

Food safety — challenges and opportunities for innovations in fruit storage and processing

Dorota Konopacka, Krzysztof P. Rutkowski

*Research Institute of Horticulture,
Konstytucji 3 Maja 1/3, 96-100 Skierniewice, Poland,
email: dorota.konopacka@inhort.pl*

The innovative fruit growing sector needs a harmonious communication between producers and all the players of postharvest management area (storage, transport, distribution chain, *etc.*). These two groups need to perceive both — quality of horticulture commodities and food safety in the same way, taking as the priorities consumer preferences and marked demands. In contrast to consumer preferences, which could be modulate by various relative factors, the food safety problem has to be consider in global dimension. Based on the final report of the Food Safety Global Supply Chain Needs workshop, held recently in the USA, the main forthcoming challenges for fruit producers and the postharvest sector had been identified. The possibilities of fulfilling the increased standards of food safety research and control will be discussed in relevance to current situation in fruit production in Poland described with the SWOT Analysis, which technique was chosen as a useful tool for identification and understanding Strengths, Weaknesses, Opportunities and Threats of the quality and safety system. As the most urgent barriers, the still unsatisfactorily consciousness of quality and traceability within growers, wholesalers and retailers were identified which could be remove due to more effective technology transfer as well as the new form of education. It seems that the incessant progress in analytical methods applied in food safety control can be a trigger for more dynamic implementation of innovation into fruit storage and processing sector.

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