

Title Meeting the safety and quality requirements of supermarkets and export markets
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Abstract

Three decades ago, fruit and vegetable displays in most grocery stores were limited to few items such tomato, potato, onion, banana and whatever is in season. The direct association between fruits and vegetables consumption and improved human health, has increased demand for fresh fruits and vegetables world-wide. Because fruits and vegetables differ in their phytonutrients composition, demand for more varieties has also increased. Today, most grocery stores display hundreds of fruit and vegetable items imported from around the world. The increase in demand for fruits and vegetables world-wide has created new challenges for the produce industry. Two of the biggest challenges are maintaining quality and safety of the produce during the cold chain. This presentation will highlight these challenges and provides mechanisms that will minimize safety risks during production, postharvest preparation, and marketing.