

Newsletter

November 2021
First edition



GourMed

GOvernance of food supply chain
to eqUilibrate pRice and profits of
high quality and safe MEDiterranean
foods.

The project is part of the PRIMA programme
supported by
the European Union's Horizon 2020 research
and innovation programme

Budget: 952.609,81 €

Project Coordinator: CERTH/HIT

Project Duration: 06/2021 – 05/2024

Website: www.gourmed-prima.com

PRIMA

SELECTED THE CONSORTIUM

The research contemplated has arisen under the auspices of Partnership for Research and Innovation in the Mediterranean Area (PRIMA). PRIMA is the most ambitious joint programme to be undertaken in the frame of Euro-Mediterranean cooperation.

The PRIMA Foundation, based in Barcelona, is a non-profit organisation with a public service spirit, established under Spanish private Law

The European Union is always supportive of scientific research and innovation

The Consortium Agreement is based upon Regulation (EU) No 1290/2013 of The European Parliament and of the Council of 11 December 2013 laying down the rules for the participation and dissemination in "Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020)"; the Regulation (EU) No 1291/2013 of the European Parliament and of the Council of 11 December 2013 establishing Horizon 2020 — the Framework Programme for Research and Innovation (2014-2020), with approved exception fixed by the DECISION (EU) 2017/1324 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 4 July 2017 on the participation of the Union in the Partnership for Research and Innovation in the Mediterranean Area (PRIMA) jointly undertaken by several Member States and is made on 01/06/2021.

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The PRIMA programme is
Supported and funded under
Horizon 2020, the framework
European Union's programme
For Research and Innovation

Challenges :

- 1- balancing future demand and supply sustainably,
- 2- ensuring adequate stability in food supplies,
- 3- mitigating the contribution of food systems to climate change & environmental impact,
- 4- ensuring safe food for the consumers,
- 5- increasing transparency throughout the chain to reduce unfair trading practices, and
- 6- increasing traceability to quickly withdraw defective products.

Objectives:

- 1- Understand value creation & fair value appropriation in small-actor food value chains
- 2- Deliver a multi-actor strategy and its implementation tools to increase the competitiveness of MED agri-food chains
- 3- Implement and use real-life pilots to assess project impacts and validate outputs
- 4- Provide guidelines and criteria enabling sustainable Mediterranean agri-food



Six partners from five countries



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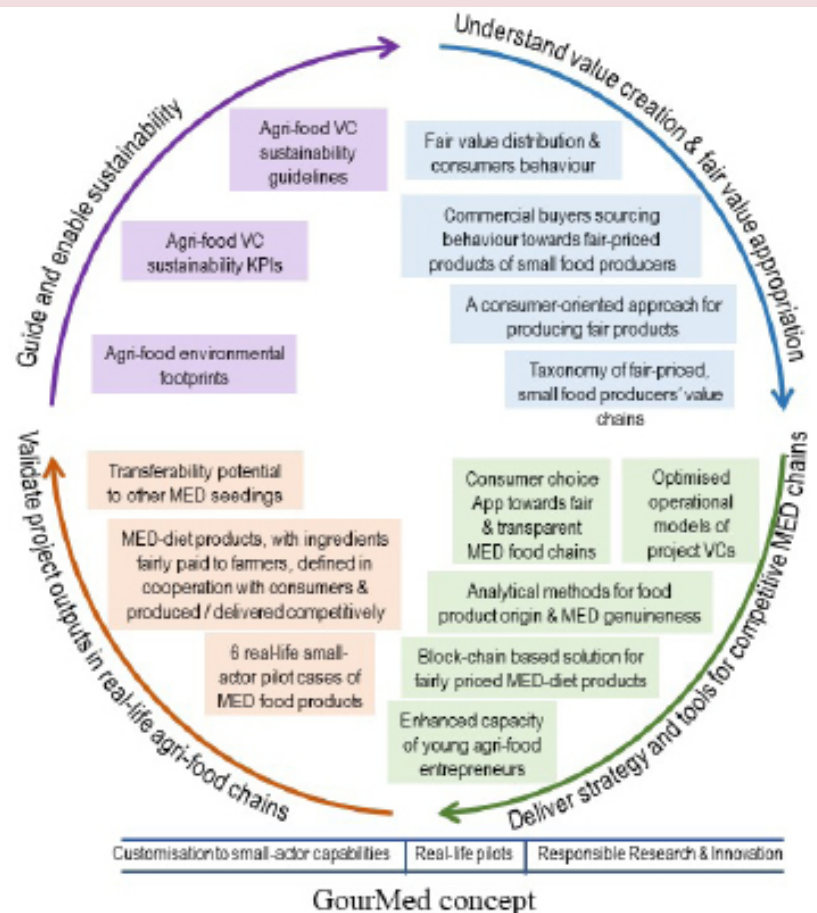
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In this issue

