

# Agro Food Value Chain

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**DISCLAIMER** Preliminary information, AWP has not been approved by European Commission yet.



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**# PRIMAINFODAY**

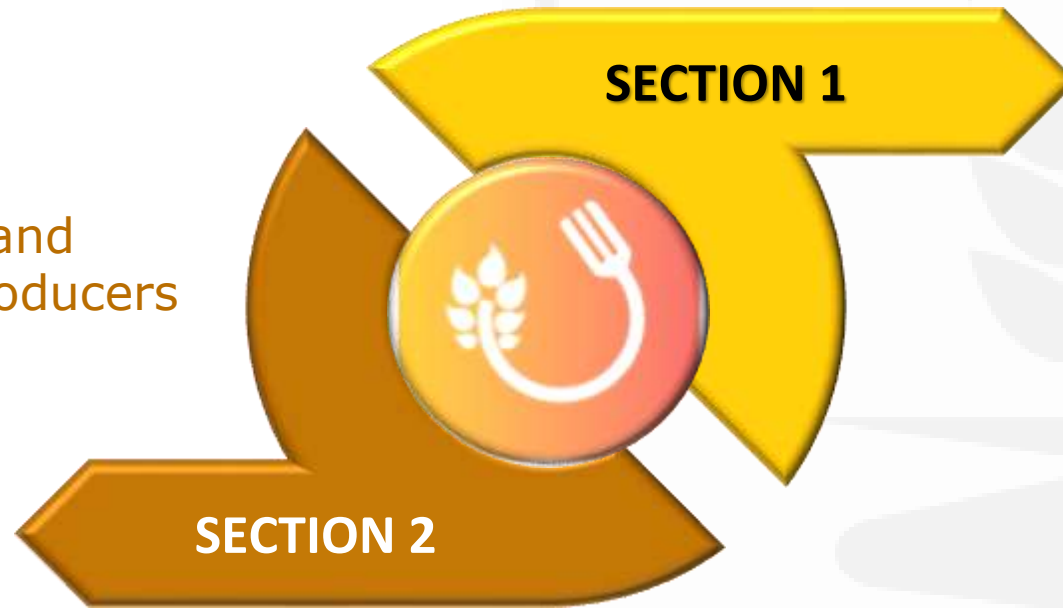


**PRIMA**  
PARTNERSHIP FOR RESEARCH AND INNOVATION  
IN THE MEDITERRANEAN AREA

# AWP2020 – AGRO FOOD

Fair price for consumers and reasonable profit share for producers

**Topic 2.3.1  
(RIA)**



**Topic 1.3.1  
(IA)**

Health benefits of Traditional Mediterranean food products



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PROGRAMME FOR  
IN THE MEDITERRANEAN AREA

# Section 1




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

## Challenge

**NON-COMMUNICABLE DISEASES**


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 cause 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](http://www.euro.who.int/obesity)  
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 World Health Organization  
www.who.int/en



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

## Scope - Holistic Approach

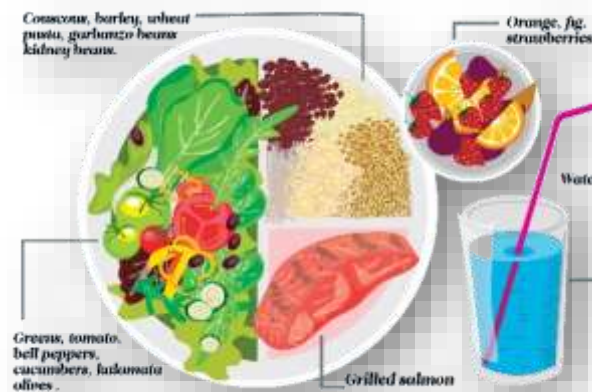


Policy



Enrich Valuable **BIOACTIVE** Contents

ENERGY	FAT	SATURATES	SUGARS	SALT
1138kJ 272kcal	22.1g	5.5g	6.1g	0.2g
28%	32%	28%	7%	3%



