



### **FP7 EU Berry General Assembly**

**Maastricht University (NL) 19 of June 2012**

#### ***MINUTE***

In agree with the local organization of the 10th International Symposium on *Vaccinium* and Other Superfruit, held at Maastricht University (NL) 17-21 of June 2012, experts of the EUBerry project contributed to the Symposium with different presentations (oral and posters) and with the involvement in sections discussion and debates.

During the Symposium, on June 19, all experts of the EUBerry project attended to the General Assembly of the Project, at least a delegate for almost all partners was present. Other experts attending the Symposium also followed the General Assembly. Experts representing Small Medium Enterprises were also present. The General Assembly started with an overview, given by the coordinator, of the different activities started by the EUBerry project. More detailed information on the activities carried out by the projects were reported by the WP Leaders and for each WP some critical point and plan of further activities were discussed.

About WP1 Activities, Rex Brennan reported of the main achievements of the different tasks. For this WP, in general, emerged the importance to strength the connection and exchanges with European nurseries specialized in berry plant production, this because of their direct interest on the outputs of the WP, such us for example new germplasm, molecular markers or even new commercial varieties. Paivi Parikka reported the activities of WP2 and in particular of the different outputs and deliverables achieved. In the discussion emerged the importance to better integrate the activities of WP2 with the activities carried out in WP1 and WP3. The WP2 activities were well organized thanks to the high exchange between partners promoted by the organization of different meetings (web conferences, one WP meeting, participation to the IOBC conference) and also of different dissemination activities towards different actors of the berry industry. Derek Steward reported the activities carried out in WP3 evidencing the outputs achieved in the quality assessment of the genetic material released by WP1. A priority was given to the sensorial analyses and also to the creation of a database of the main components determining fruit sensorial and nutritional quality of the different types of berry. In the discussion emerged the importance to have a joint meeting finalized to organize and better integrate the activities planned for each partner. Marianne Groot reported of the activities carried out for WP4 and opened a discussion on how to better create an integration between partners involved in WP4 in order to have the larger number of data needed to validate the economic and market studies. An important result already emerged was the very high increase in economic importance of blueberry production in Europe, where in some countries (Germany) triplicated in few years. A plan of exchange of information and data with WP3 activities was discussed in order to better analyze new possible marketing strategies by using data on fruit health values. With the aim to convince the consumer to increase fruit consumption new commercial messages will be discussed and tested.

The WP leader presentations were followed by a short presentation of the chairman of Agrobiofilm, another FP7 project, and the possibility to strength the cooperation within the two projects was discusses. The general discussion continued by underlining the need to better address outputs of the project to the needs of European SMEs and even to create more links with other EU and non EU existing projects.

In the last part of the General Assembly a specific discussion was addressed to plan the research and dissemination activities. Small group meetings were organized to discuss the research interactions between specific WP Tasks and subtasks. In the joint discussion of the dissemination plan emerged the need to strength the communication of the outputs achieved for the different cultivation techniques able to expand seasonal production and also for the different studies on fruit sensorial and nutritional quality. Data provided from WP3 on health benefits of the new genetic material produced by WP1 activities should be addressed to motivate and support the release of new type of fruit with a specific health claim.

Finally the dissemination plan for the second year was discussed and following the indications given by project the following priorities were identified:

- Scientific dissemination: a) promote the publication of new scientific papers for the different main researches now running; b) organize the collection of a number of publication to be offered for a publication as a special issue of a scientific journal. As first possibility was indicated the Journal of Berry Research, and at least 4 groups offered their availability to produce new manuscripts to be submitted to this journal, other option can be taken in consideration if proposed.
- Technical dissemination. Several partners have proposed to participate as EUBerry group to several national and international conferences planned in 2013, including two conferences scheduled in The Netherland, one in the UK and some in other countries. Taking into consideration that in the Maastricht Symposium was launched the organization of the international Horticultural Conference, to be held in Brisbane (Australia) in 2014, we discussed the possibility to give a contribution to the organization of this event in order to take the opportunity to present in such large international conference the final results of the project.
- Berry school. As expected in the project, it is then discussed how to organize the berry School by the spring 2013. Erika Kruger and Geisenheim Univeristy were chosen as hosts of the Berry School. It will have a one-week program and the lessons will be taught by experts from the various EUBerry partners and also by members of the Advisory Board. During the week, with the aim to better scheduling of research activities, WPs small meetings and also a second General Assembly, to be attended by all the partners and invited members of the Advisory Board, will be organized.