Implementation

The National Tree Fruit Technology Roadmap

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Keywords: Tree fruit, technology, roadmap, national initiative

Abstract: The U.S. tree fruit industry has based its success on production efficiency, product quality and worldwide marketing of its fresh and processed apple, pear and cherry crops. To sustain its success in domestic and international markets, this industry must rapidly adjust to the dynamics of globalized trade and technology. A world marketplace that requires high quality fruit and fruit products at globally competitive prices demands that the U.S. tree fruit industry reinvigorate itself. Decisions about how and where technology can be implemented are critical. The entire industry and its research community must be involved in this initiative. We have developed and documented a roadmap for technological innovation. This Technology Roadmap (full text available on line at http://www.treefruitresearch.com) comprises three major components: the status of the industry, key barriers to future success and R & D priorities to overcome these barriers. The document was originally developed by the Pacific Northwest tree fruit industry but has now expanded into a broad national effort. It recognizes that technology is, at least in part, an answer to globalization and competition. Our effort addresses the fundamental question: How can science and technology be used to advance efficiency and quality in the tree fruit production and processing sector while maintaining the integrity of the environment and enriching the opportunities of its people? In 2004, we will be mobilizing a focused effort involving the tree fruit production and processing sectors, with their research partners, to push for increased investment in selected priority areas. While the immediate beneficiaries of this effort are the producers, work force and communities of the U.S. tree fruit industry, its ultimate success will be the continued supply of the highest quality fruit to consumers worldwide. Our industry and our communities are enduring unprecedented and devastating economic conditions. This Roadmap is unique because it matches the magnitude of the solution to the magnitude of the problem.