Are growers and consumers the driven force for *Rubus* breeding?

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1. Introduction

2. The breeding process

3. Growers objectives

4. Consumers requests

5. Breeders problems

1. Introduction



Raspberry production





- > High economical value
- > Export oriented
- > Ideal environmental setting
 > 5th largest producer in Europe and
 8th largest producer in the world



 > Production is technically demanding
 > Increasing demand for quality and sustainability

Breeding and selection of new material must:

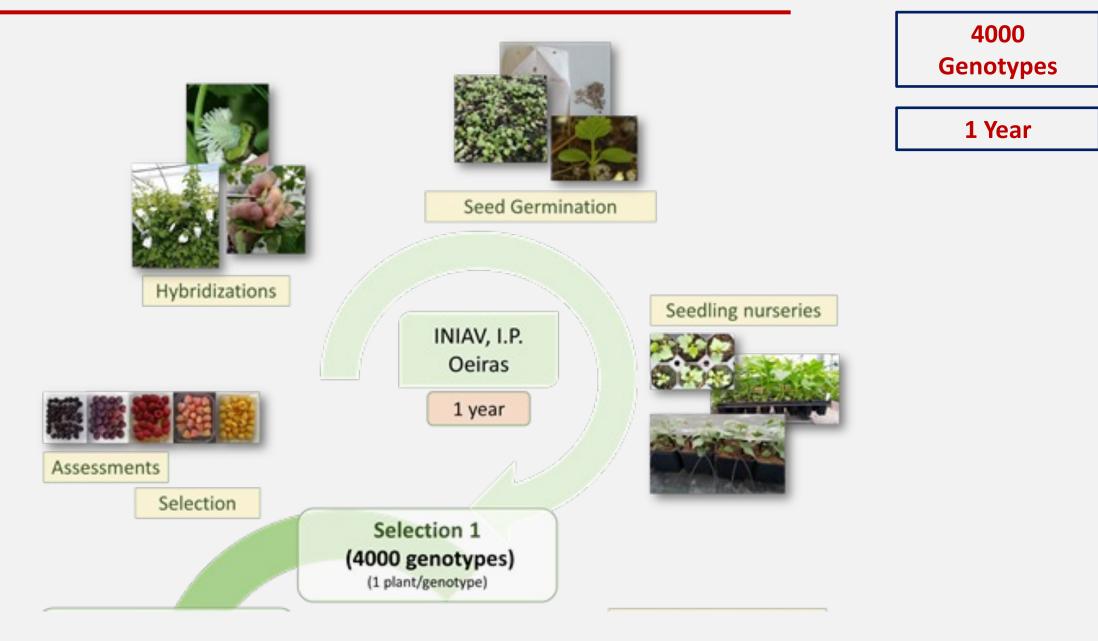
- > Be adapted to the region of production,
- > Possess relevant characteristics in the market of interest,
- Maximize production sustainability, producers competitiveness and crop profitability.



