

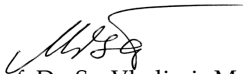
Editor's Letter

Dear Reader,

At the beginning of the 53rd volume of *Food Technology and Biotechnology* we are proud to summarize technological improvements of the publishing process introduced in the previous year. With the new, more user-friendly website containing abundant information for readers and authors and with the online submission system, our attempt was to modernize, shorten, and facilitate the publication procedure. Besides, entering the community of CrossRef members we further developed our service of scientific information dissemination using benefits of DOI numbers. The improvements introduced in the publishing technology were clearly recognized by the authors, who brought about a significant increase of over 30 % in the number of papers submitted in 2014 compared to the previous year. Unfortunately, the budget of the journal remained the same, and consequently, the number of published papers had to remain in the same range as in previous years. The result, however, is a stronger emphasized competitiveness of submitted papers leading to improvement in quality.

In this year our plans include further improvement of the publication process, particularly in putting more emphasis on the publication ethics issues. Also, at the annual meeting of the Board an agreement has been reached to expand the number of Editorial Board members with colleagues who already actively participate in the activities of the journal. With the invaluable financial support by the Croatian Ministry of Science, Education and Sports, together with other supporters of the journal, we shall do our best to continue providing open access to all published papers without charges to authors. Based on the experience from 2014, we expect the number of submitted papers to increase further, leading to additional improvement of the quality of published research. The Editorial Office of *Food Technology and Biotechnology* sincerely hopes that thus the journal will further attract more attention of scientists in the field, including readers and reviewers, as well as authors wishing to use the journal as the means of sharing their research results with the scientific community.

Editor-in Chief



Prof. Dr. Sc. Vladimir Mrša