



ACRONYM	BreedingValue
FULL TITLE	Pre-breeding strategies for obtaining new resilient and added value berries
PROGRAMME	Horizon 2020
CONTRACT NUMBER	101000747
ABSTRACT	<p>The main objective of BreedingValue is to provide the knowledge and tools to utilize strawberry, raspberry and blueberry GenRes and pre-breeding material for the creation of new breeding possibilities. The achievements are directed to create European cultivars with resilience to different and changing climatic conditions, as well as adaptability to different cultivation systems. Equally important, achievements targeted at producing consumer-desirable fresh-fruit cultivars of berries with high nutritional quality. With this aim the most interesting GenRes available in different EU public and private GenRes collections and breeding programs can be identified and used for the project. The BreedingValue platform will be developed and validated by using strawberry, raspberry and blueberry, being the most important in EU berry industry, known by its high economic impact and potential. This project will apply the most recent technical advances:</p> <ul style="list-style-type: none">a) to identify conserved and maintained germplasm of the main genera appropriate for sustainable berry production throughout the EU;b) to apply new and advanced genotyping and phenotyping tools for the characterization of local races and varieties, breeding populations and pre-breeding material;c) to identify the genetic base of the most important resilience traits and fruit quality traits for selecting new cultivars with increased adaptability to different and changing climatic conditions and cultivation systems;d) to develop studies on EU consumers preference;e) to apply Life Cycle Analyses to evaluate the ecological benefits derived by the application of resilient pre-breeding material and varieties;f) to generate a novel efficient data analyses strategy;g) to develop prototype visualization tools; andh) to disseminate and communicate the results to breeders, GenRes managers, researchers, growers, market organisations, consumers, food industries, health authorities and regulatory and legislative authorities.
DURATION	48 months (01/01/2021 - 31/12/2024)
PROJECT FUNDING	€ 6,986,278.56
COORDINATOR	Bruno Mezzetti Universita Politecnica Delle Marche Email: b.mezzetti@staff.univpm.it

PARTNERS**Finland**

- Luonnonvarakeskus

France

- Centre De Cooperation Internationale en Recherche Agronomique Pour le Developpement - C.I.R.A.D. Epic
- Institut National De Recherche pour l'agriculture, l'alimentation et l'environnement
- Invenio

Germany

- Eurice - European Research and Project Office GmbH
- Forschungszentrum Juelich GmbH
- Hansabred GmbH & Co.KG
- Julius Kuhn-Institut Bundesforschungsinstitut fuer Kulturpflanzen

Italy

- C.I.V. - Consorzio Italiano Vivaisti - Societa' Consortile A R.L.
- Consiglio Nazionale Delle Ricerche
- Sant'Orsola Societa Cooperativa Agricola
- Universita Politecnica Delle Marche

Norway

- Nibio - Norsk Institutt for Bioekonomi

Spain

- Fresas Nuevos Materiales S.A.
- Instituto Andaluz de Investigacion y Formacion Agraria Pesquera Alimentaria y de la Produccion Ecologica
- Universidad De Malaga

Turkey

- University of Cukurova
- Yaltir Tarim Urunleri Sanayi Ve Ticaret Anonim Sirketi

United Kingdom

- Niab Emr
- The James Hutton Institute

CONTACT AT EURICE

Dr Konstanze Scheurer
Project Manager
Alt-Reinickendorf 25
D-13407 Berlin, Germany
Phone: +49 30 374415-838
Email: k.scheurer@eurice.eu

WEBSITE

www.breedingvalue.eu



The BreedingValue project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000747.