







Proposal full title:
 The sustainable improvement of European berry production,
 quality and nutritional value in a changing environment: Strawberries,
 Currants, Blackberries, Blueberries and Raspberries.

Proposal acronym: EUBerry

Date of preparation: January 13, 2010
 Duration of proposed programme: 3.5 years (42 months)

Type of funding scheme: - KBBE.2010.1.2-04: Improving European
 Berries production, quality, nutraceutical and nutritional value
 (Strawberries, Currants, Blackberries, Blueberries and Raspberries)

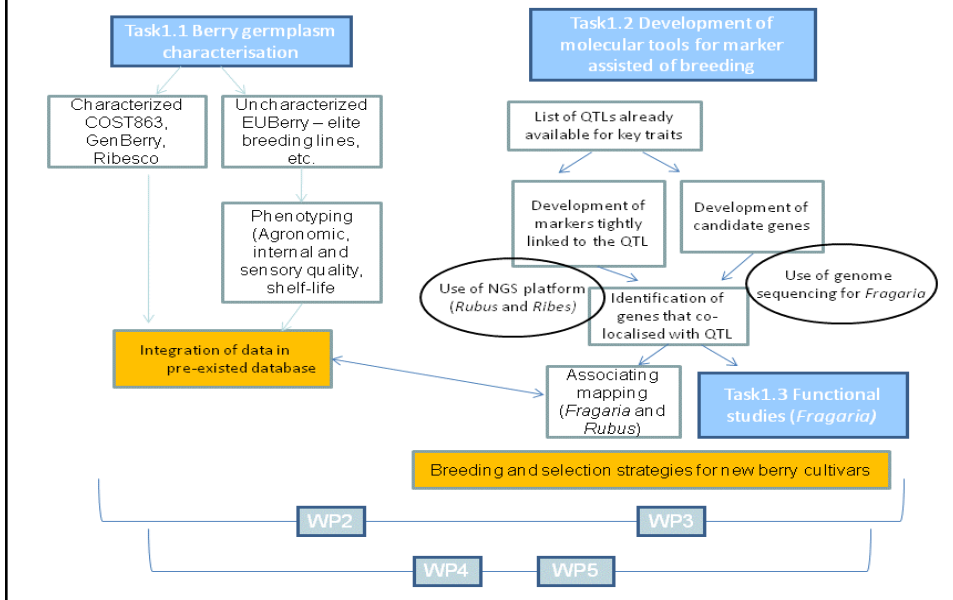




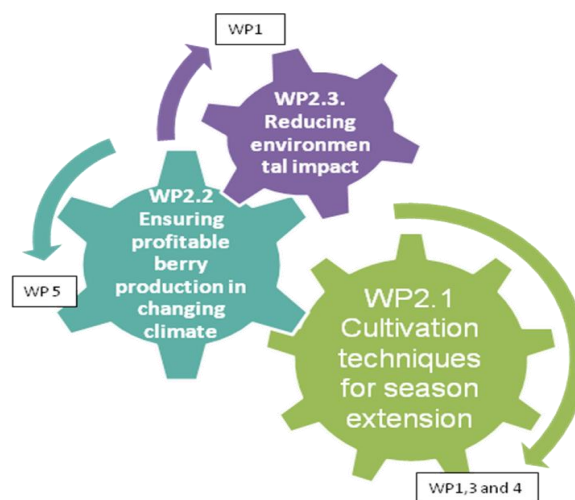

THIS PROJECT WILL APPLY THE MOST RECENT TECHNICAL ADVANCES IN:

- a) Identifying germplasm of the main berry fruit Genera appropriate for sustainable production throughout the EU, with respect to fruit quality and environmental adaptation and expanding use of modern breeding strategies to accelerate the release of new berry fruit cultivars into the future;
- b) Ensuring and expanding high-quality production systems to improve availability of high-quality fresh berries for consumers by focusing on the modern cultivation techniques for berry season extension, on adaptation to different cultivation conditions and systems, as well as to climate change, and on reducing the impact on environment in different European regions;
- c) Developing and applying validated methods to control and maintain fruit nutritional quality, improving shelf-life of fresh berries and increasing their availability to consumers;
- d) Developing economic studies to verify the impacts of the new technologies in increasing berry economic viability, farmer and consumer attractiveness;
- e) Disseminate and communicate the results to research scientists, academia, technical services, growers, market organizations, consumers, food industries, health authorities and regulatory and legislative authorities.

