



Pre-breeding strategies for obtaining new resilient and added value berries



OPEN CALL #4

Development of methodological tool kits for sensorial quality assessment of berry genetic resources

Sensory methodologies are used to define the commercial potential of pre-breeding material, new cultivars and innovative production techniques by assessing sensory attributes and consumer appreciation. Sensory profiles produced by trained assessor can identify strengths and weaknesses of genotypes' quality, improving the efficiency of selection phases. Advanced methods applied in consumer tests are useful for identifying preference drivers to foster the selection of pre-commercial material and provide tools for decision-making about cultivar release.

The objective of this Open Call #4 is to involve European berry breeders and companies willing to develop their skills and knowledge to exploit sensory-quality evaluation of berries (strawberry, raspberry, blueberry) by using professional, coordinated and scientifically sound methodology. This can help in improving and speeding up the breeding project phases closest to market.

The participants in this Open Call will learn how to perform sensory tests for sensory panels (specially trained small groups to describe sensory quality) as well as for consumers tests (large untrained-audience events for fast acceptance testing). Thus, they will be able to obtain practical experience in training a panel for performing sensory tests, to obtain sensory profiles, how to plan and carry out consumer tests to assess hedonic appreciation as well as how to combine and interpret sensory and preference data. The training will be given to provide competencies for sound evaluation of berry genotypes of strawberry, raspberry, and blueberry. Participants will be encouraged and supported in applying these sensory techniques on the genotypes of most interest to them.



Applications
31 July–31 October 2021,
17:00 CET



Funding
7 projects à 13.600 €



Project duration
2022–2024



More infos
www.breedingvalue.eu/opencalls



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

Application, evaluation and project preparation timeline:



31 July
Opening of
Open Call #4

**31 October at
17:00 (CET time)**
Deadline for
Submissions

Nov–Dec 2021
Evaluation of
applications

Jan 2021
Set up of
Contract

Jan/Feb 2021
Project Start

About BreedingValue

The BreedingValue project aims to address the current berry breeding challenges for strawberries, raspberries and blueberries brought on by climate change, environmental preservation and the need for new cultivation systems as well as high-quality produce. The project will identify and introduce superior germplasm for European berry breeding programmes, as a valuable source to develop cultivars ensuring high yield combined with high sensorial quality by sustainable production methods under different climatic environments.

www.breedingvalue.eu



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