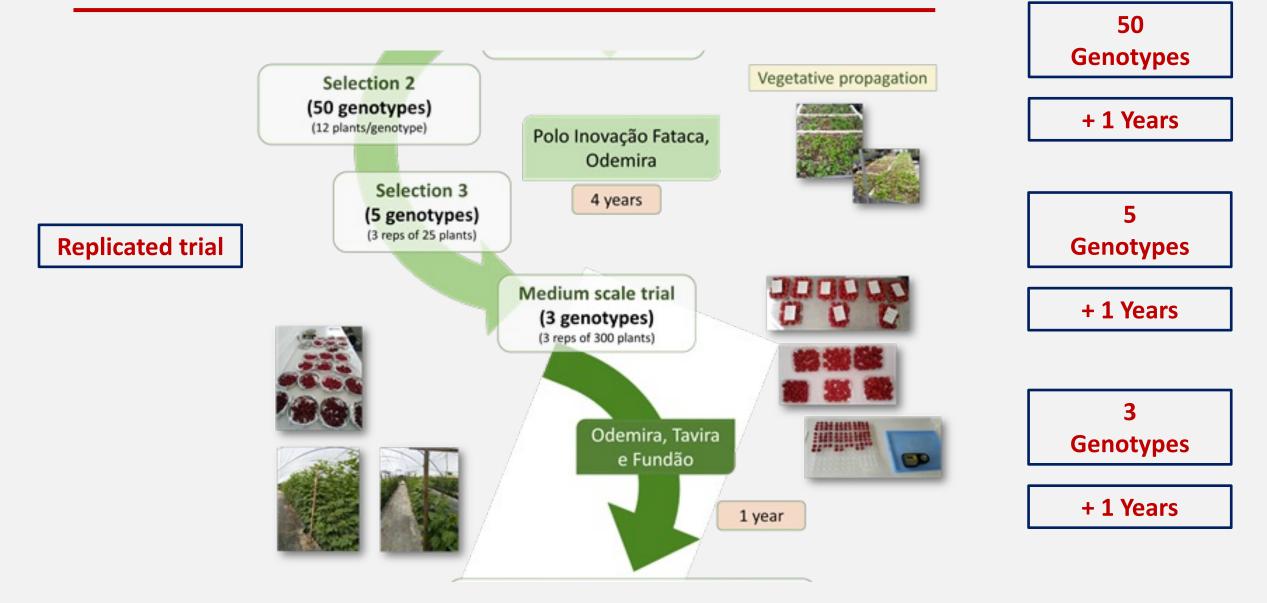
Collaborative Breeding Program



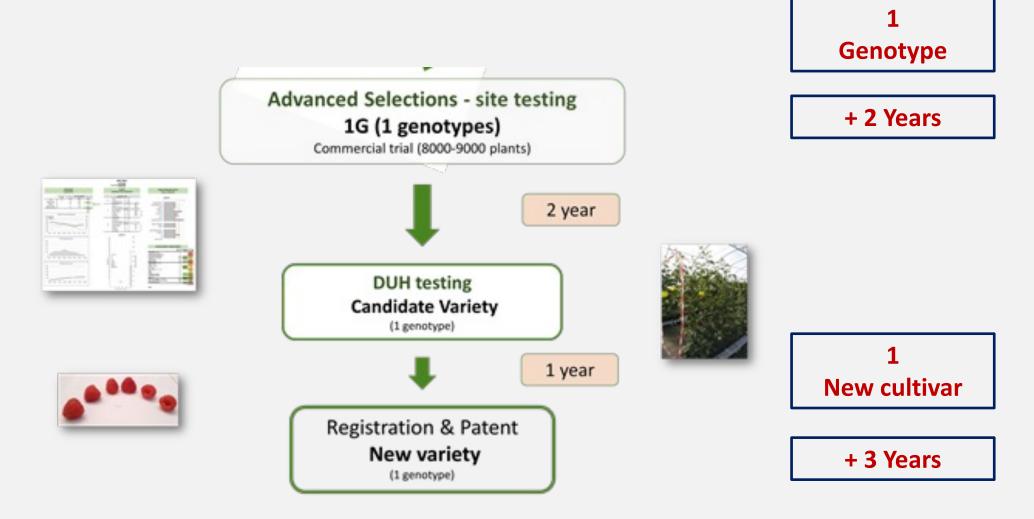
2. The breeding process



2. The breeding process



2. The breeding process





One promising advance selection

Female Parent (FP)

- **Good flavor** •
- **Uniform fruit size** •
- **Good shelf-life performance**
- **Good productivity** ٠
- Adequate plant architecture •

