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 will be 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 will also be considered for currants and blackberries.

The EUBerry consortium is composed of 14 partners, 11 Universities/Research Centers and 3 SMEs, from 10 Countries (Figure 1). The partners (grouped in teams) will be involved in the different aspects of basic and applied research, and all teams will be 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 required for this type of study. In our opinion this partner distribution also gives an important pan-European dimension to the project.

The EU Berry consortium will act 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.

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