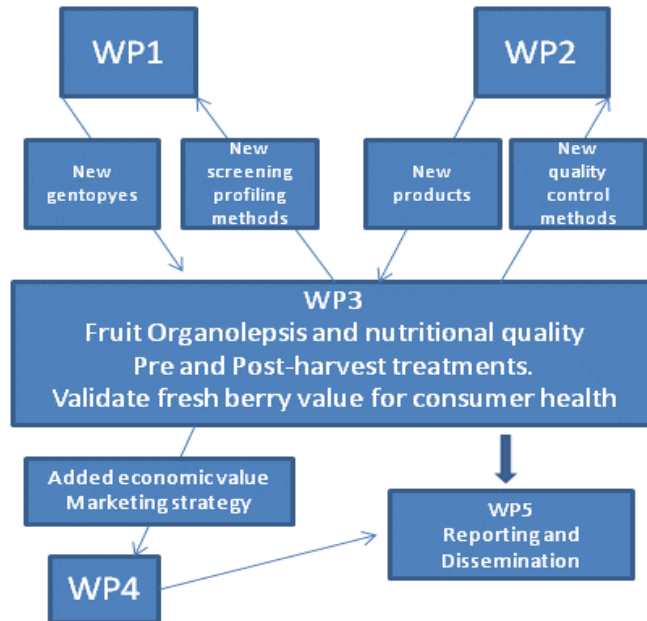
WP1: IMPROVING BERRY VARIETIES THROUGH THE IDENTIFICATION AND UTILISATION OF THE BEST GENETIC RESOURCES



