

**097 - SITUATION AND PERSPECTIVES OF TEMPERATE FRUIT CROPS IN BRAZIL.**

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**Summary-** The fruit is present in all Brazilian states, and as economic activity, involves around five million people, directly and indirectly. Brazil is the third largest producer of fruits, with a harvest of around 40 million tonnes a year, but shows only 2% of global trade industry, which demonstrates the strong domestic consumption. The area planted with fruit trees in Brazil is approximately 1.9 million hectares distributed 1,034,708 hectares with tropical fruit, subtropical fruits with 928,552 ha and 135,857 ha with only with temperate species. Among the fruits of temperate climate, there is the production of table grapes and wine grapes (81,677 ha), apples (39,081 ha), peaches, plums and nectarines (19,102 ha), Persimmon (8,740 ha), strawberry, blackberry, raspberry, blueberry (3,560 ha), fig (3,072 ha), pears (1,404 ha) and quince (211 ha). Even with a lower area for species of tropical and subtropical, the temperate fruits has a social importance highlighted in several regions in southeastern Brazil, mainly in the states of Rio Grande do Sul, Santa Catarina, Parana, Sao Paulo, Minas Gerais and São Francisco Valley, either as fresh crops, agribusiness and/or agrotourism. Brazilian exports of fruits in recent years have been very positive, both in volume and in value. In 1998 Brazil exported 294,222 tonnes of fruit, in 2008 exported 887,978 tons, representing a 201.8% increase in export volume. The main fruits that contributed to this significant increase in export volume were melon, mango, banana, apple and grape, with an increase in export volume between 1998 and 2008 at 226, 242, 91, 948 and 1766% respectively. The production of quality fruits in the temperate regions of southeastern Brazil needs of genetic improvement programs and / or management studies and controls on the physiology of plants to adapt them to the mild winter and with a range of temperatures, very frequent in major Brazilian regions. The long summers and precipitation excess cause many diseases and pests, which often force the excess pesticide treatments. The management of the orchards with integrated fruit production is enabling the production of quality and at the same time reducing the environmental impact of the activity in the sector. The challenges are related to climate change, the necessities to reduce pesticide use and supplies, handling pre-and post-harvest fruit, logistics to suit the different markets, control of pests and diseases and genetic improvement programs to meet the new demands from each of the temperate species.