

Listen to the genes

*Gene expression profiling as a tool
to measure the physiological condition
of plant products*

**Peter Balk, CTO NSure
Wageningen**



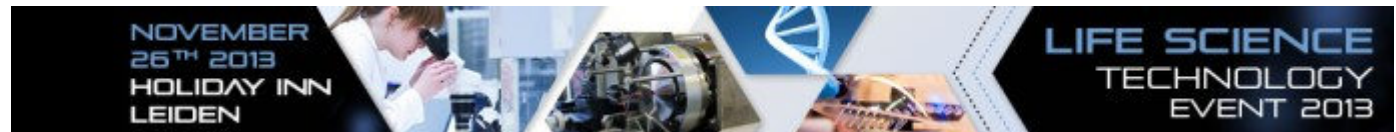
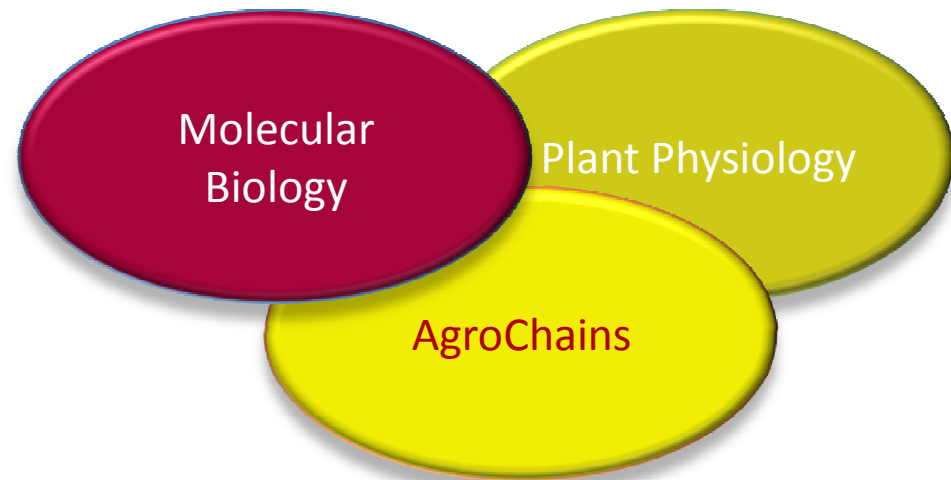
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NSure, spin-off Wageningen UR