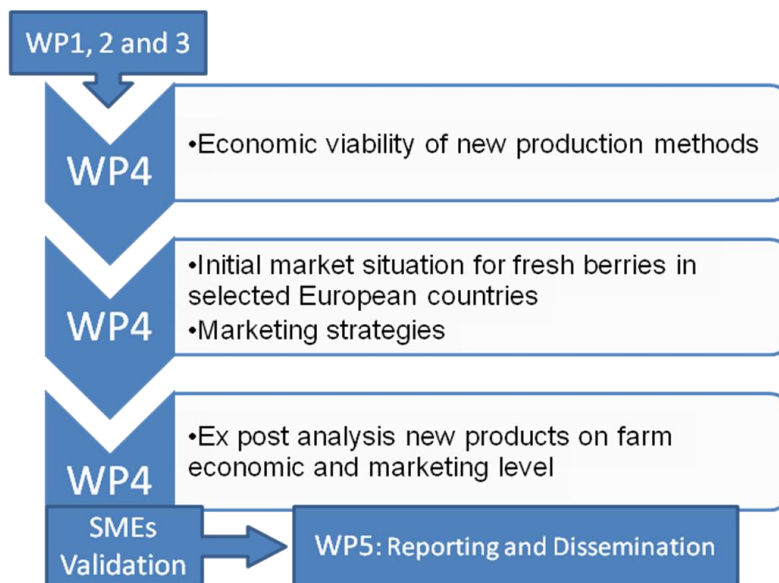
WP2: IMPROVED CULTIVATION TECHNIQUES

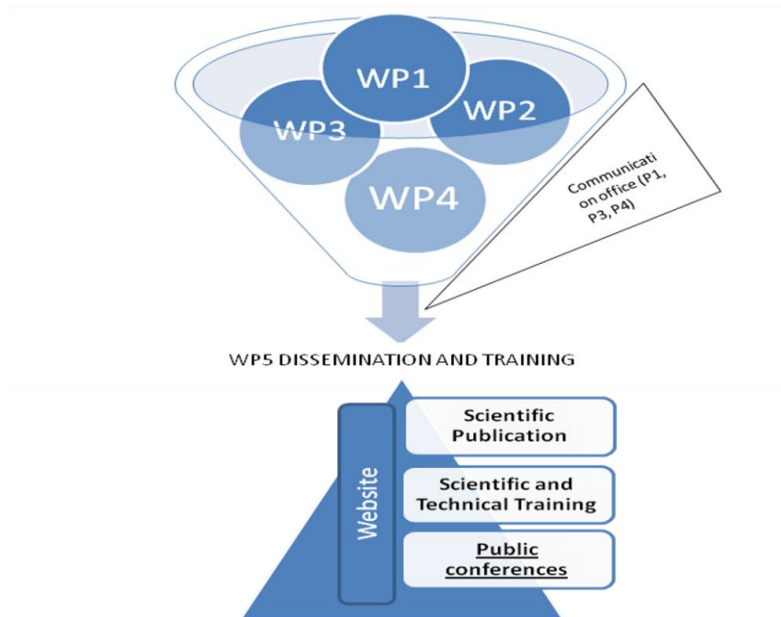


