

**O-67 (42)****BREEDING PRIORITIES OF BLACKBERRY PROCESSORS: IN SOUTH REGION OF CASPIN SEA AS CASE OF STUDY**

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This study performed to determine the breeding priorities of the blackberry processors in Mazandaran province of Iran. Data were collected by a questionnaire with approved face validity via experts. The breeding characteristics evaluated in five Indices as growth habit, flowering, thorn, fruit quality and quantity. Results showed the study included wide range of processors for age (26-65yaer old), family (1 to 9peapole), income (very low to moderate) and aim (entertainment with 0.5kg to professional, 100 kg). The characteristics of growth habit (7.5 of 10) and fruit quality and quantity (7.4 of 10) indices included most average. Therefore significant differences observed in between women and men groups. Based on the results of this study black berry processors prefer to use, high yield, cultivars with black, sweet, nutrient and organic fruit, that is free from diseases and pest symptom of bush and berry, in addition of large and early ripening berries with good firmness on ever bearing flower and no upright bushes.

**Keywords:** breeding of characteristics, Descriptive statistics, poll, questionnaire