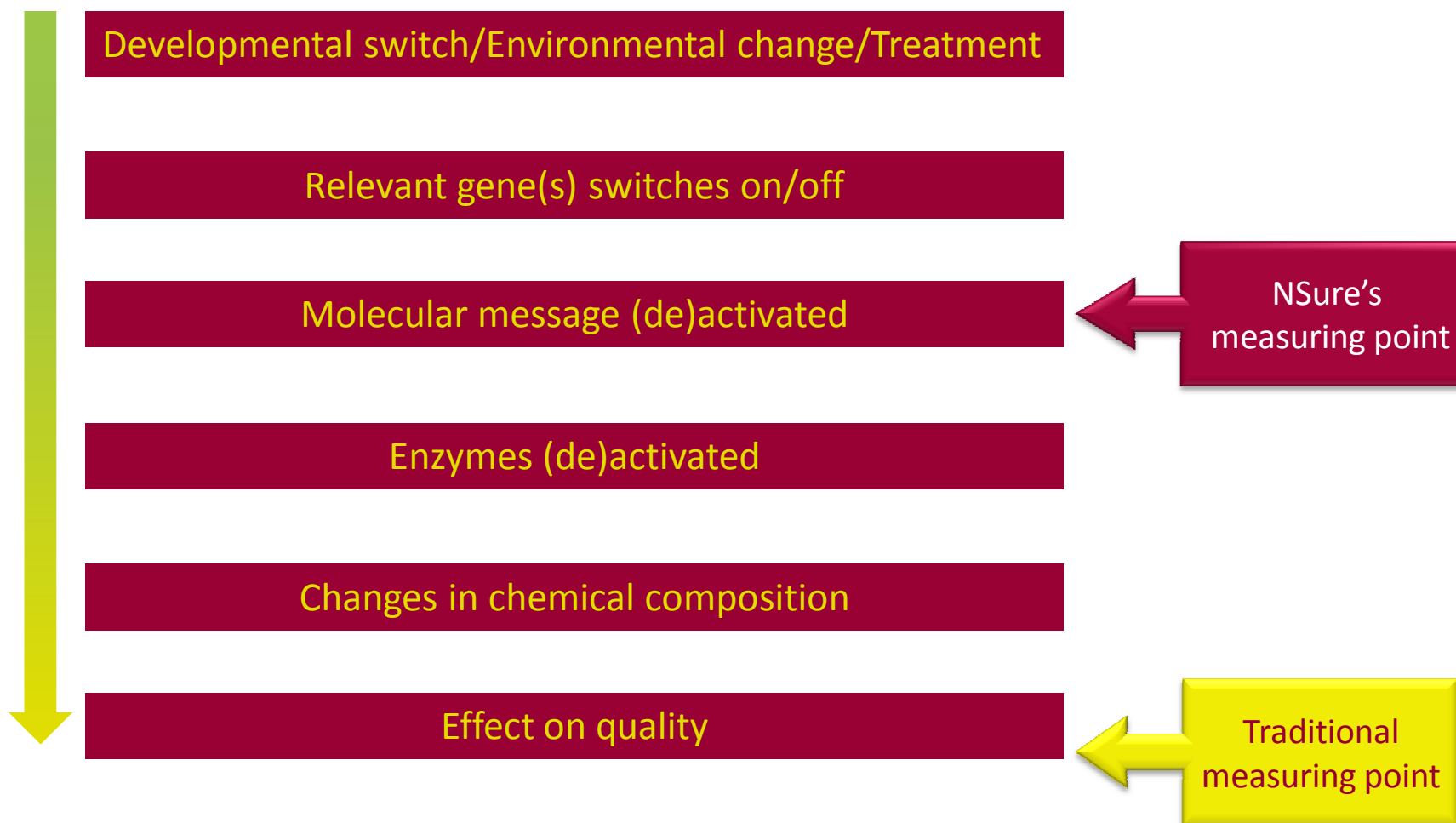
- Initiated in 2006
- NSure employs 15 people
- Internationally active



Fresh products and quality issues

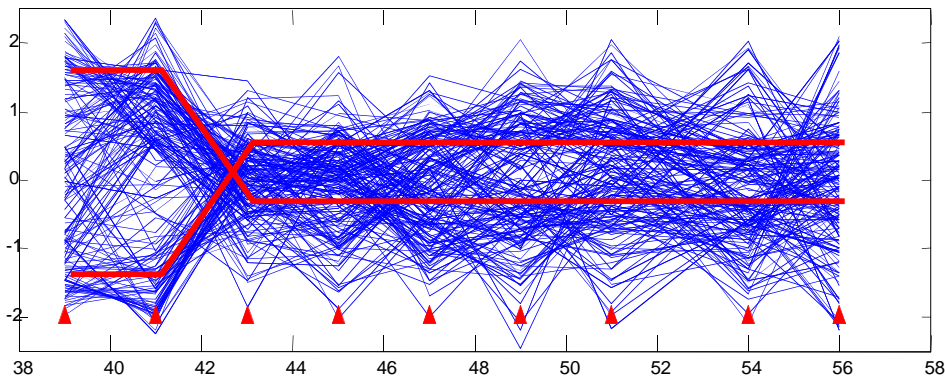


NSure basics



NSure's activities

- **Development and sales of molecular diagnostic tests**



- **Gene expression profiling as a service**

- I. Mode of action of agents
- II. Optimization of application/formulation



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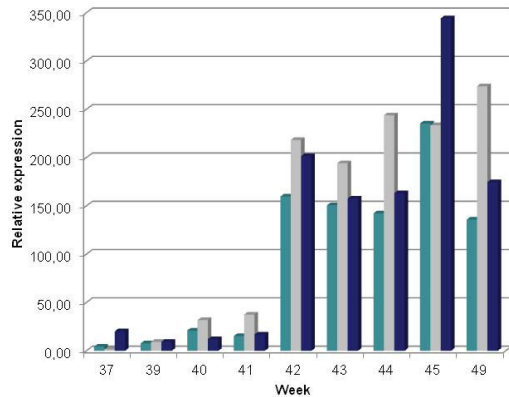
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Fields of expertise

