



LEI

WAGENINGEN UR

ISAFRUIT

ISAFRUIT is a European integrated research project that focuses on all aspects of fruit from it's start as a seed till a consumer bites into a juicy end product.



ISAFRUIT's strategic objective is to increase fruit consumption, searching the improvement of health and well-being of Europeans and their environment, by taking a total chain approach, identifying the bottlenecks and addressing them by consumer-driven preferences.

Consumer Driven and Responsive Supply Chain

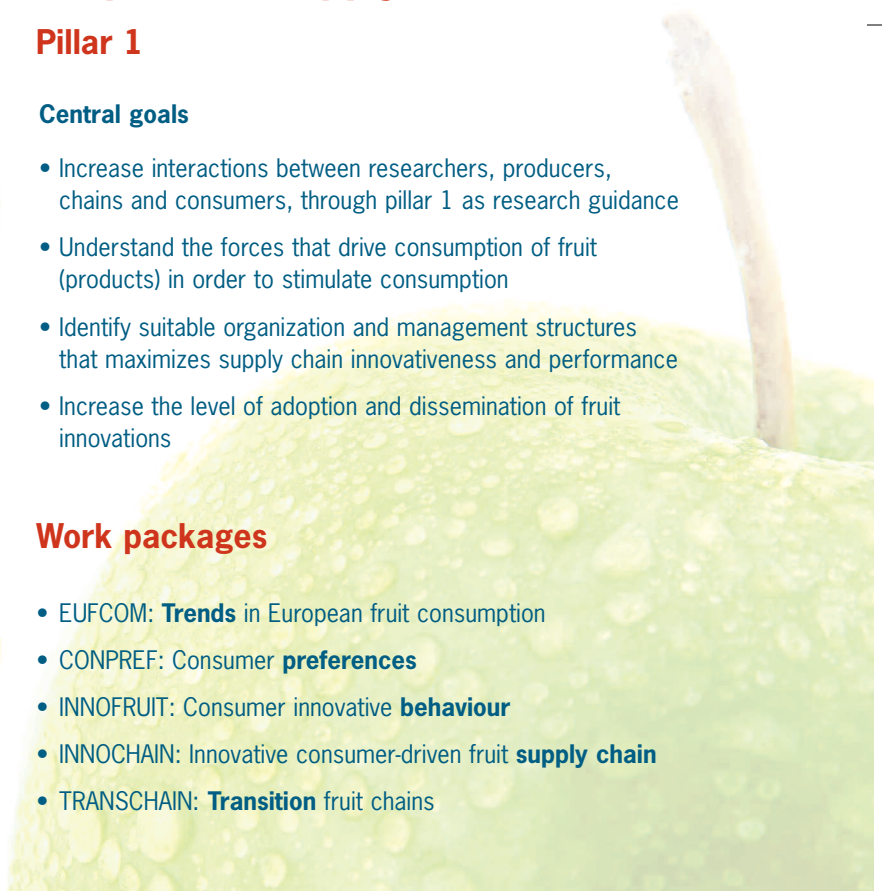
Pillar 1

Central goals

- Increase interactions between researchers, producers, chains and consumers, through pillar 1 as research guidance
- Understand the forces that drive consumption of fruit (products) in order to stimulate consumption
- Identify suitable organization and management structures that maximizes supply chain innovativeness and performance
- Increase the level of adoption and dissemination of fruit innovations

Work packages

- EUFCOM: **Trends** in European fruit consumption
- CONPREF: Consumer **preferences**
- INNOFRUIT: Consumer innovative **behaviour**
- INNOCHAIN: Innovative consumer-driven fruit **supply chain**
- TRANSCHAIN: **Transition** fruit chains



ISAFRUIT

Consumer driven and responsive supply chains (Pillar 1)

The objectives of the project are addressed by the following Work Packages:

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| EUFKOM - Trends in European fruit consumption | <ul style="list-style-type: none"> • Understand and describe fruit consumption trends • Identify prevailing trends and major driving forces • Formulate future projections and scenarios resulting in behaviour based consumer segmentation |
| CONPREF - Consumer preferences | <ul style="list-style-type: none"> • Understand the forces that drive consumers to fruit and fruit products • Conceptual modeling and quantification of variables • Gain substantial insight into consumer perceptions, preferences and choices; home and out of home |
| INNOFRUIT - Consumer innovative behaviour | <ul style="list-style-type: none"> • Understand the determinants of adoption and dissemination of innovations by consumers • Consumer behaviour to new modified product • Identify opportunities for fruit innovations |
| INNOCHAIN - Innovative consumer-driven fruit supply chain | <ul style="list-style-type: none"> • Identify the supply chain organization and management structure to maximize supply chain innovativeness and performance • Modeling, benchmarking and simulation |
| TRANSCHAIN - Transition fruit chains | <ul style="list-style-type: none"> • Collect and integrate relevant results to develop strategies for innovation implementation and transition in the fruit chain to increase fruit consumption • Start a strategic discussion with the Fruit Industry, government and (fruit) researchers |

Participating organizations

Within this research LEI Wageningen UR cooperates with the Agrarian University of Warschau and Athens, the Technical University of Madrid and PPO Wageningen UR, IRTA (Spain) and FAW (Switzerland). Other participating organizations are Friesland Food/ Hoogesteger, Inova Fruit, Sodexho and CSO.

Other WUR-contributions in ISAFRUIT

Plant Research International (PRI), part of Wageningen UR, coordinates the ISAFRUIT projects that focus on obtaining hypo-allergenic apples. Around 4% of the NW-Europeans and 50-70% of the birch pollen allergic patients is also allergic to apple as well as many other fruits. PRI exploits its international network and its expertises in the chain from genetic research, breeding, production and post-harvest chains, to make hypo-allergic apples available to these consumers, thus contributing to their health and well-being.

Applied Plant Research (PPO), part of Wageningen UR, coordinates the ISAFRUIT projects that focus on achieving healthier fruit through improving the post harvest chain. Besides these projects, PPO is also involved in projects concerning consumer demands. The international network of PPO in fruit chains, from producers to retailers, enables the institute to effectively interact with partners, for the identification of limiting factors and the perspectives as well as for implementation of the innovations developed in the ISAFRUIT projects.

More information

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LEI is one of the research institutes of Wageningen University and Research Centre. As a leading international knowledge institute in the fields of nutrition and health, environmental quality and processes of social change, Wageningen UR provides a vital contribution to the quality of life.