Valorise Mediterranean **DIET**



Healthy **LIFESTYLE**

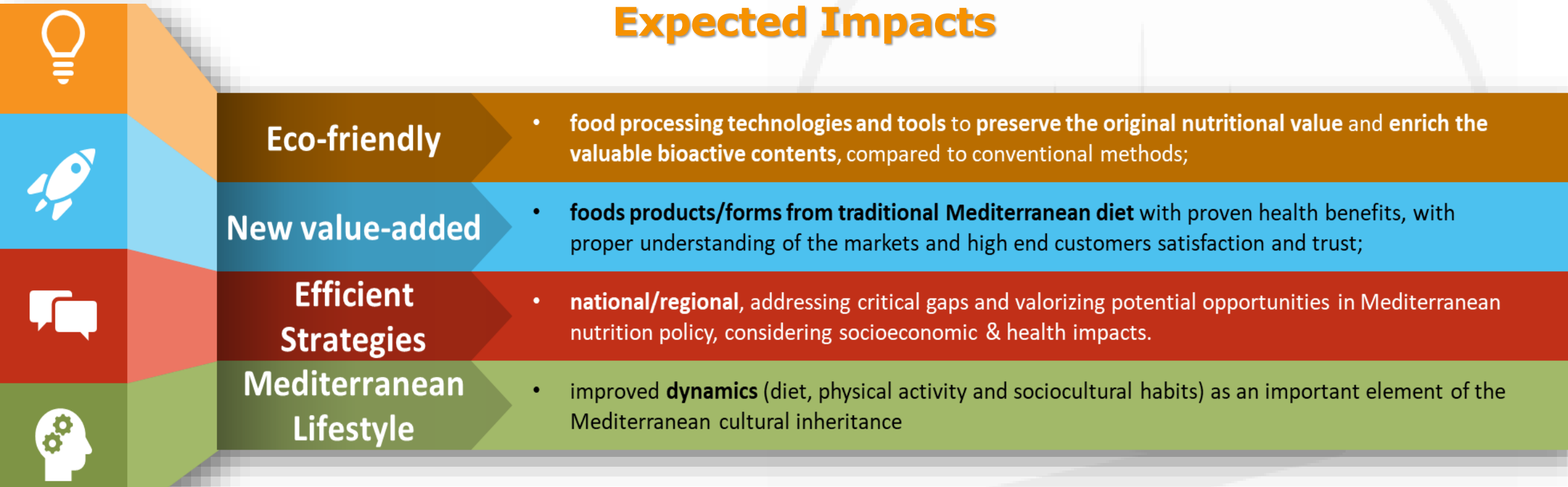


Image source: [thehealthy.com](http://thehealthy.com)

Image source: [iStock Illustration photo](http://iStock Illustration photo)

