

On search for a systematic method to bridge between pre-harvest, post-harvest and consumer research aimed at increasing fruit consumption: The “Vasco da Gama” process

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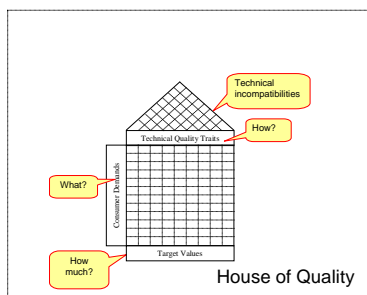
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Objectives of the „Vasco da Gama“ process:

- i) to validate technology developed by ISAFRUIT for an improved pre- and post-harvest management with regard to their contribution in meeting consumer demands for an increased fruit consumption.
- ii) to build bridges between social science and natural science specialists of ISAFRUIT for facilitating an interdisciplinary impact-oriented team work approach.



ISAFRUIT House of Quality

Case studies	Experiment No.	Measurement Unit												Sensory descriptive attrib.	Cost rel. attrib.		
		Stability and shelf life (ACW)	Thinning by shading (ACW)	Stability	Quality	Color	Weight	Size	Shape	Texture	Taste	Safety	Health				
		Texture related	Appearance related	Taste rel.	Small rel.	Safety and health related											
		Taste	Texture / composition	Smell	Appearance	Ripe / fresh	Protect health and well-being	Safe	Convenience								

Callouts from the diagram:

- Consumer demand-related attributes (points to the left side of the grid)
- Technical attributes (points to the top of the grid)
- Technical case studies (points to the top row of the grid)
- Links between technical attributes and consumer demand-related attributes (points to the grid cells)

Objective of the ‘House of Quality’ (HoQ):

The HoQ serves as a tool to link technical attributes of pre- and post-harvest research with consumer demand-related attributes (linkage trend) in a qualitative way, and to relate the achievements of a pre- or post-harvest management method with regard to a technical fruit quality attribute in a quantitative way with the linkage trend identified.

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Next steps:

- inserting particular Pillar 4 and 5 case studies into the HoQ
- integrating other Pillars into the “Vasco da Gama” process and into the HoQ
- facilitating and putting forward internal and external communication of the “Vasco da Gama” process and the HoQ

Literature:

- Bertschinger, L. et al. (2009). On search for a systematic method to bridge between pre-harvest, post-harvest and consumer research aimed at increasing fruit consumption: The “Vasco da Gama” process, THE JOURNAL OF HORTICULTURAL SCIENCE & BIOTECHNOLOGY, ISAFRUIT Special Issue (accepted).
- Benner, M. et al. (2003). Quality Function Deployment (QFD) – Can it be used to develop food products? Food Quality and Preference, 14, 327-339.
- Hauser, J. R. and Clausing, D. (1988). The House of Quality. Harvard Business Review, 66, 63-73.

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