Determining Quality in Fruits and Vegetables

Dr. Dorian LaFond

12820 Saddlebrook Drive, Silver Spring Maryland 20906, United States of America
dalafond@gmail.com

The fruits and vegetables sector is constantly bombarded by quality dictates attributed to modern consumerism that always include and firmly believes that quality matters. For agricultural crops particularly, fresh fruits and vegetables the same holds true. Dr. LaFond, draws on real life experience to concur with the wisdom of Dr. W. Edward Deming (1982) that “Quality cannot be inspected into a product or service; it must be built into it”. Applying this quote to fresh fruits and vegetables and considering their physiology it implies that “quality requirements of fresh fruits and vegetables cannot be added after harvest but must be built in and maintained at every stage from production planning to retail”. Dr. LaFond, addresses the subject of quality: how it is determined and by whom, the beneficiaries and difference between quality and safety.