

Main objective



The aim of **GO Valueberry** is to promote the **nutritional benefits and sustainability** of blueberries produced in Andalusia (Spain's leading producer) by using digital tools to position this product as a market leader.

Actions

- **Characterise different blueberry varieties** according to the healthy nutrients that they provide (vitamins, minerals and antioxidants).
- **Implement models based on non-destructive sensors** to classify blueberries in accordance with the different varieties and their nutritional characteristics.
- **Establish the basis** for studies regarding the sustainability of blueberry crops in Andalusia.
- **Use digital tools to promote the health benefits and sustainability** of blueberries.



GO Valueberry

Blueberry



GO Valueberry

Blueberry



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Finances:



The project



GO Valueberry is an innovation project from the Interprofessional Association of Strawberry and Berry Growers of Andalusia (Interfresa) and the Pedroches Valley Agrofood Quality and Research Centre (CICAP), supported by the Regional Government of Andalusia and financed by the European Agricultural Fund for Rural Development (EAFRD).

The Operational Group aims to **promote blueberries produced in Andalusia** and increase demand on the Spanish and EU markets by using labelling that emphasises the product's health benefits and sustainability.

Scope



GO Valueberry is a highly innovative project that aims to help increase knowledge about the **nutritional value of blueberries** produced in Andalusia, positioning them as one of consumers' preferred products and thus increasing demand on the Spanish and European markets.

This not only has a direct impact on producers' finances but also on the environment, as GO Valueberry will improve **knowledge about the water consumption and the carbon footprint of blueberry plantations**, laying the foundations for a declaration of sustainability and environmental efficiency.

Funding



The **Valueberry Operational Group** has received a grant of €147,165.97 from the **Andalusian Rural Development Programme**, which is co-financed by the **European Union (EAFRD)** and the **Regional Government of Andalusia**, to develop this project until June 2025.



Junta de Andalucía
Consejería de Agricultura,
Pesca, Agua y Desarrollo Rural

