

# RosBREED

Enabling marker-assisted breeding in Rosaceae



www.rosbreed.org

**Rosaceous crops produced & processed throughout U.S.**

<b>Almonds</b>	<b>Cherries</b>	<b>Plums</b>
<b>Apples</b>	<b>Peaches</b>	<b>Raspberries</b>
<b>Blackberries</b>	<b>Pears</b>	<b>Strawberries</b>

- 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

For more information, please contact: Amy Iezzoni (iezzoni@msu.edu)  
or visit [www.rosbreed.org](http://www.rosbreed.org)

This project is supported by the Specialty Crop Research Initiative of USDA's National Institute of Food and Agriculture