WP3: FRUIT QUALITY CHARACTERIZATION AND DETERMINATION

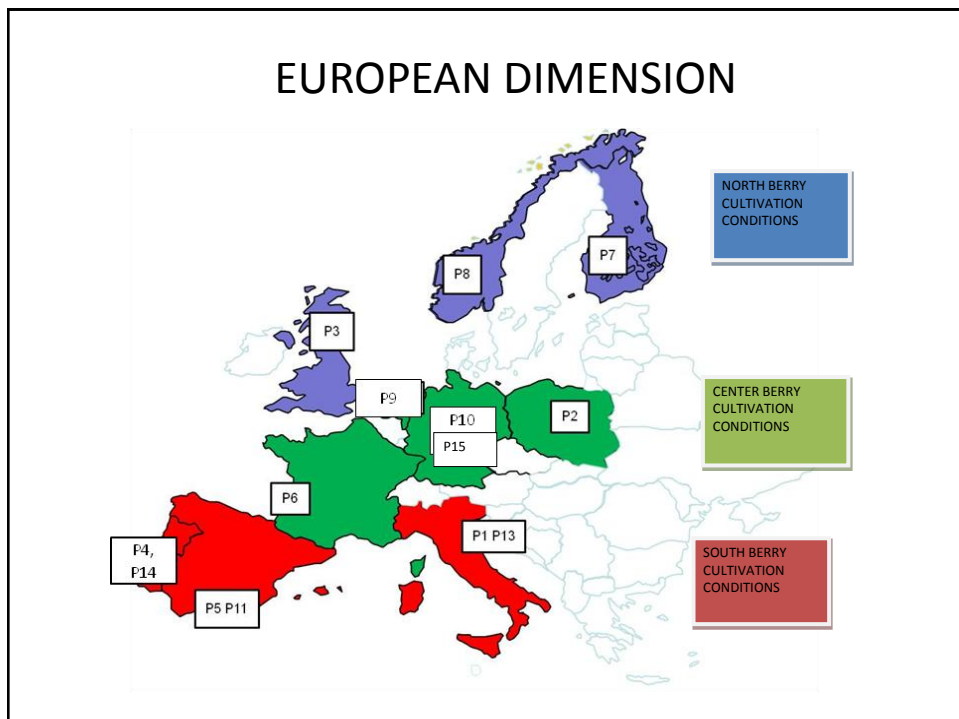
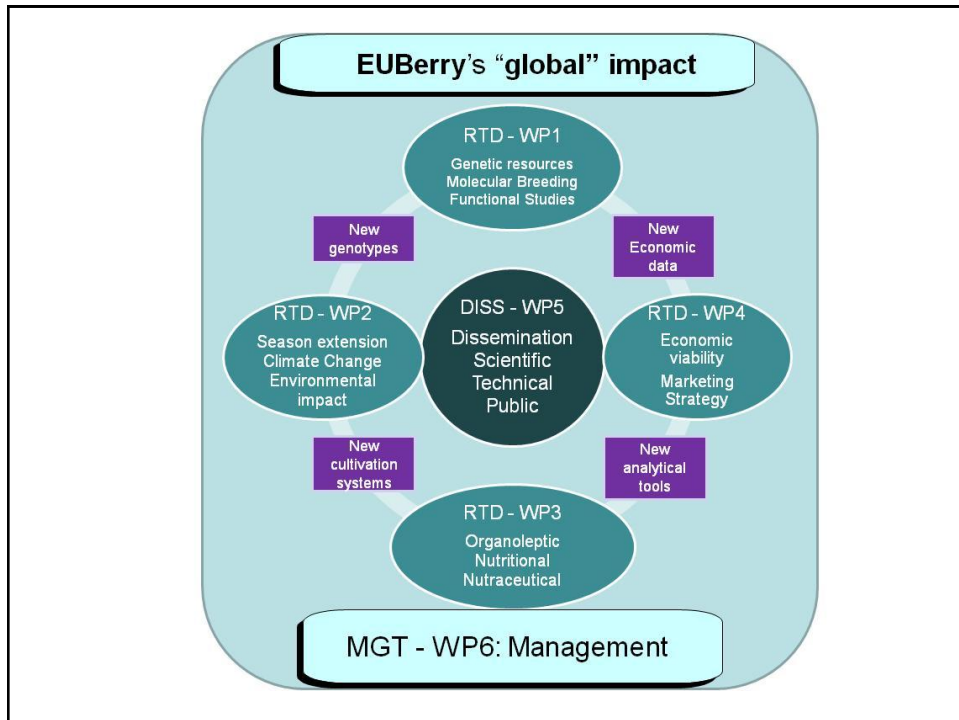


