Title:
3014- Recent changes in the kiwifruit (Actinidia spp.) industry since its introduction: Italy as a case study

Author(s):
Prof. Dr. Guglielmo Costa, Full Professor of Arboriculture, Dept. of Fruit Trees and Woody Plant Sci., Via G. Fanin 46, 40127 Bologna, Italy; guglielmo.costa@unibo.it (presenting author)
Prof. Raffaele Testolin, Via delle Scienze 206, 33100 Udine (Italy), Italy; raffaele.testolin@uniud.it (co-author)

Abstract body text:
This contribution considers the kiwifruit industry in Italy, taken as a "case study" and the main aspects that are characterizing the crop second only to China in world importance.

The main points addressed are: plantings areas and production trends; changes in the cultivars grown; emerging diseases and their consequences in the pre- and post-harvest crop management; finally, the Club and Consortia that are influencing the national industry.

Considering what we should expect in the future and what action should be taken to maintain the leading position that Italy has reached we need to consider two main issues: a political and a technical one.

As regards the political issue: the most important countries have now consolidated their choices and strategies. We need to make competitive the national industry by taking a further step towards common goals.

The second issue concerns technical aspects: is the kiwifruit industry ready for a completely different and innovative agricultural approach, new training systems, control of all the production factors that could allow a production significantly higher than that we have achieved so far?