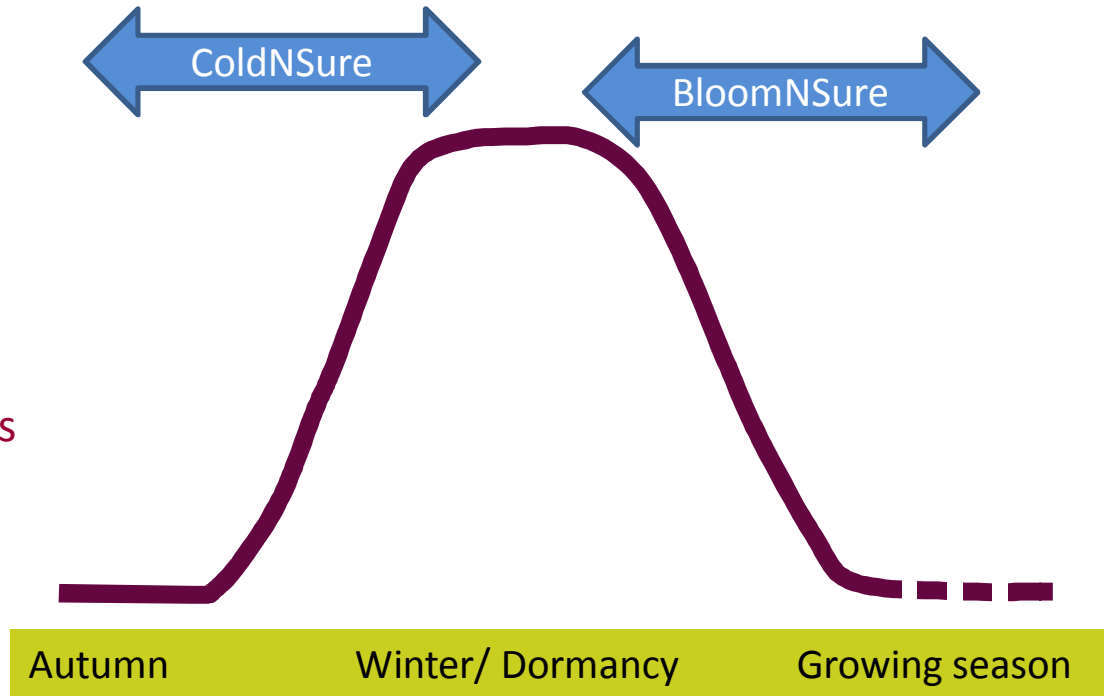
- Dormancy and cold tolerance
- Ripening and storage disorders
- Plant vitality and pathogens
- Response to crop agents



Dormancy and cold tolerance (available tests)

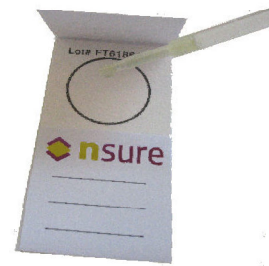
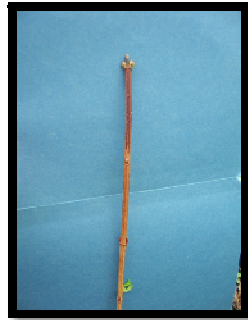


Storable seedlings

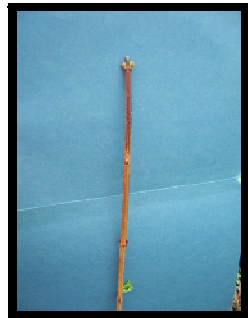


Stage determination

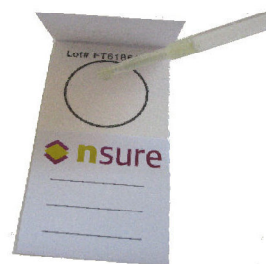
Dormancy and cold tolerance (BloomNSure Viburnum)



YES



NO



Ripening and storage disorders

(RipeNSure Kiwi)

Define earliest harvest moment

Harvest ready?



