



Strategic Innovation and Research Agenda for the Fruit and Vegetables sector

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Introduction

- SIRA: A document stating the innovation and research priorities for the coming years
- Developed by AREFLH, FRESHFEL, EUFRIN
- Started in January 2014
- To help in the preparation of the work programmes of H2020 and subsequent programs by EU officials



Institutions

- AREFLH
 - European Assembly of fruit and vegetables regions
 - 25 regions, 40% of fruit and vegetable production
- FRESHFEL
 - European Fresh Produce Association
 - 200 members, representing fresh fruit and vegetable supply chain
- EUFRIN
 - European Fruit Research Institutes Network





Fruit & vegetables sector

**Total production value:
50 billion EUR**

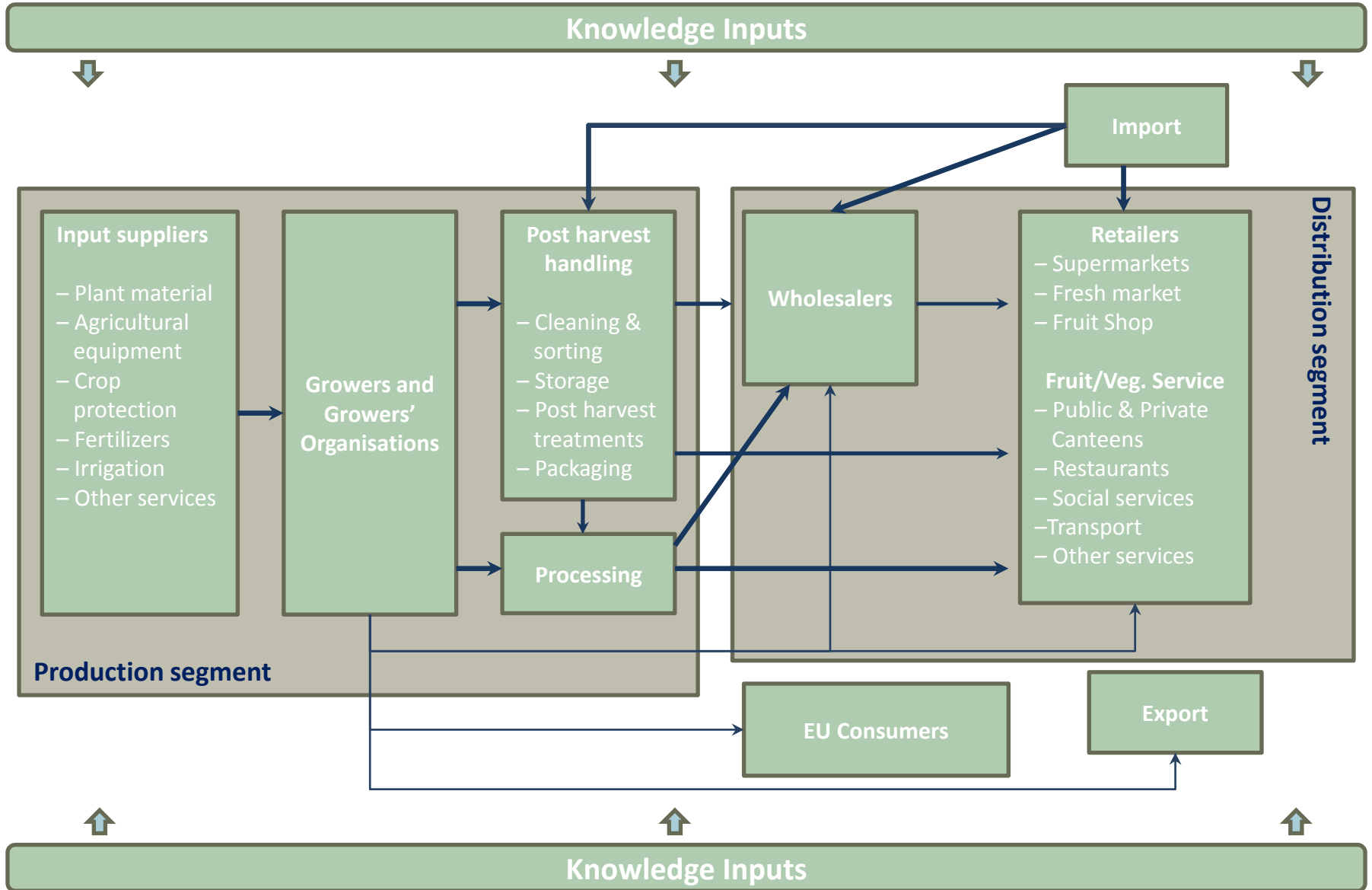
**Approx. 1.4 million farm
holdings**

**Total supply chain
value: 120 billion
EUR**

**Approx. 550.000
employees**

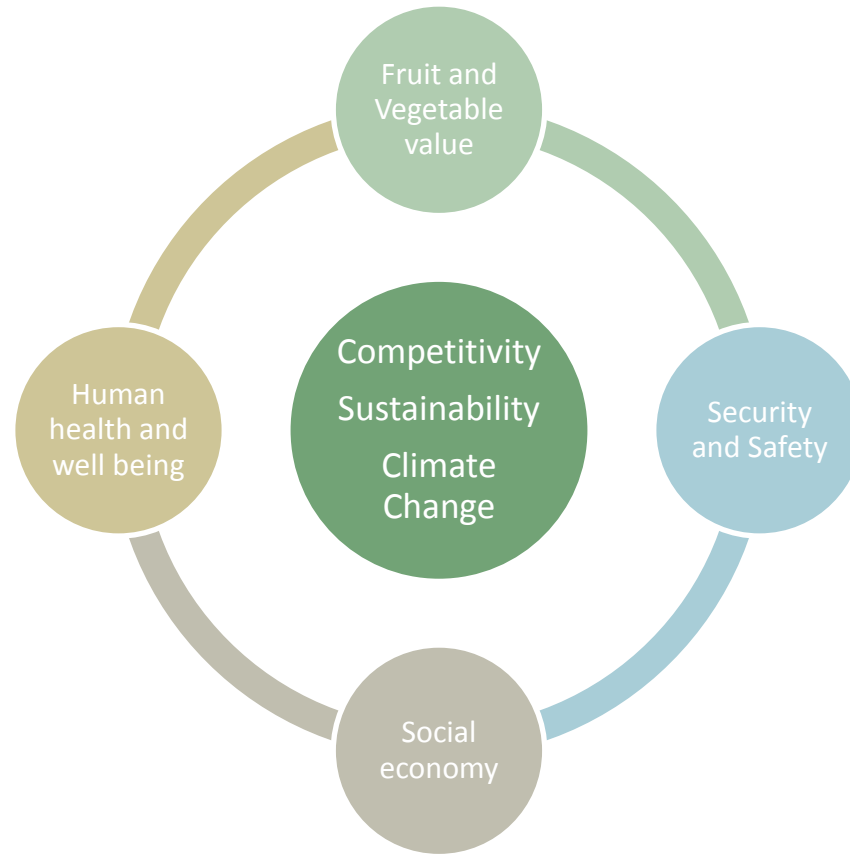
**Great societal impact on
labour, food, environment,
sustainability and human
health**







