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

The EUBerry project

The main objective of the EUBerry project is to provide the necessary knowledge and tools to facilitate development of high quality, consumer-desirable fresh berry fruits of high nutritional quality optimal for human health at a competitive cost. The EUBerry platform is developed and validated by using strawberry, raspberry and blueberry as model crop species. Specific critical points related to improvement of berry fruit quality and reduction of production costs are also taken in account for currants and blackberries.

The partners (grouped in teams) are involved in the different aspects of basic and applied research and all teams are involved in dissemination activities as well as in data and project management.

The motivation of the involvement of such number of partners is related to the fact that berry cultivation is now increasing in different EU areas and in these different conditions the success of their production (in season and out of season) and quality is closely linked to the use of varieties and cultivation systems fully adapted to the prevailing climatic conditions. For this reason, following a South - to - North and West - to - East approach, we identified Partners located in the main important cultivation areas of these 3 different EU climatic conditions with proven competence and expertise in the main research fields: partners list and geographical distribution in the 3 main EU climatic areas.

The EUBerry consortium is acting to promote exchange of ideas and a maximum of interaction between the theme experts.

The extended network of scientific collaborations developed by each partner will be put at the disposal of the consortium and project planning and development, thus providing a vibrant environment to discuss and validate the project outcomes and innovations.

This is guaranteed by the consolidated connections of each partner with the more important stakeholders (Nurseries, Growers Associations, Market and Processing industries) operating in the different EU countries.

The motivation of the involvement of stakeholders is related to the fact that berry cultivation is now increasing in different EU areas and in these different conditions the success of their production (in season and out of season) and quality is closely linked to the use of varieties and cultivation systems fully adapted to the prevailing climatic conditions.

The EUBerry project is being funded through the European Union’s Seventh Framework Programme (FP7). It is a large European project that involves 49 partners representing a wide range of stakeholders from 23 different European countries, including academia, industry, public research institutions, and non-governmental organizations. The project aims to improve the sustainability of berry production in Europe by developing new genotypes, improving cultivation practices, and enhancing marketing strategies.

The project is led by B. Mezzetti from the Department of Agricultural, Food and Environmental Science, Marche Polytechnic University, Ancona, IT. The project is expected to run from 2013 to 2018.

The EUBerry project is one of the largest and most comprehensive projects in the field of berry cultivation and production in Europe, and it is expected to have a significant impact on the industry by improving the quality and sustainability of berry production in the region.