The PRIMA programme is supported under Horizon 2020, the European Union’s Framework Programme for Research and Innovation.

Disbreaker Preliminary information, AWP has not been approved by European Commission yet.
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AWP2020 – AGRO FOOD

SECTION 1
Topic 1.3.1 (IA)
Health benefits of Traditional Mediterranean food products

SECTION 2
Topic 2.3.1 (RIA)
Fair price for consumers and reasonable profit share for producers
Topic 1.3.1 (IA) Valorising the Health Benefits of Traditional Mediterranean Food Products

Challenge

Non-communicable diseases are chronic diseases that occur due to urbanisation. They include:
1. Cardiovascular diseases
2. Diabetes
3. Chronic respiratory disorder
4. Cancer

Chronic non-communicable diseases have emerged as leading causes of morbidity and mortality worldwide. Several behavioural changes make us more likely to develop non-communicable diseases.

In the WHO European Region
1 in 3 11-year-olds is overweight or obese

www.euro.who.int/obesity
© WHO 03/2014
Topic 1.3.1 (IA) Valorising the Health Benefits of Traditional Mediterranean Food Products

Scope - Holistic Approach

Enrich Valuable **BIOACTIVE** Contents

Valorise Mediterranean **DIET**

Healthy **LIFESTYLE**

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Topic 1.3.1 (IA) Valorising the Health Benefits of Traditional Mediterranean Food Products

Expected Impacts

- **Eco-friendly**
  - food processing technologies and tools to preserve the original nutritional value and enrich the valuable bioactive contents, compared to conventional methods;

- **New value-added**
  - foods products/forms from traditional Mediterranean diet with proven health benefits, with proper understanding of the markets and high end customers satisfaction and trust;

- **Efficient Strategies**
  - national/regional, addressing critical gaps and valorizing potential opportunities in Mediterranean nutrition policy, considering socioeconomic & health impacts.

- **Mediterranean Lifestyle**
  - improved dynamics (diet, physical activity and sociocultural habits) as an important element of the Mediterranean cultural inheritance

**KEY PERFORMANCE INDICATORS**

- # of new health-related high-quality food products with enhanced bioactive contents;
- # of innovative solutions and technologies;
- # of socio-cultural actions and strategies promoting the healthy Mediterranean food;
- **SDG#2-2.2.2** Prevalence of Malnutrition

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Section 2

DISCLAIMER Preliminary information, AWP has not been approved by European Commission yet
Topic 2.3.1 (RIA) New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers

Long & Complex Agri-food value chain
With numerous local actors

Globilization and Tought Challenging
by increasing imported agri-food products

Limited Profit Margin for smallholders
compared to the price that products are sold to the end customer by powerful big actors/producers.

CONSUMER
- Fair Price
- High Quality/Safety
- Affordable

SMALLHOLDER
- Profit
- Benefit
- Access-2-Market

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Scope

- **Optimized Supply Chain and Business Models**
  Organizational and Technological Innovations, for better positioning of smallholders

- **Foster Competitiveness**
  Of small-scale farmers, manufacturers, local distributors and other

- **Access to Markets**
  Via innovative tools, multi-technologies and ICT tools, and social innovation as well

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Topic 2.3.1 (RIA) New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers

Expected Impacts

• New technology tools and business models for Access-2-Market.
• Empower Competitiveness and Competences of local farmers, cooperatives, small manufacturers.
• Advancing the Added Value of Products from domestic smallholders, to be more attractive and competitive.
• Fair Trade
• Measureable and Verified Consumers’ Feedback on quality and safety of products from smallholders, locally produced or obtained in inter-Mediterranean country trade.

KEY PERFORMANCE INDICATORS

• # of business models for quality and sustainability adapted to SME and smallholders; SDG#2-2.3.1: Volume of production per labor unit by classes of farming/pastoral/forestry enterprise size.