

### WP 1.3 INNOVATIONS IN THE EUROPEAN FRUIT INDUSTRY

Leader	<b>WAU</b> (Warsaw Agricultural University)-Poland. Prof. M. Adamowicz
Other participants	<b>WUR-LEI</b> (Wageningen UR-Agricultural Economic Research Institute)-Netherlands; <b>UPM</b> (Universidad Politecnica de Madrid); <b>AUA</b> (Agricultural University of Athens)-Greece
<b>OBJECTIVES</b>	
<ol style="list-style-type: none"><li>1. To develop an integrated framework for understanding the determinants of consumer decision making with respect to fruit innovations.</li><li>2. To analyse the stages in the process of consumer acceptance and choice of new products, and the extent to which adoption is based on preference.</li><li>3. To classify consumers according to their attitude towards innovations.</li><li>4. To understand consumer choice in the presence of innovative fruit products.</li><li>5. To develop research guidance for researchers and the Fruit Industry with respect to future fruit product innovations.</li></ol>	
<b>TASKS</b>	
Task 1.3.1: Consumer acceptance and choice of fruit innovations	
Task 1.3.2: Fruit product innovations of the past will be investigated and results of the consumer study will be used to analyse and explain their success or failure.	