

Special Issue

Advanced Sensory and Analytical Methodologies in Horticultural Cultivar Development and Fresh Produce Marketing

Message from the Guest Editors

The fresh produce sector has evolved from a commodity-based market to one defined by value-added and branded horticultural cultivars. This transformation has placed sensory quality at the centre of cultivar success. Techniques such as temporal sensory methods, rapid profiling, tribology, instrumental-sensory correlations, and multi-omics integration are shaping how horticultural breeding programmes identify and select desirable traits. However, integrating sensory and consumer science into horticultural breeding faces persistent challenges such as high natural variability, the complexity of controlling maturity and ripeness, and the influence of postharvest processing on perceived quality. This Special Issue welcomes high quality research involving (1) new methodological innovations and advancements for horticultural cultivar evaluation, (2) the application of sensory and consumer science in breeding pipelines to identify sensory drivers of acceptance, and (3) evidence-based frameworks for marketing of fresh produce in diverse cultural and retail contexts.

Guest Editors

Dr. Billy Yi Yang

Dr. Renata Carneiro

Dr. Shaoyang Wang

Deadline for manuscript submissions

30 May 2026



Horticulturae

an Open Access Journal
by MDPI

Impact Factor 3.0
CiteScore 5.1



mdpi.com/si/253365

Horticulturae
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
horticulturae@mdpi.com

[mdpi.com/journal/
horticulturae](https://mdpi.com/journal/horticulturae)





Horticulturae

an Open Access Journal
by MDPI

Impact Factor 3.0
CiteScore 5.1



[mdpi.com/journal/
horticulturae](https://mdpi.com/journal/horticulturae)



About the Journal

Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

Editor-in-Chief

Prof. Dr. Luigi De Bellis
Department of Biological and Environmental Sciences and
Technologies (DiSTeBA), Salento University, Lecce, Italy

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE (Web of Science), PubAg, AGRIS, FSTA, and other databases.

Journal Rank:

JCR - Q1 (Horticulture) / CiteScore - Q1 (Horticulture)