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

## Expected Impacts



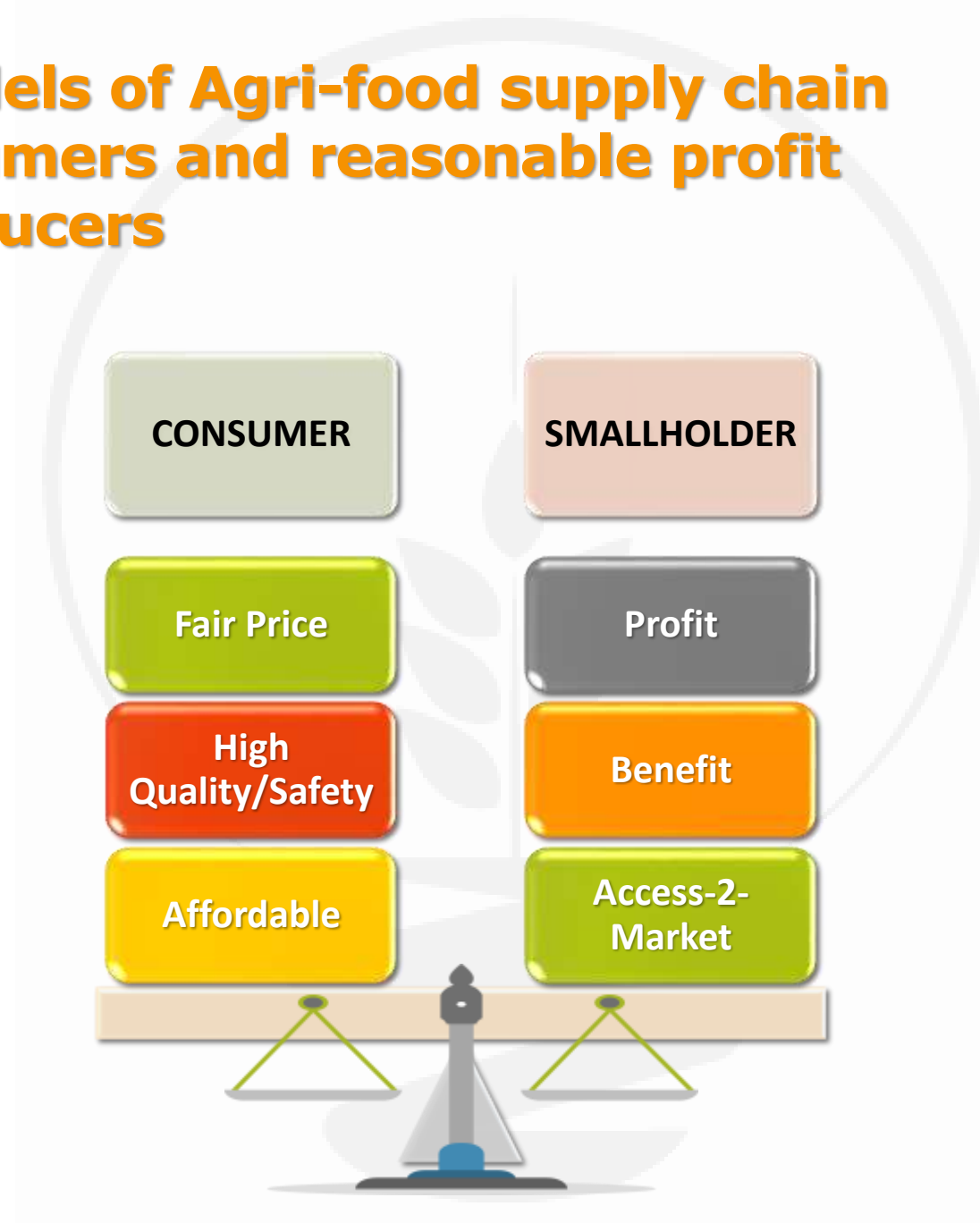
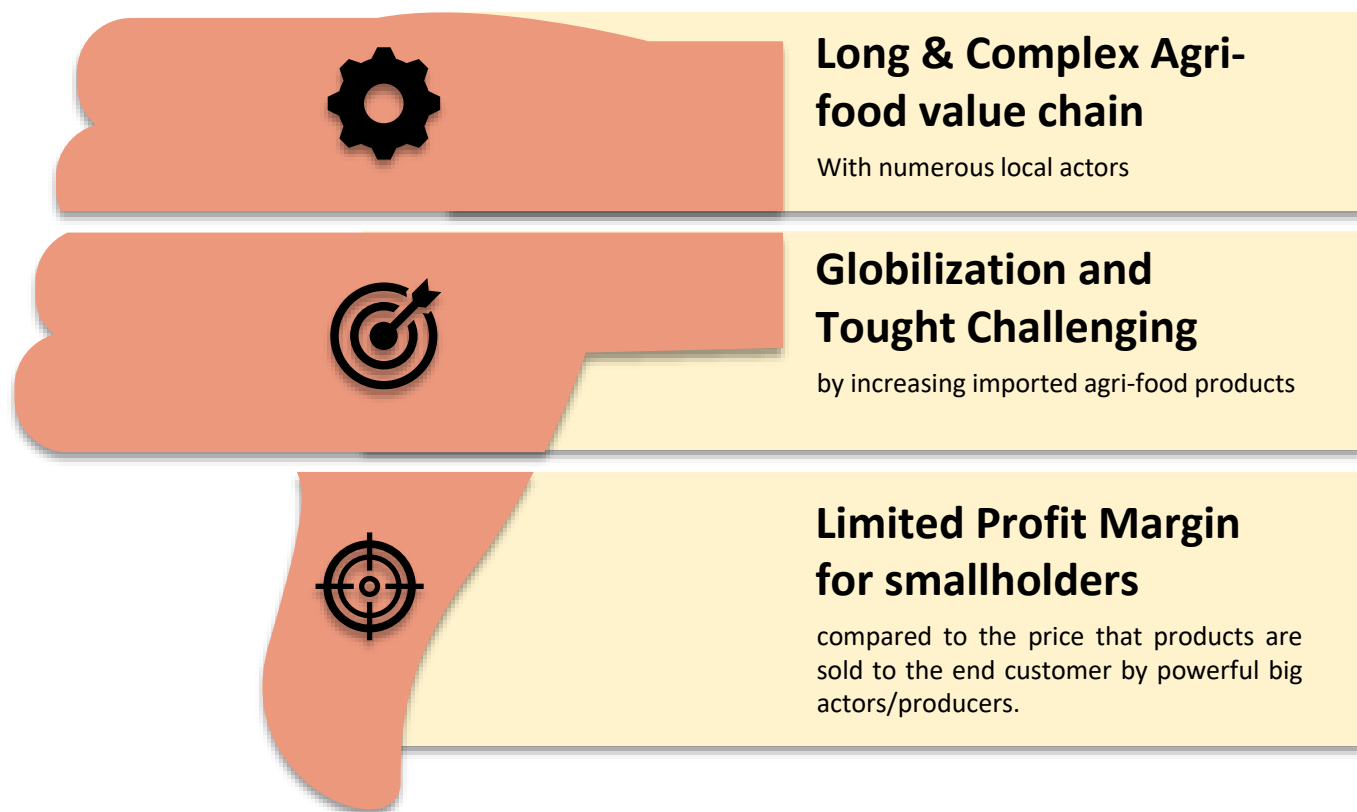
## KEY PERFORMANCE INDICATORS

- # 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

# Section 2



## 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





# 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

## 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



**Circular Economy**

## 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.

# Thanks for Your Attention Wish You All the Best

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