

BioFach Workshop, Thursday 12 February, 2015

Strategies for market acceptance of new resistant cultivars

- from obstacles to chances -

Market introduction of new disease or pest tolerant cultivars is a notorious challenge, especially of crops where consumers are familiar with existing variety names and characteristics such as with apples, grapevine and potatoes.

The EU project CO-FREE aims at reducing the dependency on copper use by investigating options for alternative approaches. One key strategy is the introduction of new, resistant cultivars. The availability of suitable cultivars as well as a successful market introduction requires a joint effort and commitment by traders/retailers, breeders and growers!

At BioFach we want to discuss with market parties to what extent such new cultivars are acceptable or not, and how marketing tools can be developed for the next steps forwards. First-hand experience of organic market trials with new potato, grapevine and apple cultivars will be reported and discussed. We aim at identifying key elements for success by collating experience from past and ongoing efforts in Europe.

Workshop details:

Date: Thursday February 12, 2015: 17.00-18.00h (see Science Forum program)
Location: Room Kiew, NCC Ost
For whom? All interested market parties: trade, retail, growers and breeders
Organization: Edith Lammerts van Bueren, Leen Janmaat and Arend Zeelenberg, Louis Bolk Institute -The Netherlands; Annegret Schmitt, Julius Kühn- Institute - Germany; Lucius Tamm, Organic Research Institute FiBL -Switzerland.

Short presentations (Moderator: Ronald van Marle, Stichting EKO-Keurmerk, NL)

Annegret Schmitt, Julius Kühn-Institute (D), coordinator CO-FREE project

What's the issue on copper? Aims of the CO-FREE project

Conradin Bollinger, COOP Switzerland (CH)

Experiences in Coop with market strategies of new scab resistant apple cultivars

Peter Dijk, Agrico-Bioselect (NL)

The challenges of marketing new late blight resistant potato cultivars

Matthias Wolff, PIWI International e.V.

Success factors of introducing resistant grapevine cultivars

Edith Lammerts van Bueren, Louis Bolk Institute (NL)

Pilots and lessons learned for market introducing new, robust cultivars.

Plenary discussion on key elements of market strategies introducing robust cultivars and ways forward for joint development with various stakeholders!

