

Understanding & Improving Quality

	Objective	Research Outcome	Industry Benefit
1.1	Discover and understand grape and grape product quality	Development of analytical and sensory metrics that define grape and grape product quality attributes at harvest, throughout the production and during storage	Improved understanding of grape and grape product quality measures, including their impact on sensory attributes and consumer preference
1.2	Improve and manage grape quality	Studies to understand the effect of grape variety, cultural practices, and site-dependent factors on quality attributes. Unravel the genetic and environmental basis of grape phenotype, using traditional and modern systems-biology approaches, i.e. genomics, transcriptomics, proteomics and metabolomics	Expanded options for vineyard management strategies which improve grape/product quality and provide key data to help improve breeding and vine selection

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	Objective	Research Outcome	Industry Benefit
1.3	Improve grape and grape product quality attributes from harvest, through handling, processing, storage and aging	Studies to understand and manage fresh and processed quality attributes from harvest to sale, by addressing chemical, microbial, and physical effects on flavor, color and other quality attributes, using traditional and modern approaches	Optimization of processing and storage parameters for maximizing grape and grape product quality
1.4	Understand consumer response	Study consumer response to grapes and grape products	Greater understanding of consumer response will allow for targeted grape and grape product production