



AgXperience-IFPA Specialty Tasting

WHAT IS THE AGXPERIENCE

- Taste, discover, and explore specialty produce through a hands-on guided tasting that introduces new fruits, vegetables, herbs, and flavor profiles.
- Learn what drives consumer experience by examining how taste, aroma, texture, seasonality, sourcing, and culinary applications influence product value.
- Connect the food system journey by exploring how specialty produce moves from growers and distributors to foodservice, retail, marketing, and consumers through the global fresh produce industry.

PURPOSE & EXPECTATIONS FOR YOUR ROLE

- **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.

SESSION LOGISTICS

- Please arrive 15 minutes before session start time.
- Specific time will be listed in the email.
- Audience: College Freshman-Seniors, ranging from all backgrounds.
- Room Set: Set in roundtables, industry professionals will sit with students.
- Attire: Business Casual-Company attire is encouraged

OUR DELEGATES

- Our students come from all over the United States.
- Our students major in a variety of topics that could be unrelated to the institute.
- Our students have a passion for learning and connecting with industry leaders.
- Our students will come with questions that range from basic to complex.

OUR FACILITATOR

Jill Overdorf



With a solid background in bridging the culinary, hospitality and agricultural worlds, Jill's expertise lies in strategic consulting and innovative problem-solving for the foodservice industry. The Produce Ambassador crafts solutions that seamlessly connect agriculture to the culinary arts, fostering collaborations along the value chain. The Produce Ambassador provides strategy, brand development, and thought leadership to companies; crafting solutions from seed to service. Jill's clients have included: Bon Appétit Management Company, Bayer Vegetable Seed, Phoenix Media, HZPC, Food Forward, Aspen Ski Company and others.

Jill holds degrees from UMass-Amherst and the Culinary Institute of America, with honors. She launched her culinary career in New York City at Osteria del Circo, was Executive Sous Chef at the Telluride Film Festival; Executive Banquet Chef at The Getty Museum; Executive Chef at DreamWorks Studios; Executive Chef at McMurdo Station in Antarctica, and Executive Sous Chef at The Ross School on Long Island, NY.

Jill spent five years as Corporate Executive Chef and Director of Business Development for Foodservice at Naturipe Farms, and ten years with Coosemans LA Shipping, a specialty produce company in Los Angeles, CA. Jill is Chair of the Executive Committee of the LA Food Policy Council (LAFPC) and a former Board member of Produce Marketing Association and the Center for Growing Talent by PMA, now IFPA. Jill has visited all seven continents, discovering countless favorite places to eat and cook around the world.



THANK YOU!