

Title Improving postharvest quality: the added value of auction research
Author A. van Nieuwenhoven
Citation ISHS Acta Horticulturae 847:37-44. 2009.
Keyword *Botrytis*; vase life; auction

Abstract

Reliable and extensive product information is increasingly important in today's trade. Many items are visible or known at time of sale. Unfortunately, internal quality is not. The service 'Evaluated vase life' provides information regarding internal quality to both growers and traders. Traders can use this information to make quality conscious purchases and to inform their clients. Growers can use the results for promotion or to adapt procedures if necessary. Vase life tests indicate variations within season and between growers. Differences in *Botrytis* infection is one of the causes of this variation. *Botrytis* infection strongly reduces vase life but is often not visible at time of auction. The auction assists growers that have a relatively short vase life by identifying problems in postharvest handling and conditions. Thus, improvements can be implemented in order to improve quality. Confrontation with disappointing test results can help motivate growers to adapt pre or post harvest factors. Testing vase life of new cultivars provides information to breeders, growers and traders in order to help selecting suitable cultivars. The Dutch auction thus assists in several ways quality conscious breeders, growers and traders to improve post harvest quality and customer satisfaction.