Three problems



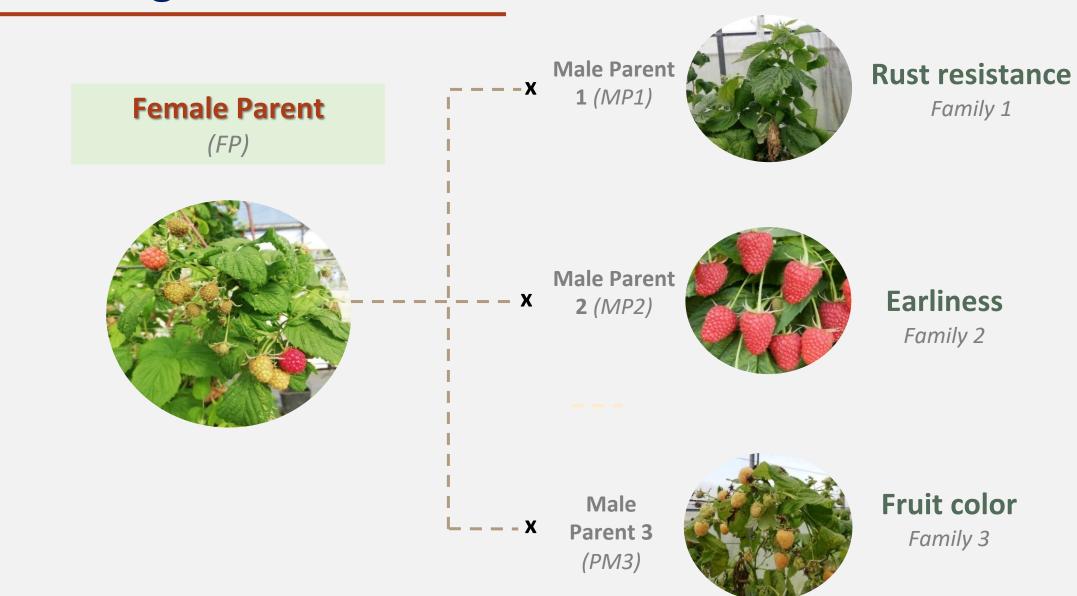
Late primocane production

High rust susceptibility

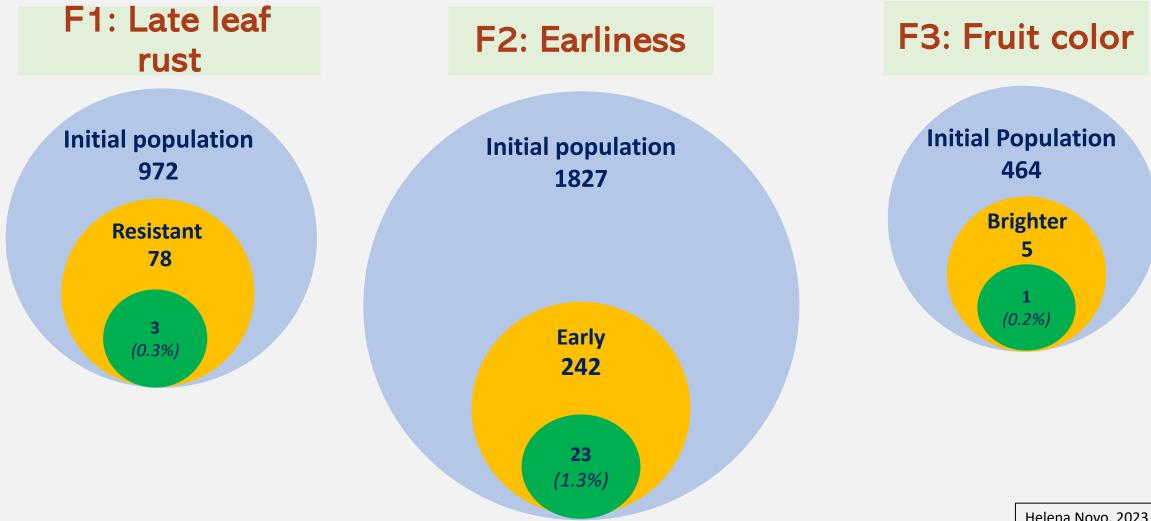


Dark fruit color

Crossings

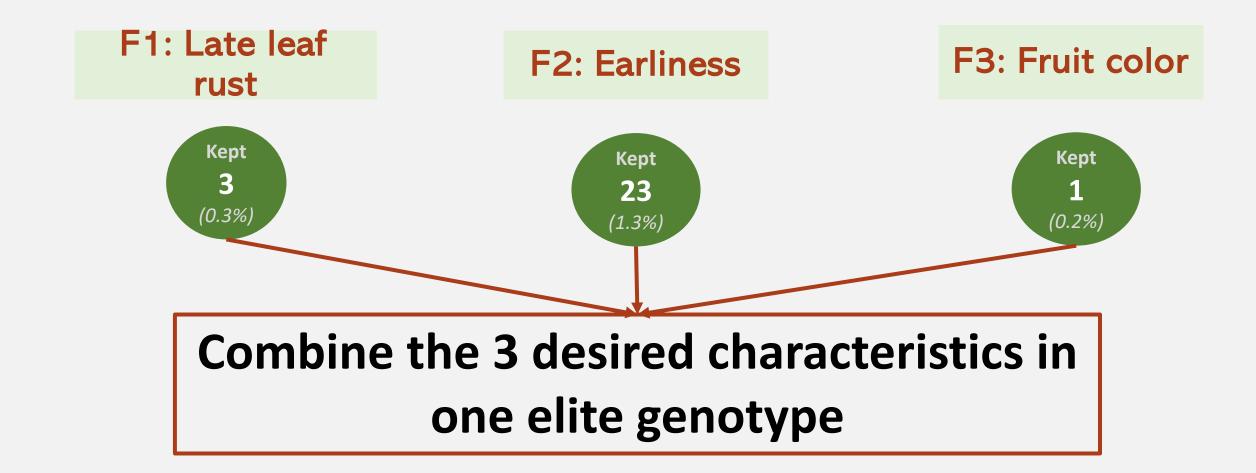


Final selections

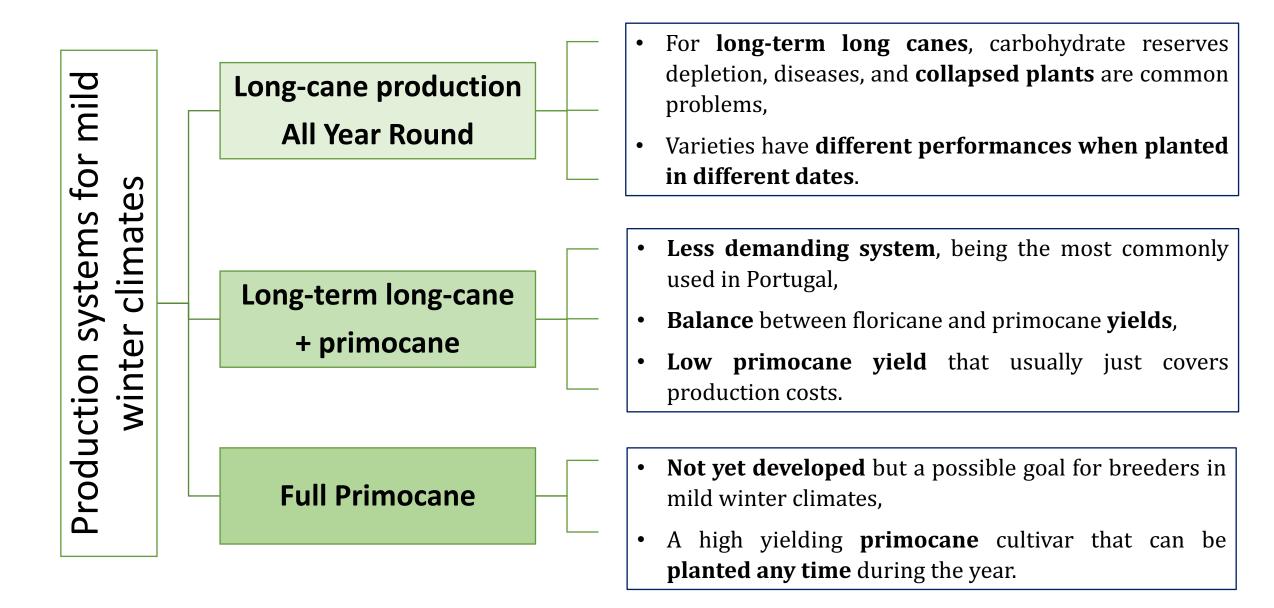


Helena Novo, 2023

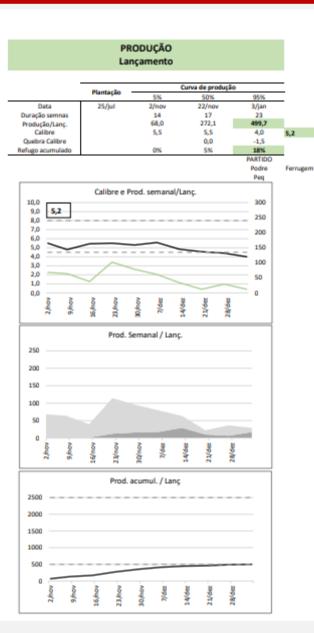
Future work

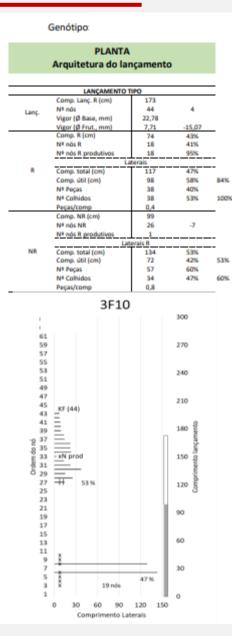


3. Growers objectives



Traits assessment





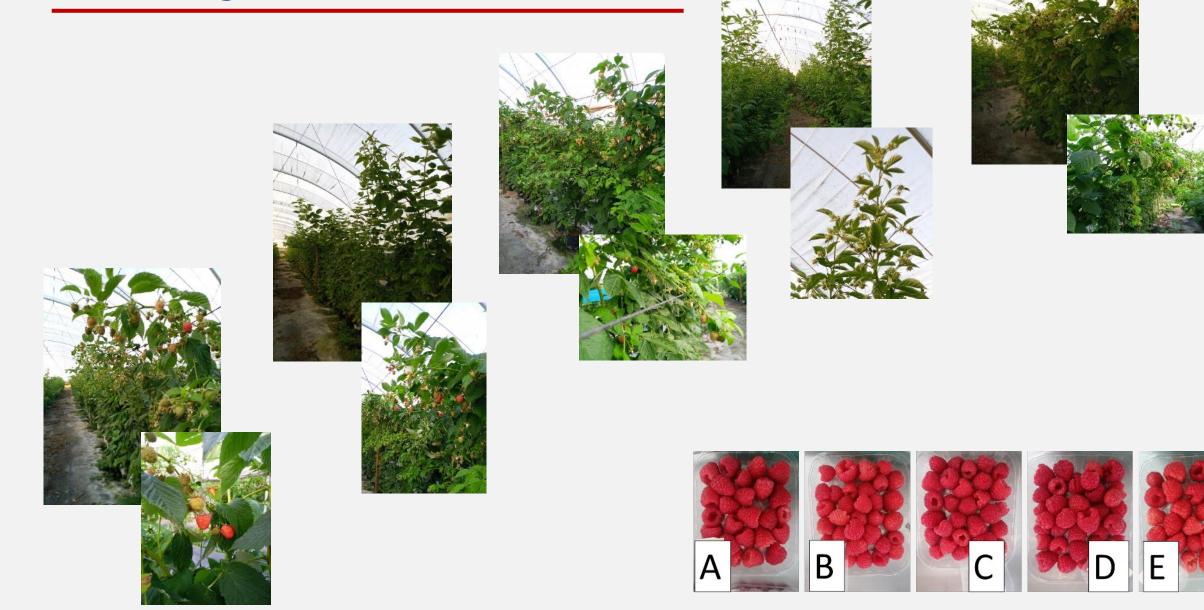
