



Newsletter Issue #1



Welcome to BreedingValue!



Bruno Mezzetti

Berry production is widely established throughout Europe. Strawberry, especially, as the most important crop, but also raspberry and blueberry now play a significant role in European agriculture. These berries offer valuable prospects for the development and economy of rural areas in the EU due to their high value, both in the fresh market segment and the processing industry.

This has resulted in a continuous increase in cultivation. Current berry cultivars have a limited environmental tolerance which is determined by the plant's germplasm and reduces resilience to different environmental factors. At the same time, the quality of the fruits determines the success in the market by meeting consumer expectations. Failure to produce high-quality berries carries the risk of reduced profitability and sustainability for individual farmers but also the market as a whole due to high wastage.

This is where BreedingValue intends to leave its mark. The project aims to bring together public and private actors, internationally renowned scientists, GenRes managers and SMEs with substantial experience in managing and characterising berry GenRes as well as berry consumers across Europe for the use and development of germplasm and new genetic and phenotyping tools. This will allow for studying the current biodiversity of these crops by applying advanced genotyping and phenotyping tools and identifying new pre-breeding materials to be used for the creation of new resilient cultivars with high-quality fruit.

Despite launching in the middle of the COVID-19 pandemic (1 January 2021), the BreedingValue project carried out an intense virtual coordination activity for the identification of all strawberry, raspberry and blueberry genotypes (in total almost 1,600) that will be studied to achieve the different objectives of the project. In 2021, the first samplings were carried out to start the genomic studies, which are now in progress. In the second year (2022), it will be crucial to test all the

experimental schemes and analysis protocols envisaged by the project and, above all, to begin providing the first useful data to evaluate the success of the project.

Last, but most definitely not least, we invite you to participate in our online survey on consumer preferences for berries. Please find the link to participate below.

We hope that this newsletter will give a first overview of our activities and that you will enjoy reading it!

Best regards,
Bruno Mezzetti
BreedingValue Coordinator

Visit our website!

Introduction to the BreedingValue Work Packages

BreedingValue is organized in seven work packages (WPs) that structure the objectives and tasks in the project. They are closely interrelated and run for the project's whole lifetime. Each WP is led by one institution, which is overseeing the partners' tasks and activities.

Find out more about the aims and the scope of each WP on the BreedingValue website: [Work Packages](#) | [BreedingValue](#)



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This newsletter issue features a special report on Work package 1 and the allelic diversity study underway at Julius-Kühn-Institute (JKI), Germany.

Special Report from Work Package 1

Online Survey on Market Potential and Consumers' Inclination for New Resilient and Added Value Berries

One of BreedingValue's central goals is to advance the selection of valuable genotypes of strawberry, raspberry and blueberry to foster cultivation sustainability, strengthen the European berry industry and provide consumers with high-quality, nutritious and tasty berries.

To this end, we are kindly inviting you to participate in the project by filling out our survey about the present state of fruit quality, predictable future challenges and trends of berry fruit traits, consumer preferences, needs and expectations concerning berry quality.

Both technical experts and consumers can take part. The questionnaire is available in eight languages (English, Finnish, French, Italian, Spanish, German, Turkish and Chinese).

We greatly appreciate your support in our research efforts. Please complete the questionnaire by 31 June 2022.

Your chance to contribute



Once the survey is completed, we will be happy to share the results with you.

Introduction to our Open Calls



Open Calls are an important element in the BreedingValue project to involve and interact with the breeding community.

To this end, four Open Calls were launched in 2021:

Open Call #1, Open Call #2 (on strawberry) and Open Call #3 (on strawberry and raspberry) aim to transfer new genotyping tools (sMTA, MAS, GWAS and genomic selection) to breeders.

Open Call #4 (on strawberry, raspberry and blueberry) will train experts in sensorial quality assessment, quality control tools and consumer sciences studies.

The final participant selection of the Open Calls ended in February 2022. The consortium is very much looking forward to working together with berry breeding companies and institutions from all across Europe during the coming years. For detailed information on the Open Calls, please visit our website: [Open Calls](#) | [BreedingValue](#)



Open Call participants

BreedingValue 1st Progress Meeting

The BreedingValue consortium held its 1st Progress Meeting at the [University of Málaga](#), Spain, from 23 March 2022 until 25 March 2022. It was the first face-to-face meeting! During the three-day conference, participants discussed the progress and current status of all work packages and future points of action.



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In addition, the Scientific Advisory Board and a number of people who could unfortunately not be present in Málaga joined the meeting virtually. Thanks to the excellent preparation of the meeting by the local organisers and the active contributions of all participants, the meeting was a complete success. The consortium is looking forward to meeting again soon on other occasions, e.g. at upcoming scientific events or field days.

Upcoming Berry Events



The BreedingValue project and consortium partners will be present at several events.

These include:

[18th Annual Conference of the Metabolomics Society](#) , Metabolomics 2022, 19–23 June 2022, in Valencia, Spain.

BreedingValue partner JKI at [Dresden Science Night](#) , 8 July 2022, in Dresden, Germany.

[31st International Horticultural Congress](#) , IHC 2022, 14–20 August 2022, in Angers, France.

10th European Conference on Sensory and Consumer Research, [EuroSense 2022](#) , 13–16 September 2022, in Turku, Finland.

[4th International Strawberry Congress](#) , 21–24 September 2022, in Antwerp, Belgium.

[Interpoma](#) fair, 17–19 November 2022, in Bolzano, Italy.



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

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