WP4: COMPETITIVENESS AND MARKETING STRATEGIES

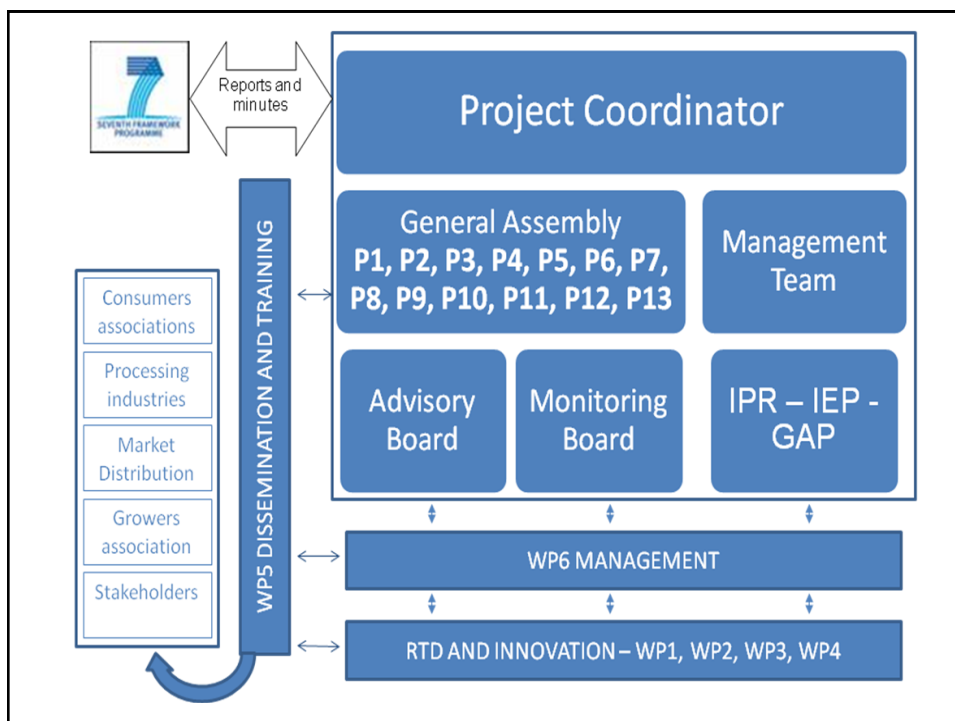


WP5: DISSEMINATION AND TRAINING**WP6: MANAGEMENT**

- **Objectives**
- 6.1 Operational Management
- 6.2 Communication management



SOUTH – Description of Partner activities on different berries.		
P1	Sb, Rb, Bb, Blb (Subcontract)	Varieties, breeding, funct. genetics, bioactive compounds, post, harvest, health validation.
P4	Sb, Rb, Bb, Blb	Varieties, protected cultivation, plant physiology, pest management, bioactive compound health validation.
P5	Sb,	Genetics, funct. genetic varieties, protected cultivation, bioactive compound.
P11	Sb Rb	Protected cultivation, economic value and marketing
P13	Sb, Rb, Bb, Blb	Cultivation techniques, economic value and marketing
CENTER – Description of Partner activities on different berries.		
P2	All berries	Varieties, breeding, cultivation system, quality, bioactive compounds, economic value
P6	Sb	Genetics, funct. genetics, breeding varieties, physiology.
P9	All berries	Sustainable production, integrated pest management, post harvest treatment, fruit economics and consumer behavior.
P10	Sb, Rb	Varieties, physiology, protected cultivation, sensorial quality
P12	All berries	Logistic handling, economic value and marketing strategies
NORTH – Description of Partner activities on different berries.		
P3	All Berries	Genetics, breeding, varieties, bioactive compounds, post, health validation.
P7	Sb, Rb, Cu	Varieties, cultivation systems, pest and disease management
P8	Sb, Rb, Blb	Genetics, breeding varieties, cultivation systems, physiology.
Legend - Sb: Strawberry, Rb: Raspberry, Bb: Blackberry, Blb:Bluberry, Cu: Currant		



The Scientific Advisory Board (SAB) will consists of external experts from different EU and non-EU research institutes and also private industries associated with, or interested in, berry products and research. They will provide scientific advice and assistance on better defining the research plan and on Intellectual Property Rights (IPR) issues.

Members of the **Scientific Advisory** have been selected for their specific competences to cover the main tasks included in the project, such as:

- Genomic and gene validation – Prof. Kevin Folta
- Genetic resources, traditional and molecular breeding – Prof. Jim Hancock
- Plant physiology, flowering and fruiting – Prof. Adam Dale
- Sustainable berry production systems - Dr. Christop Carlen
- Post-harvest technologies – Prof. Dov Prusky
- Bioactive compounds and human health - Prof. Wilhelmina Kalt,

NEXT MEETING PLAN

2013 - Meetings

- Germany (April – end June 2013) or France (September-October) (green) School 1 – General Assembly– Advisory Board – green zone.
- Workshop 2 WP meeting Norway – blue zone

2014 - Meetings

- Spain/Huelva – red zone – March - School 2 – General Assembly – Advisory Board
- Workshop 3 : WP1 and 3 Breeding biotech biochemistry, Ancona IT (red zone)
- Final Meeting – Nov 2014 or April 2015 April Poland

The program for the **general assembly** expected in **Maastricht (NL) – Tuesday 19 June, was discussed.**

The aims of the assembly should be: overview of the entire projects – SMEs expectations – problems from the industry how to face the problems of the industry-expectation and what they want from the project, link with rosabreed, involvement of advisory board.

FUTURE WORK

-For the next period we should try to have contacts with Fruit Logistica in Berlin, so to attempt a first small meeting next February 2013 and possibly a WS on February 2014. This should have really a large dissemination impact.

-WP meetings will continue for WP2 (January 2013 in NL - Norway September 2013) and WP4 also in 2013 and 2014. Such types of meeting should be planned also for WP1 and WP5, this should be discussed at the next assembly.

All partners should continue in the local dissemination and meeting, common meetings will be discussed at the General Assembly

-Erika / Beatrice should present at the general assembly the first draft program of the first Berry School to be held possibly before the end of the year.

-A video with all partners should be prepared at the general assembly

-A program for podcasts should be prepared, either from the next general assembly including an interview of each partner team leaders. Podcasts of different activities organized from the different partners should be organized. P3 will be responsible to organize the podcasts that will be uploaded on the webpage.

-For each meeting and dissemination activities the involvement of stakeholders should be promoted.

MAIN STAKEHOLDERS:



SICILIA
REGION



WE HOPE TO HAVE MORE FROM THIS MEETING