interactive, sensory-based learning experience designed to introduce students to specialty produce and the global fresh produce industry. Through a guided tasting, students will explore unfamiliar fruits, vegetables, herbs, and flavor profiles while learning how taste, aroma, texture, seasonality, sourcing, and culinary application influence product value and consumer experience.

Presented in connection with IFPA, the session gives students a practical look at how specialty produce moves through the food systems value chain, from grower and distributor considerations to foodservice, retail, marketing, and consumer education.

How: Students will rotate through a facilitated tasting experience, sampling specialty produce items and discussing their sensory observations, possible uses, market opportunities, and barriers to adoption. Industry partners are invited to participate alongside students by joining table conversations, asking questions, sharing insights from their sector, and helping students connect the tasting experience to real-world decisions across the produce supply chain.

Why: The goal of AgXperience - IFPA Specialty Tasting Session is to help students build curiosity, product knowledge, and confidence in discussing specialty produce while strengthening their understanding of the fresh produce industry. For industry partners, the session offers a meaningful way to engage with emerging talent, contribute practical perspective, and participate in student learning without needing to lead a formal presentation.

Your Role: As an industry partner, your role is to add context, perspective, and professional insight throughout the student experience. You will:

- **Participate:** Join students in the tasting experience and contribute to discussion as they explore specialty produce items.
- **Share Insight:** Offer observations from your area of expertise, such as production, distribution, foodservice, retail, marketing, consumer trends, or product innovation.
- **Connect:** Help students understand how sensory experiences translate into business decisions, career pathways, and opportunities within the fresh produce industry.



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