

3rd European Workshop on Sea Buckthorn

Producing Quality Sea Buckthorn

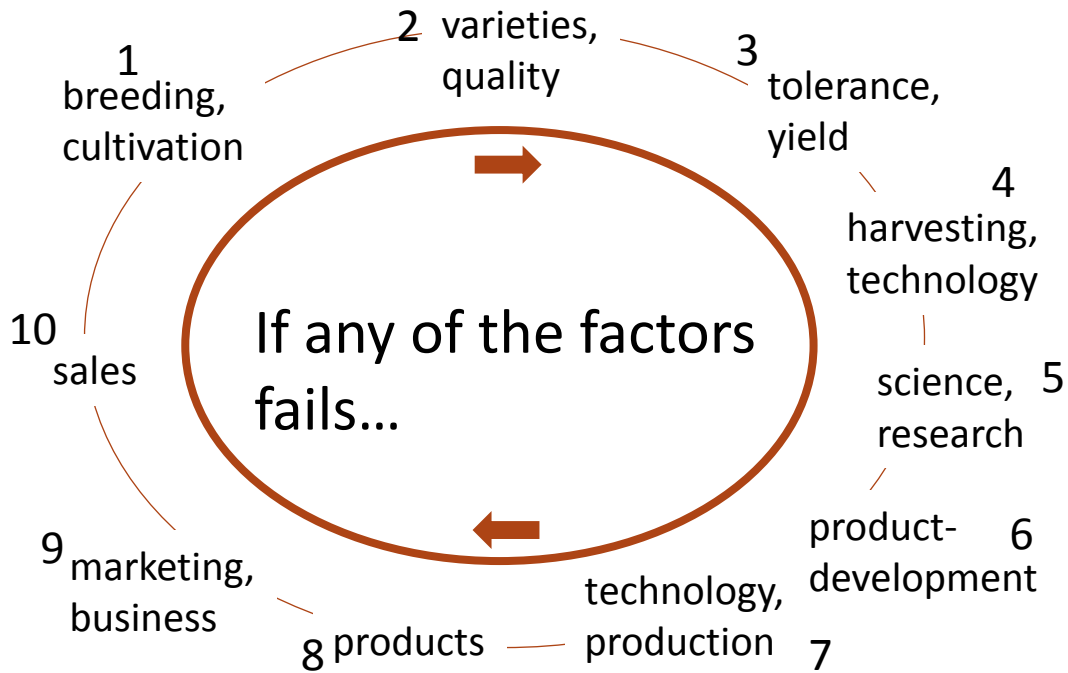
Naantali, Finland

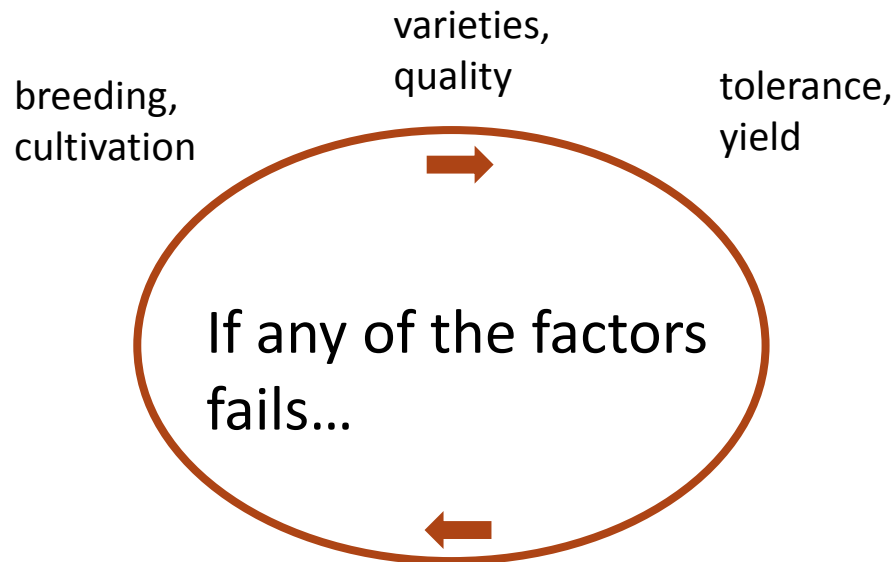
October 14-16 2014

Sea Buckthorn Production? Quality? Europe?



