Management Committee Meeting
Working group 4

Pitesti, 16/10/2013
Results of group meeting

• Gross margin budgets:
  – activities:
  – list of responsible persons
  – Draft version-
  – case study (studies)
  – Final versions and presentation on the WG4 meeting?
  – Gross margin budgets: web

• Marketing
  – QNT
  – Responsible person(s)
  – Comment on future development in production and consumption
Working plan

• WG 4 meeting- Innovation/technology transfer; Manfred
• April 2014?
  – Place?
  – No of participants?
  – Structure of participants?
  – Invited speakers?

• 2nd WG 4 meeting? on marketing and socio-economics
  next reporting period?
  – Place?
  – No of participants?
  – Structure of participants?
  – Invited speakers?

• EU cherry days initiative!
• „Big” project idea!
Objectives WG4

• Conduct an economic assessment of the European cherry sector
• Identify major economic constraints for cherry producers and consumers
• Provide information and transfer knowledge to end-users
• Identify novel market niches or opportunities for the cherry sector