

Priorities for 2021

Outcome 1: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption

Outcome 3: Enhance the competitiveness of specialty crops through increased access

Outcome 4: Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

Outcome 6: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development