

**Title** Consumer testing on local and new cultivars of peach in the Roero area, piedmont, Italy  
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### **Abstract**

This research presents the results of 3 consumer tests carried out in the Roero district (Piedmont-Cuneo province). The area is characterised by a traditional peach cultivation with new and local cultivars. Tests were conducted in 2002, 2003 and 2004, during a well known local fair in Piedmont, Optima Roero. The sensory acceptance tests are part of a wider project that looks to renewal peach cultivation in the area. In fact Roero is one of the most important areas for peach cultivation in Piedmont. However in recent years cultivation has been greatly reduced as grapewine production has increased. Special attention to the qualitative aspects of peach cultivation has always been important in this area, with preference for peach cultivars over nectarine cultivars. The fruit is grown commercially, but not intensively. This is a strong point of which the consumer should be aware. Old and new cultivars from the area were presented in order to determine consumer's attention to the local product as well as to identify preferences. Nine cultivars were tested, of which half were old cultivars. As judges were attending a country fair, they were particularly sensitive towards traditional products. Old cultivars and peaches with a balanced sugar/acidity ratio were preferred to those with particularly high or low acidity..