CARACTERIZAÇÃO FRUTO Fresco e Shelf-life 3F10 0 1 2 3 4 5 6 7 8 9 10 Intensidade Cor Intensidade Cor SL Brillho Brilho SI Firmeza Firmeza S RE SL Contaminacoes SL Sabor Framboesa Acidez Uniformidade Drupas Pescoco FC FR Forma Fruto 2

CLASSIFICAÇÃO E OBSERVAÇÕES

		3F10	
Precocidade (semanas)	14	10	0,72
Duração fase produtiva (das)	8,85714	5	0,05
Distribuição da produção (das)	2,85714	9	0,08
Prod comercializável/lanç	499,7	1	0,20
% Refugo (95 % curva prod.)	18%	2	0,05
Calibre médio	5,2	6	0,49
Calibre variação	-1,5	6	0,32
Intensidade cor (à colheita)	6	7	0,20
Brilho (a colheita)	8	30	0,28
Firmeza (à colheita)	6	6	0,17
RE (à colheita)	7	10	0,28
Pós-colheita (perdas "totais")	-2	30	0,28
Sabor	7	7	0,37
Acidez	6	9	0,47
Facilidade de Colheita	7	4	0,34
Uniformidade drupas	6	9	0,09
Pescoço	6	10	0,11
Distr. Prod. (remont. vs. "2ª zona")	40%	4	0,32
Comprimento restante para cana NR	99	5	0,40
N ^a nós Remontantes	19	3	0,12
		133,00	5,3

Obs.:

