

**WP 6.3 CONSUMER DRIVEN IMPLEMENTATION OF NEW STANDARD (NON  
GMO) VARIETIES ACROSS DIFFERENT ENVIRONMENTS**

Leader	<b>IRTA</b> (Institut de Recerca i Tecnologia Agroalimentàries). Joan Bonany
Other participants	<b>WUR-PPO</b> (Wageningen UR-Applied Plant Research Research)-Netherlands; <b>WUR-LEI</b> (Wageningen UR-Agricultural Economic Research Institute)-Netherlands; <b>ACW</b> ( Agroscope Changins-Wädenswil Research Station ACW )-Switzerland; <b>CTIFL</b> (Centre technique interprofessionnel de fruits et legumes)-France; <b>OVR</b> (Obstbau-Versuchs-und Beratungszentrum)-Germany; <b>LAIMB</b> ( Land- und Forstw. Versuchszentrum Laimbug, Auer)-Italy; <b>UNIBO-DCA</b> ( Alma Mater Studiorum Universita di Bologna)-Italy; <b>ISF-FORLI</b> ( Consiglio per la Ricerca e la Sperimentazione in Agricoltura)-Italy; <b>RIPF</b> (Research Institute of Pomology and Floriculture)-Poland; <b>FIBL</b> (Forschungsinstitut für biologischen Landbau)-Switzerland; <b>NOVADI</b> (Sarl Novadi)-France; <b>CIV</b> (Consorzio Italiano Vivaisti)-Italy
<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>1. To evaluate how the availability of conventional new high quality eating apple and peach/nectarine varieties can increase fruit consumption</li> <li>2. To develop preference map based on new apple and peach/nectarine cultivars across different European regions</li> <li>3. To determine the overall acceptance of organically grown new disease and pest resistant apple cultivars</li> </ol>	
<p><b>TASKS</b></p> <p>Task 6.3.1 Development of a set of common protocols within the field of sensory analysis and market research related to the objectives established and selection of new apple and peach/nectarine cultivars to be used in Tasks 6.3.2, Task 6.3.3 and 6.3.4. (work period: 3-6 months).</p> <p>Task 6.3.2. Consumer test of new high quality apple and peach nectarine standard varieties confronted to commercial varieties across different European regions.</p> <p>Task 6.3.3. Consumer preference mapping at European scale on the basis of consumer tests on new apple and peach/nectarine cultivars</p> <p>Task 6.3.4. Consumer tests of organically grown disease and pest resistant new apple cultivars</p>	