

Editorial

I would like to begin by first giving a warm welcome to all the readers and contributors to the *Journal of Berry Research*.

In the vast current scientific-editorial panorama it is quite understandable to ask oneself why, how and what will this new scientific journal be like.

Why have a new journal? Because in spite of the many thousands of articles indexed in PubMed under “berries” (over 12,000 in 2008 and nearly 15,000 in 2009) there is no specialized journal which can be used for reference, collection, discussion and promotion of the many excellent studies carried out worldwide. In fact, most articles are scattered among a large variety of journals, ranging from chemistry of the soil to anti-tumour therapy, with obvious difficulties both on the part of reviewers who have to evaluate the contents in a rigorously scientific way and on the part of the readers. Moreover, many excellent articles are not given the visibility they deserve while others are “sacrificed” to a concept of necessary priority for journal management, but at the same time penalized if applied to productive studies and sectors in which the pharmaceutical or food industry still do not have a decisive position.

How will the Journal of Berry Research function? The journal will be multidisciplinary, aimed at improving knowledge about the quality and production of berries to benefit consumers’ health; it will cover classical berries (strawberry, raspberry, blackberry, blueberry, cranberry, etc.) as well as grapes and small fruit in general (e.g., kiwifruit, tomato) as currently occurs, for example, for the “Berry Group” in the framework of the International Horticultural Society. JBR will publish research results covering all areas of plant breeding, including plant genetics, genomics, functional genomics, proteomics and metabolomics, plant physiology, plant pathology and plant development, as well as results dealing with the chemistry and biochemistry of bioactive compounds contained in such fruits and their possible role in human health. Contributions detailing possible pharmacological, medical or therapeutic use or dietary significance will be welcomed in addition to studies regarding biosafety issues of genetically modified plants.

What will the Journal of Berry Research be like? This depends only partially on us (the Editorial Board) but above all on you: Our readers and authors. We on the Editorial Board will be committed to following the goals which we set and which are clearly described in this letter and in the “Aims” of the journal, and to running the journal with scientific rigour yet without any kind of prejudice. What JBR becomes depends above all on who reads and, we hope, appreciates it: It will depend on the quantity but above the quality of your scientific contributions and on how much these will be read, discussed and cited.

The invitation and wish is therefore the following: Help us to make the *Journal of Berry Research* an important journal, your journal.

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