WP 6.3 CONSUMER DRIVEN IMPLEMENTATION OF NEW STANDARD (NON GMO) VARIETIES ACROSS DIFFERENT ENVIRONMENTS

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**OBJECTIVES**

1. To evaluate how the availability of conventional new high quality eating apple and peach/nectarine varieties can increase fruit consumption

2. To develop preference map based on new apple and peach/nectarine cultivars across different European regions

3. To determine the overall acceptance of organically grown new disease and pest resistant apple cultivars

**TASKS**

Task 6.3.1 Development of a set of common protocols within the field of sensory analysis and market research related to the objectives established and selection of new apple and peach/nectarine cultivars to be used in Tasks 6.3.2, Task 6.3.3 and 6.3.4. (work period: 3-6 months).

Task 6.3.2. Consumer test of new high quality apple and peach nectarine standard varieties confronted to commercial varieties across different European regions.

Task 6.3.3. Consumer preference mapping at European scale on the basis of consumer tests on new apple and peach/nectarine cultivars

Task 6.3.4. Consumer tests of organically grown disease and pest resistant new apple cultivars