

# From field to shelf

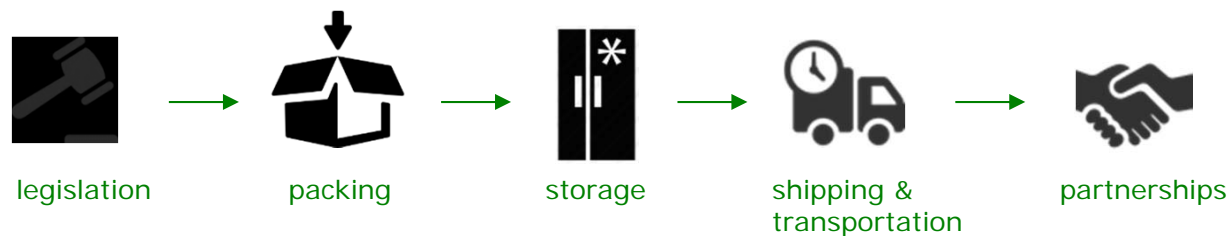
## Aim of the InSPIRe demo project:

- The aim of the project is demonstrate the optimal development for fruit and vegetable production from field to shelf.
- The project will aim to identify critical key points in the value chain and consequently propose solutions for optimal business operations.
- The end goal is to apply the knowledge to be used by the Danish growers of fruit and vegetables.

## Project perspective & gains for industry:

- To provide guidance material on optimal storage leading to maintain quality and reduced waste to customer groups including kitchens / restaurants, retail and private clients.
- And provide guidance material for companies on legislation, packing, storage, shipping, transportation, partnerships.
- This will lead to a more professional workflow and thus increase export opportunities for the industry.

Identification of particularly critical key points in the production and marketing chain, for example:



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## GOAL:

To investigate the optimal development for fruit and vegetable production and apply the knowledge in the industry.



## WHY:

In order to increase export opportunities more fluently business solutions has to be applied.



## HOW:

To make useful guidelines from field to pot to the key players of the industry.



## WHO:

Dorthe Lynnerup , AgroTech

dly@agrotech.dk



Related to inSPIRe project:  
Pillar 1: Optimizing product quality throughout the distribution chain for Fresh and Semi-



## OUTCOME:

Historien om producenten og produktet + Vejledning til supermarked og forbruger om opbevaring og holdbarhed  
På to demoprodukter - kartofler og jordbær

Koncept for Design af kundeoplevelser i gårdbutikken/detailhandel

Afdækning af krav til teknologi og proces til indfrysning af løsfrosne bær



BUDGET: 800.000 DKK

FUNDING BODY: InSPIRe

PROJECT PERIOD: Nov. 2014 - Dec. 2015