

WP 5.3 HIGH-QUALITY FRUIT FROM PROFITABLE PRODUCTION SYSTEMS

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| <p>OBJECTIVES</p> <p>1. To document and compare the economical situation of fruit farms in selected growing zones and identify success factors that are important for economical success while producing top quality fruit.</p> <p>2. To develop a user-friendly decision support tool for growers and extension services to analyze production cost and profit, to apply the tool and to identify farm management factors that are essential in terms of their impact on success if changes are made while producing top quality fruit.</p> <p>3. To validate such economical farm management factors for an improved production of top quality fruit in an exemplary case study looking at how fruit farms behave in change situations balancing out market and consumers' demands and own norms and values.</p> | |
| <p>TASKS</p> <p>Task 5.3.1 Transdisciplinary data collection and analyses and mutual learning.</p> <p>Task 5.3.2 Decision support tool for fruit growers.</p> <p>Task 5.3.3 An exemplary case study for change management at the farm level for producing high quality fruit</p> | |