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

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

DISCLAIMER Preliminary information, AWP has not been approved by European Commission yet
DISCLAIMER Preliminary information, AWP has not been approved by European Commission yet
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 © WHO 03/2014

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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

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.

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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**

**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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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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