



PRIMA

PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

PRIMA-2019
Thematic Area-3
'AGRO-FOOD'

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AWP 2019 - Thematic Area 'FOOD'



AGRO-FOOD VALUE CHAIN

Sustainable Mediterranean agro-food value chain for regional and local development

Section 1

Topic 1.3.1 IA

Implementation of analytical tools and digital technology to achieve traceability & authenticity control of traditional Mediterranean foods.

Section 2

Topic 2.3.1 RIA

Extending shelf-life of perishable Mediterranean food products

Topic 2.3.2 RIA

Enhancing horizontal and vertical integration in Mediterranean agro-food value-chains

Section 1 - Thematic Area 3- Agro-food value chain



Traceability and Food Safety & Quality

SCOPE

- Development and implementation of **analytical tools and technologies** to achieve traceability, and to confirm authenticity of Mediterranean foods.
- Providing a **robust certification and control bodies** as well as creating trans-national networks of laboratories, validating and harmonizing protocols, sharing open-data on food products of the Mediterranean tradition.
- **Building capacities** of key enabling technologies.
- Optimising the use of pre-existing **databases** and **networking**

IMPACT

- Improve **confidence of consumers**;
- **Assessing food traceability and safety.**
- Increased **added-value for Mediterranean food products**;
- Foster **joint integrative activities** with existing data base networks & infrastructures in the health & food domain;
- Improve **harmonization and data interoperability**



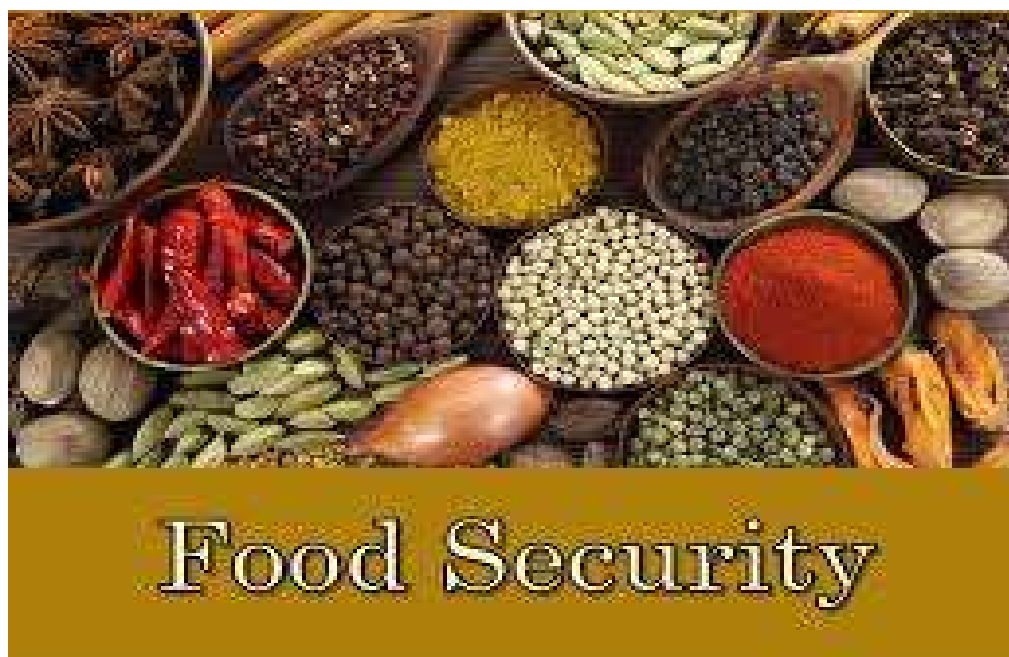
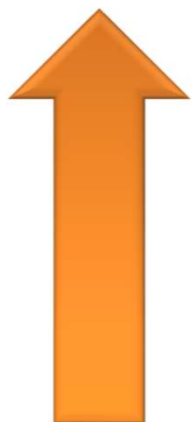
Section 1 - Thematic Area 3- Agro-food value chain

“Topic 1.3.1 **IA** Implementation of analytical tools and digital technology to achieve traceability and authenticity control of traditional Mediterranean foods”

<i>Allocated Budget</i>	€ 6,4 million
<i>Expected number of grants</i>	Up to 4 (projects up to € 1,6 million each, – indicative amount)
<i>Projects Duration</i>	36-48 months

Global Food Crisis

Productivity



Shelf Life



Food Losses



Section 2 - Thematic Area 3- Agro-food value chain

Topic 2.3.1 RIA Extending shelf-life of perishable Mediterranean food products by sustainable technologies and logistics and by optimized pest and microbial control

CHALLENGES



MAP

nutritive properties

food spoilage

Food processing and preservation technologies

fresh and quality foods



Ozone



Non-thermal treatment

SCOPE

- Reduce post-farming food losses, also extending shelf-life of perishable Mediterranean foods via Renew physical infrastructures up-to-date technologies
- Public Awareness and Capacity building
- Multi-actor approach: engaging retailers, consumers or other stakeholders including SMEs and facilitating the cooperation between different stakeholders
- Sharing of good practices

IMPACT

- Improved **processing and storage efficacy and efficiency** providing food products with longer shelf-lives and more favourable microbial stability;
- Improved **food chains sustainability** by using alternative agri food processes or tools focused mainly on meat and vegetable production
- Valorizing **by-products** leading to creation of new businesses;
- Optimization of **logistics for food storage and distribution** resulting in higher income for small holders and SMEs.

Section 2 - Thematic Area 3- Agro-food value chain**Topic 2.3.2 RIA Enhancing horizontal and vertical integration of Mediterranean agro-food value-chains to foster innovation and sustainability****CHALLENGES**

Smallholders



Cross-sectoral Interactions



Value-Chain Complexity

SCOPE

- Strengthen the **vertical** (from production to consumption) and **horizontal** (collaboration between actors in the same segment of the same or other connected value chains) **integration** of the Mediterranean agro-food value-chains.
- Promote different forms of **innovation**, i.e. organizational;
- **Multi-actor approach**
- **Innovative mechanisms and tools** supporting chain's leaders to induce greater profitability and decision making

IMPACT

- **New business models for quality and sustainability**, especially to SMEs;
- Innovative **planning, decision and management control systems** for quality and sustainability;
- Innovative **horizontal and vertical organizational reorientation**
- Improve **social inclusion and increase economic development**
- Increase the **overseas export of the local products**



Thanks you for your attention

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NOT TO FORGET