

Title Remaining globally competitive in the U.S. tree fruit industry with the national tree fruit technology roadmap

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Abstract

The U.S. tree fruit industry has based its success on production efficiency, product quality, and worldwide marketing. One third of its apple, pear, and sweet cherry crops are exported. To sustain its success in domestic and international markets, the tree fruit industry must rapidly adjust to the dynamics of globalized trade and technology. In large part, globalization is a direct result of a worldwide proliferation of technology that has enabled many to effectively compete in areas from which they were once excluded. Ironically, it is also technology that will empower American agriculture to remain competitive in a global economy.