

RosBREED

Enabling marker-assisted breeding in Rosaceae



www.rosbreed.org

Rosaceous crops produced & processed throughout U.S.

| | | |
|--------------|----------|--------------|
| Almonds | Cherries | Plums |
| Apples | Peaches | Raspberries |
| Blackberries | Pears | Strawberries |

- Economic backbone of local communities
- Domestic and export markets
- Healthy, safe, nutritious food products



Challenges

- U.S. industries compete in a globalized marketplace
- Consumers demand quality, affordability, safety, nutrition
- Production and processing must safeguard environment

RosBREED Project (\$14.4 million)

- Nationwide collaborative research (12 breeding programs)
- Develop efficient crop improvement technologies
- Accelerate delivery of new cultivars
- Exceed consumer and industry expectations
 - Fruit flavor & texture
 - Nutritional quality & food safety
 - Crop productivity & regional adaptation

New cultivars will

- ✓ Increase fruit consumption and human health
- ✓ Enhance industry competitiveness and sustainability

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or visit www.rosbreed.org

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