Ready



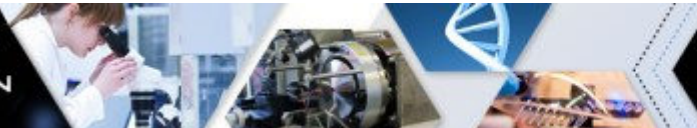
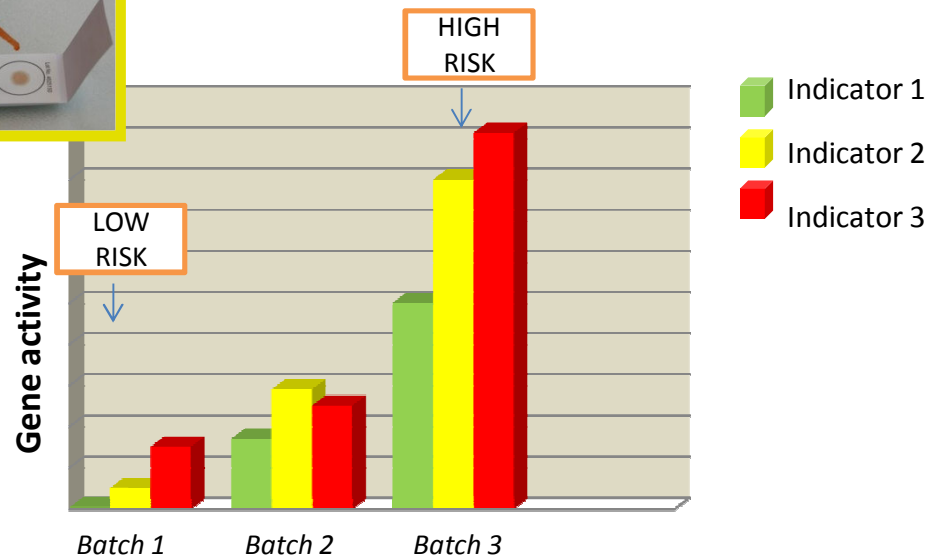
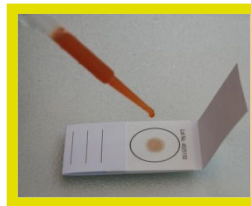
Consumer quality



