

WP 1.5 TRANSITION FRUIT CHAINS

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OBJECTIVES	
<p>1. To collect and integrate relevant results from other work packages and pillars in order to develop strategies for innovation implementation and transition in the fruit chain aimed at increasing fruit consumption and discuss these strategies with the Fruit Industry, Public partners and (fruit) researchers.</p> <p>2. To formulate consistent and robust strategies based on (1) consumer segments, (2) Fruit industry and chain features (fresh, preserved and processed), (3) cultural and regional aspects, and (4) product/technology-market combinations with respect to adoption of innovations.</p> <p>3. To developed a road map to implement innovation and transition which will be used in pillar 7.</p>	
TASKS	
<p>Task1.5.1: Transition and innovation strategies from research results of ISAFRUIT</p> <p>Task 1.5.2: Transition strategies for European Fruit Chains.</p> <p>Task 1.5.3: Road map for transition and innovation.</p>	