

**Title** New and emerging innovative technologies in the global produce marketplace  
**Author** J.R. Gorny  
**Citation** Program and Abstract. 2007 Australasian Postharvest Conference. Crowne Plaza Terrigal, NSW, Australia. 12 September 2007. 87 p.  
**Keywords** horticultural produce; marketplace

### **Abstract**

Fresh fruit, vegetable and ornamental markets are now global in scale and fiercely economically competitive with downward spiraling commodity pricing and increasingly smaller marketing windows due to new production areas competing for market share. A price taker business model whereby one simply grows a commodity and offers it for sale to the highest bidder in the global marketplace is no longer a viable long-term business strategy. Understanding buyer and consumer product requirements and leveraging new innovative technologies to consistently deliver safe and high quality fresh fruits, vegetables and ornamentals that meet constantly evolving buyer demands and consumer tastes is requisite to achieve long-term business success. This presentation will provide a global overview of new and emerging marketplace trends and innovative technologies to meet marketplace demands. Specifically to be addressed will be issues related to food safety, sustainability, convenience and the maintenance fresh fruit, vegetable and ornamental quality throughout the distribution chain.

Recent food borne illness associated with fresh produce in the U.S. and an increasing number of food scares associated with imported foods has increased scrutiny and demands on handlers and growers regarding implementation of Good Agricultural Practices (GAPs). In addition, buyers are increasingly demanding from their suppliers assurances regarding social accountability, environmental stewardship, product authenticity and traceability. The role that various new postharvest technologies are playing to meet these new marketplace requirements will be discussed including new microbiological sampling/testing schemes and RFID tracking schemes. Sustainability, carbon footprints and the "buy local" movements are having an increasingly significant impact on the postharvest handling of fresh fruits, vegetables and ornamentals as buyers and consumers demand the implementation of so called "green" or environmentally friendly postharvest technologies. The effects of these consumer demands are already being felt in the marketplace with rapid expansion of the use of more environmentally friendly postharvest fungicides and packaging materials.

Convenience continues to be an extraordinary marketplace driving force for growth in sales at both food service and retail. Consumer convenience continues to drive innovation in the produce category and there is continued sales growth of value added; fresh-cut, minimally processed, or ready-to-eat fruit and vegetables products. This extraordinary growth is concomitant with consumer desires to have convenient, nutritious and healthy food available not only at home but at work and when dining out. A review of new innovations in value

added produce from around the world will be provided as well as review of some the new innovative technologies which allow for the maintenance of fresh fruit, vegetable and ornamental quality and safety.