

WP 1.1 TRENDS IN EUROPEAN FRUIT CONSUMPTION

Leader	WUR-PPO (Wageningen UR-Applied Plant Research Research) Netherlands.
Other participants	WUR-LEI (Wageningen UR-Agricultural Economic Research Institute)-Netherlands , UPM (Universidad Politecnica de Madrid)-Spain , WAU (Warsaw Agricultural University)-Poland, AUA (Agricultural University of Athens)-Greece
OBJECTIVES	
<p>1. To conduct a thorough analysis of European fruit consumption in order to identify and understand major trends and other dynamics regarding fruit consumption and develop scenarios for future fruit consumption.</p> <p>2. To analyse and understand consumption trends, development of fruit consumption indicators, their impact on future fruit consumption, and scenario development for fruit consumption. Although we aim at completion within 18 months, WP 1.1 is scheduled for a period of 24 months to ensure co-ordination and knowledge transfer with the other WPs, in particular WP 1.3 and WP 1.4, as well as other ISAFRUIT pillars.</p>	
TASKS	
<p>Task 1.1.1: State of the art of European Fruit Consumption.</p> <p>Task 1.1.2: Scenarios for increasing European Fruit Consumption.</p>	