

Title            Nutritionally enhanced horticultural products a change of emphasis for the plant industry  
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Citation        Australian postharvest horticulture conference, Brisbane, Australia, 1-3 October, 2003; 171-177

### **Abstract**

This paper discusses some of the products that are being produced to obtain higher levels of health-related phytochemicals, the driving forces behind their production, the phytochemicals targeted and the problems that must be addressed if this new approach in human nutrition and health is to be of benefit to consumers. Specific sections are allotted for the following topics: drivers for plant food consumption; plant breeding and the plant industries; pressure to reevaluate plant foods for economic reasons; and major classes of phytochemicals; phytochemicals and human health. An overview of the current research on phytochemicals is also presented.