

Consumer Insights & Nutrition

Objective		Research Outcome	Industry Benefit
2.1	Determine the nutrition and health benefits of grape and grape products	Better understand the relationship between grapes and grape products and their impact on health by examination of government databases on consumption and health parameters and/or development and execution of pre-clinical and clinical trials	Improved understanding of the impact of grape and grape products on health
2.2	Communicate the nutrition and health benefits of grape and grape products	Develop a communication strategy for findings in Objective 1 as well as other grape based research in the scientific domain	Improved dissemination of information for producers and consumers regarding the health benefits of grape and grape products