



ISAFRUIT

Healthy fruit for a healthy Europe



EU research programme on all aspects of
fruit from orchard to fruit bowl





What is ISAFRUIT?



- ISAFRUIT is a European integrated research project that focuses on all aspects of fruit from its start as a seed till a consumer bites into a juicy end product
- Approximately 200 researchers from 62 institutions and SME's in 16 countries are involved in the project that runs from January 2006 to the summer of 2010
- The EU intends to grant 13.8 million euros to the project that has a total budget of 21.1 million euros
- ISAFRUIT strategic objective is to increase fruit consumption, searching the improvement of health and well-being of Europeans and their environment, by taking a total chain approach, identifying the bottlenecks and addressing them by consumer-driven preferences



Seven pillars of knowledge

ISAFRUIT researchers will focus on seven different areas:



1. **Consumer driven and responsive supply chain**

Consumer behaviour - What does the consumer prefer and how do people react to new fruit products?



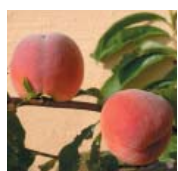
2. **Fruit and human health**

Health effects - How and why does fruit affect human health?
Can we produce more allergy-free fruits?



3. **Improved appeal and nutritional value of processed fruit**

Improved processed products - Production of more and better healthy fruit snacks



4. **Improved quality, safety and sustainability**

Top quality fruit - Development of systems for ensuring optimal fruit quality from harvest to sale



5. **Preharvest chain quality and sustainability**

Environmentally friendly apples - Development of improved application of pesticides, research in organic apple production and improvement of apple quality



6. **Genetics of fruit quality**

Quality genes in apples and peaches - Finding and mapping specific quality genes for use in breeding programmes



7. **Dissemination and transfer of knowledge**

Communication of fruit knowledge - Information and courses for key persons on the European fruit scene

In addition, Project management and integration is disposed in Pillar 8



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