Promising selections

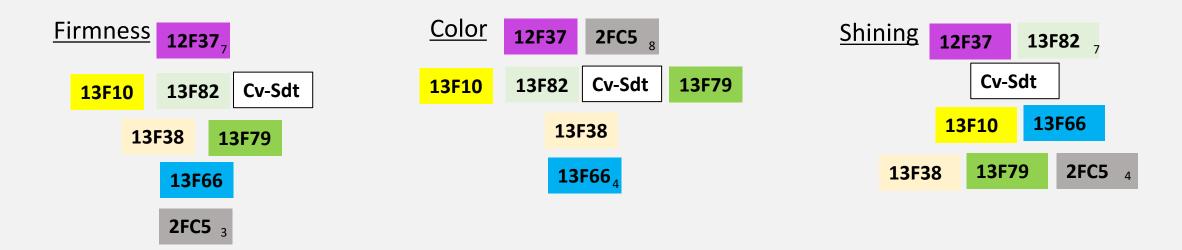


4. Consumers requests

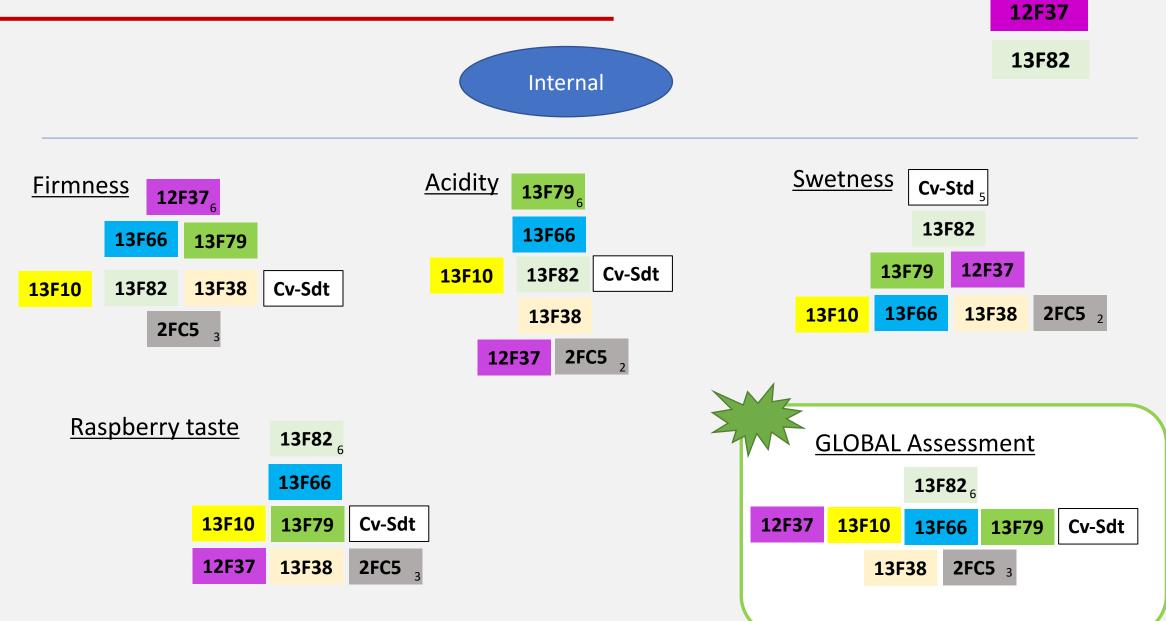


Quality analysis (Ranking)