Not yet

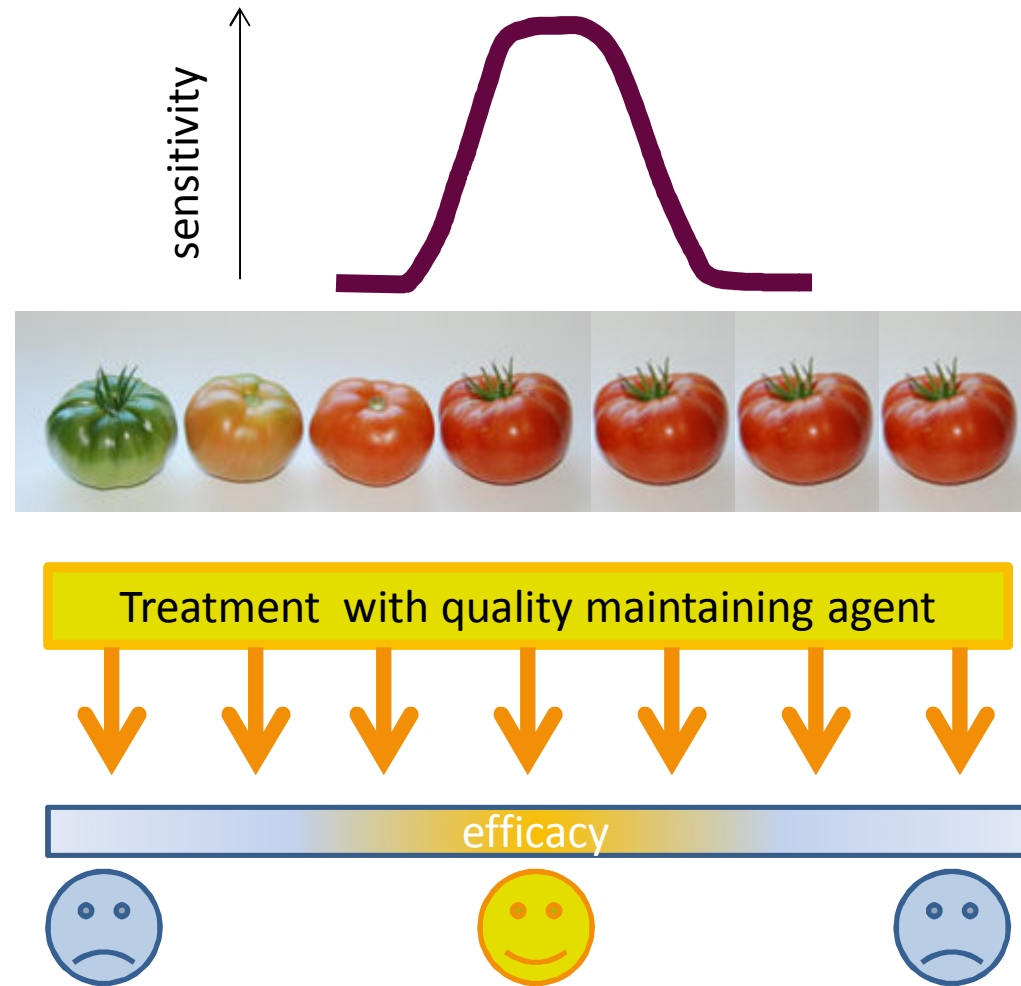


Plant vitality and pathogens (StoreNSure Carrot)