F&V Challenges

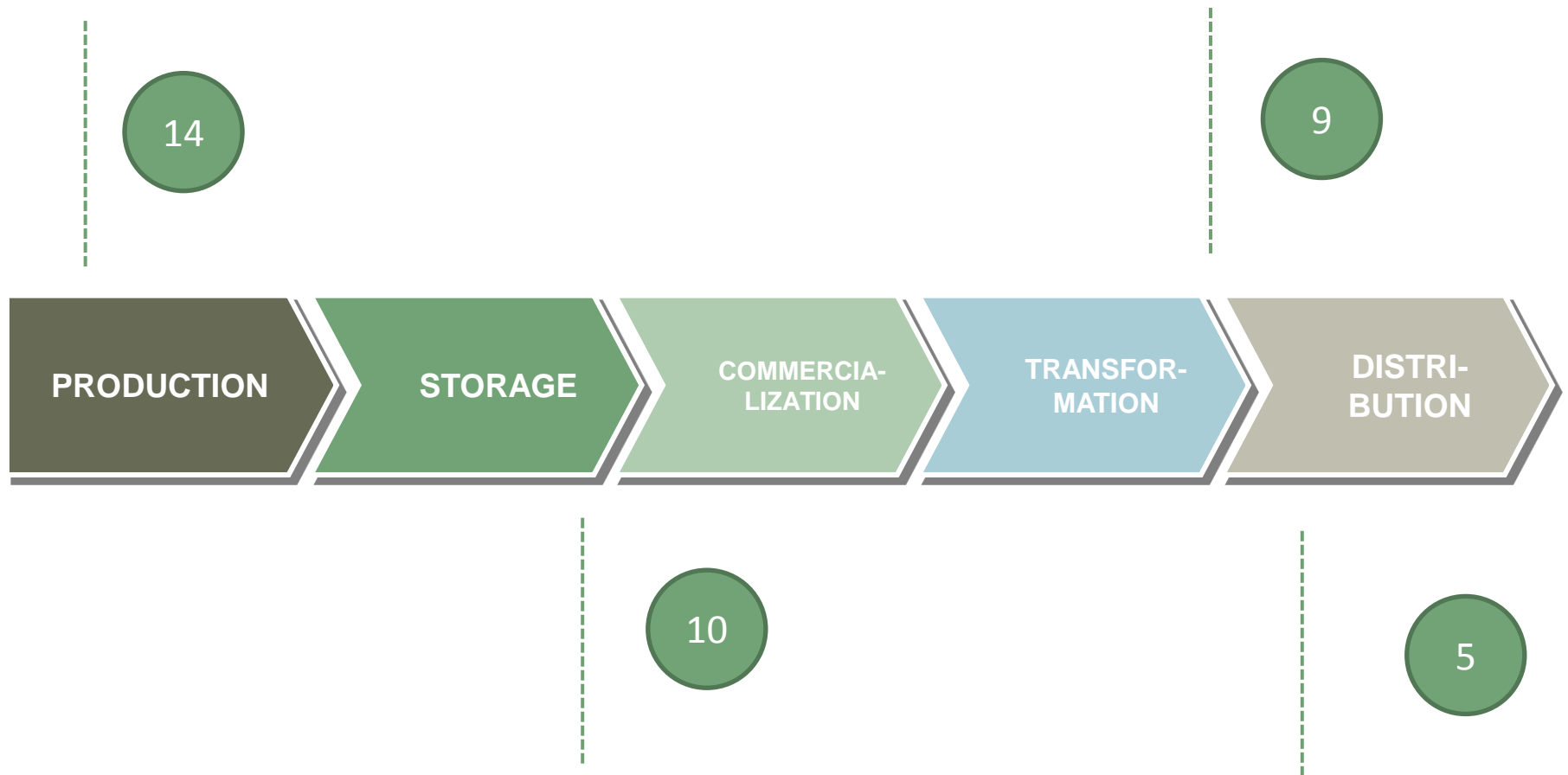




F&V Innovation and Research priorities

- 40 innovation and research priorities identified
- Scheduled through different years
- Addressing challenges identified

Innovation and Research priorities





Input suppliers and Production

- Genetic resources and its utilization
- Sustainable fruit and vegetables production
- Labour efficiency and safe orchards
- Efficient production systems and primary resources utilization
- Enabling technologies





Storage and handling

- Minimally processed fruits and vegetables
- Minimizing produce contamination risk
- Packaging
- Impact reducing technologies
- Enabling technologies





Distribution

- Category and supply chain management
- Preservation of quality across the chain
- New added value





Consumers

- Better consumer knowledge
- Consumer awareness and education





4 top priorities (2016/2017)

- Water use efficiency
- Minimization of pesticide usage and residues
- New storage technologies (storage life & energy efficiency)
- Nutritional and health claims



H2020 strategy

- Smart, sustainable, inclusive economy
- Societal challenge
 - Elucidation of the physiological mechanisms underpinning the ‘healthy attributes’
- Economic challenge
 - Novel varieties, novel product with added value
- Environmental challenge
 - Minimization of utilization of PPP’s and its residues



Conclusions

- SIRA identifies and prioritizes the innovation and research needs
- Aims to help to define the research work programmes of H2020
- Innovation and Research as a central point of Fruit and Vegetable sector to create growth and employment

Acknowledgements

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Thank you for your attention !