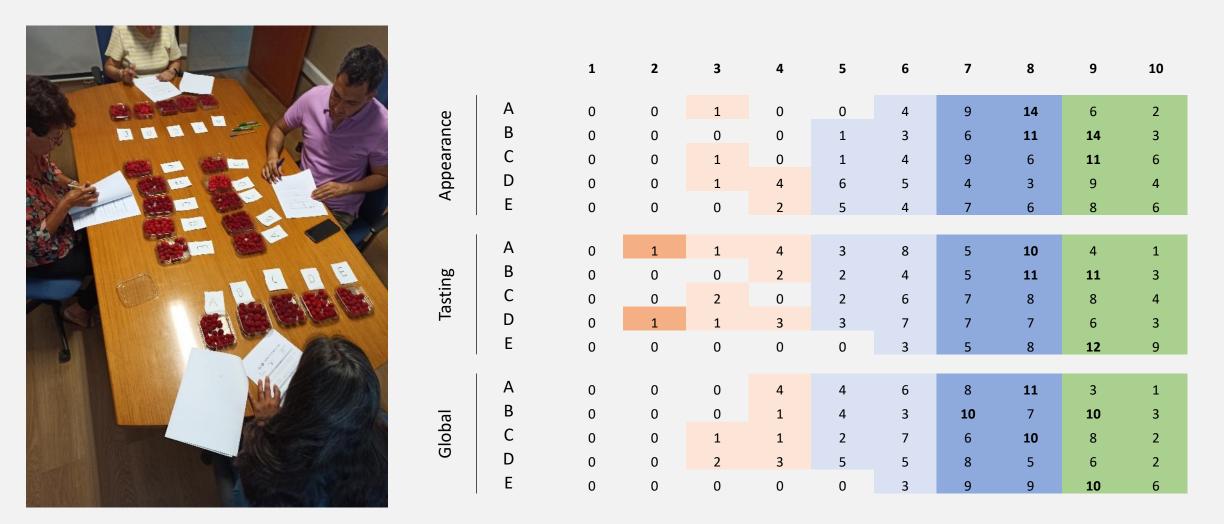




Quality analysis (ranking)



4. Consumers requests



5. Breeders problems

Crumbly fruit





Fruit color

root buds



Collapses



Spider mites

5. Breeders problems



Aphides

"Double fruit"

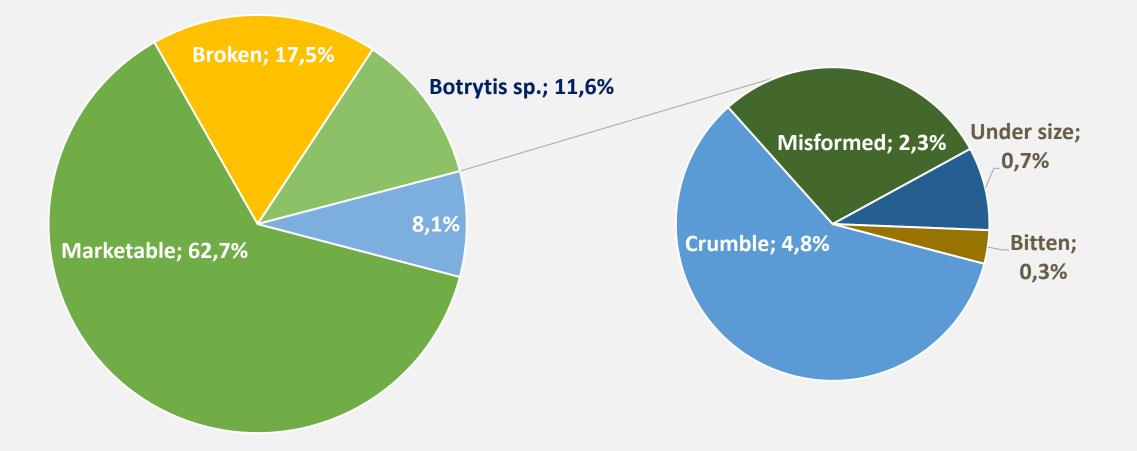




Lateral development

Receptacle shape

Unmarketable fruit causes



Rita Cruz, 2022

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Growers

- Are they ready to pay for breeding?
- Are they well organized to assume the same breeding goals?
- How far are they prepare for new production systems?
- Do they accept reductions on yield for a more sustainable production?

Consumers

- How to define the average consumer? Do retailers represent consumers?
- Consumers preferences change with time. What is the life expectation for a cultivar? Bigger berries? pink color? peach flavor?
- Which quality parameter is the most important? Darker fruit?

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Breeders

- What should breeders do?
 - Breed for productivity?
 - Breed for a specific market?
 - Breed for a specific production system?
 - Breed for pest and diseases resistance?
 - Breed for less agrochemical inputs?
 - Breed for more resilient genotypes?
 - Breed for longer shelf life?
 - Breed for better taste berries?

Participative breeding is the most suitable program for Growers, Retailers and Consumers!

The breeding team

INIAV, I.P.

- Selection Francisco Luz PhD student
 Ok!
- Crosses Cândida Trindade INIAV Technician;
- Breeding Plan Teresa Valdiviesso INIAV Researcher;
- Breeding and Protocol Manager Pedro Brás de Oliveira INIAV Researcher; Ok!

Ok!

Beirabaga

- Breeding team Francisco Luz Technician; Ok!
- Field advance selections performance Sofia Guerreiro Field technician; Ok!
- Quality and market performance Sofia Horgan Sales Director; Ok!
- Financial and strategical decisions David Horgan Manager;

