

## **Abstract**

Rapid research progress has been made over the last decade in product and process developments for the industry. Our challenge is to find ways to deliver these new developments to consumers. Consumers are now seeking healthy, fresh produce – based salads and other meal components more than ever before, largely due to their proven health benefits and the increasing publicity surrounding obesity and other preventable health issues. What are the trends in providing customers with healthy, nutritious and convenient foods? How does post – harvest research allow us to deliver on these trends? How do practices in New Zealand differ from the solutions employed in other parts of the world? The presentation will take a brief look at the history of fresh – cuts and examine future trends. We will identify gaps in fresh – cuts technology that need to be overcome. Our goal is to supply customers with fresh – cut products that deliver on the promise of convenience, nutrition and value for money.