Welcome to Join the Club
Heikki Kallio





A claim:

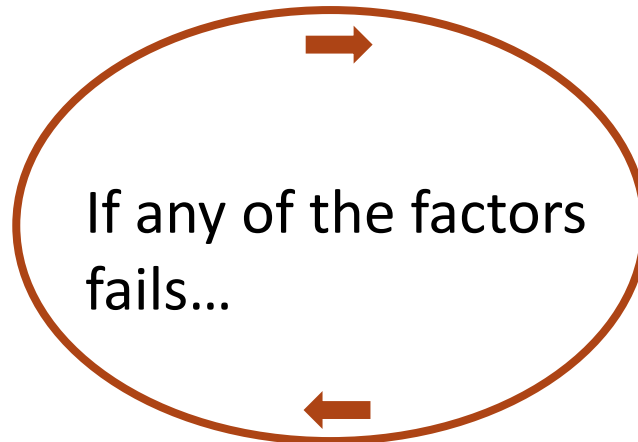
The cultivation and varieties are not optimal in Europe

- pollination guaranteed?
- varieties vs. climate?
- sensory quality?
- disease resistance?
- cultivation and crop yield?

Another claim:

Harvesting is a problem

- too expensive?
- harvesting technologies?
- varieties for mechanical harvesting?



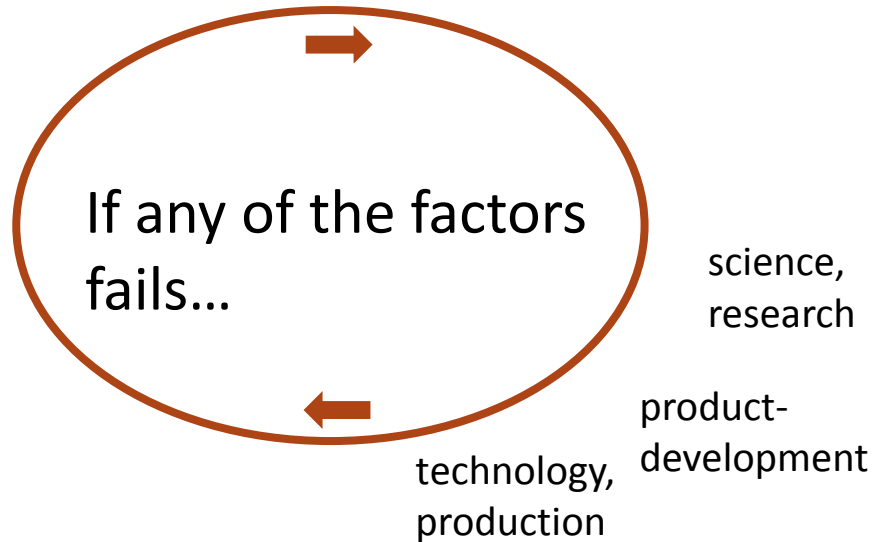
harvesting,
technology



And one more claim:

Scientific research and product development don't find each other

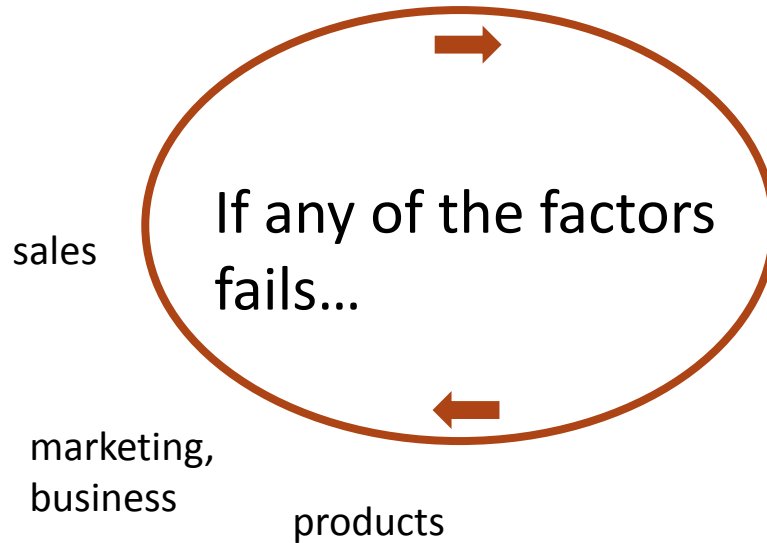
- financing of science?
- scientific targets?
- investment in product development?
- consumer science?
- health claims?



And the last one:

Products and consumers don't find each other in Europe

- price?
- availability?
- sensory quality?
- selection, assortments?



European and International Sea Buckthorn Standards ?



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...but no panic – let's just do the job...



Primary producers:
Let's target our goals
and join the harvesting
development



Local, European and
International Societies:
Let us activate ourselves
In co-operation

...let's do it together
in Europe...
and
Welcome to Finland!



Scientists:
Let's take responsibility of
the science, including
to find financing

Enterprises:
If we are interested in,
let's do something