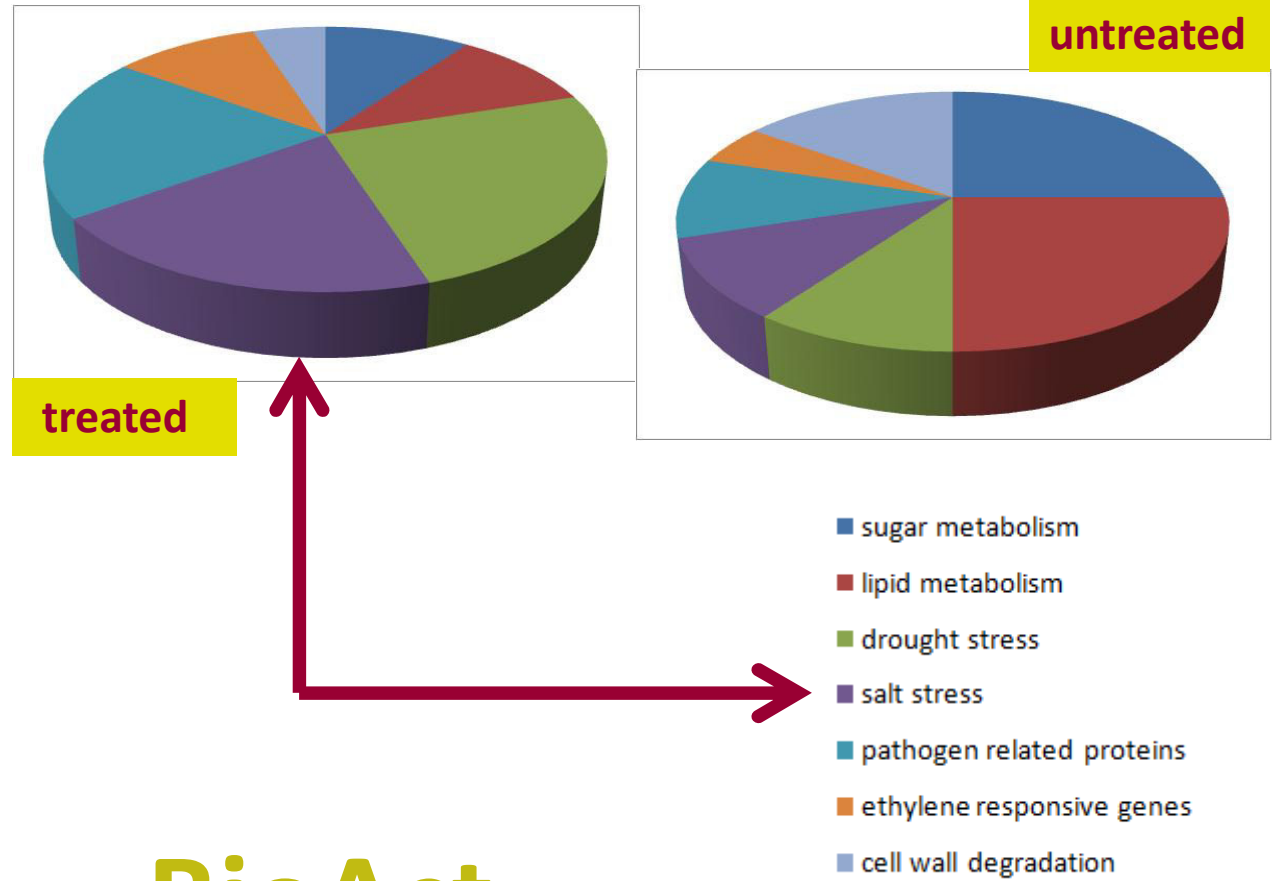
Response to crop agents

Application timing



Response to crop agents

Define the effect of agents

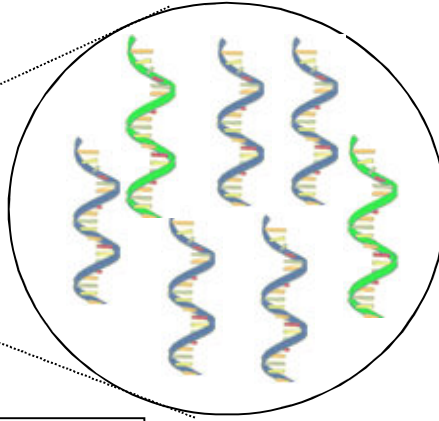
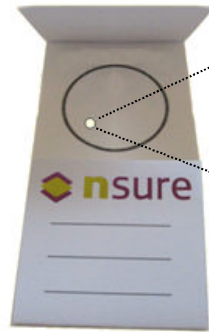


BioAct

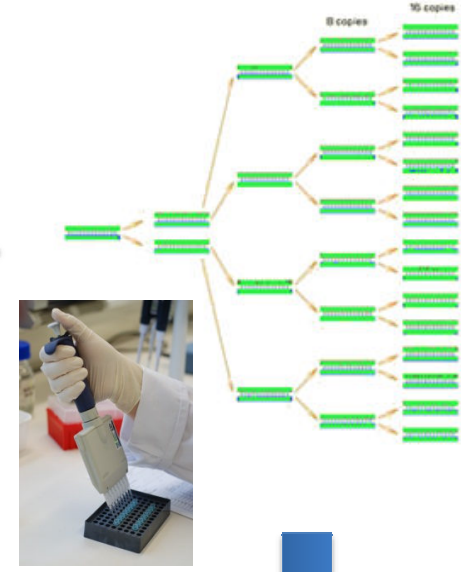
Easy sampling by our customers



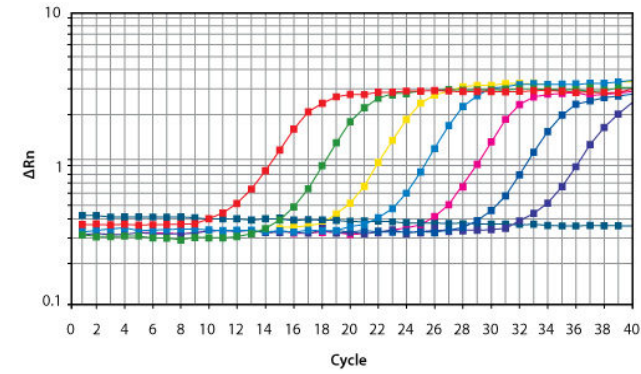
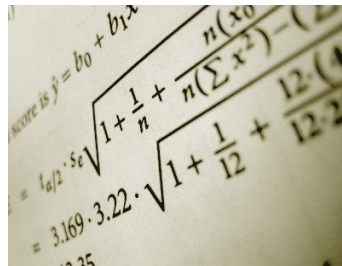
Analysis



RNA elution



Real-time Q-PCR



NSure Customers and Partners



HOLMEN



neessen
aardbei & asperge planten

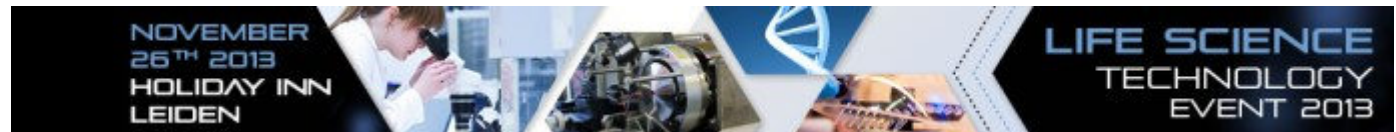
AgroFresh



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