The importance of scientific research in the advancement of the region

During the last decades, food prices in the Mediterranean have risen more than overall inflation. According to the 'High Level Forum for a Better Functioning Food Supply Chain' 'price transmission analysis must be part of broader multi-disciplinary analysis considering factors affecting cost or enhancing value (e.g. innovation) at any stage of the supply chain and aspects (e.g. contractual relationships) that are not necessarily reflected



Methodology

The methodology of the GourMed project initially involves the detailed mapping and analysis of the Value Chain (VC) characteristics and Business Models (BM) that lead to a fair distribution of the food euro, while providing a special focus on promoting the farmer's share on profits. The fairness of the VC characteristics and the BMs will be determined based on three fairness criteria that are: the distributive, procedural and interactional fairness. In parallel, the project will identify the fair product attributes from: i) a food producer's point of view and through the analysis of an inventory of 200 products in the MED region that are marketed for their "fairness" attribute value, and from ii) a consumer's point of view and through an on-line survey of 250 consumers in the MED region. The determined attributes will then populate an online choice experiment consumer survey for determining the consumer's willingness to pay for the 200 products, given various fair-price levels, and finally derive the product price functions.

The project will evaluate the applicability of the developed methodology on GourMed's real-life pilots and will assess the viability of the pilot's operations, given each pilot's adopted BM and technology, through a sustainability impact assessment. The last step involves the dissemination and exploitation of the project's results and the promotion of the exploitation of the project's value-added impacts.

GourMed Benefits & Impacts

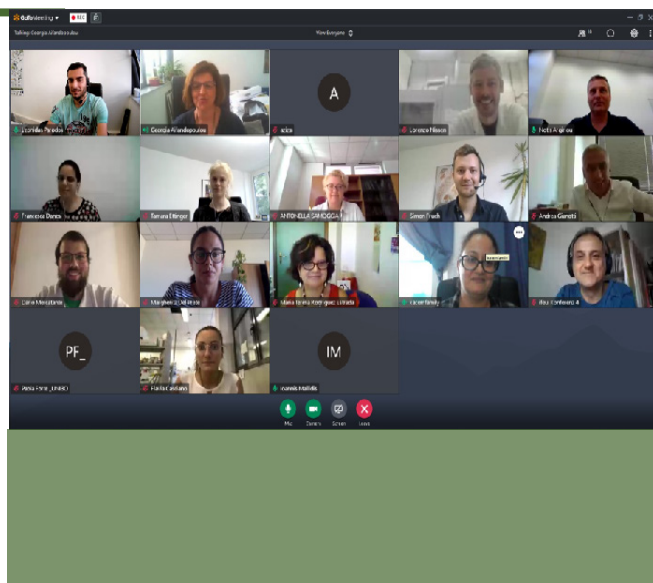
GourMed will lead to five major impacts:

- GourMed will provide new technology tools and business models for access to market, suited to local clusters and SMEs, and creation of a new generations of young entrepreneurs.
- GourMed will provide new insights in the competitiveness of local clusters of farmers, small manufacturers and distributors, with integrated innovative planning and institutional solutions for sustainability and profitability.
- GourMed will provide new options to increase the added value of products from local clusters.
- GourMed will enhance transparencies in fair trade and shortening agri-food chain beneficial for smallholders.
- GourMed will lead to enhanced verified consumer feedback on quality and safety of products from smallholders.

GourMed News

GourMed project has officially started its work on 1st June 2021 and the kick-off meeting took place on June 30th 2021 in virtual environment. The event was opened by Mr. Omar Amawi, Deputy Director of PRIMA following by Mr. Mohamed Wageih, Project Officer of the GourMed project who talked about the importance of the PRIMA projects and provided useful guidelines for a successful implementation of the GourMed project.

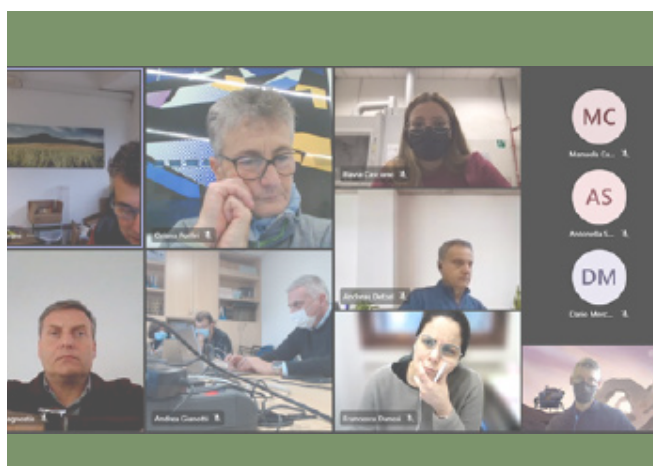
During the meeting, the main goals and objectives of the GourMed project were presented from the project partners, while a detailed work-time and time-plan agreed between the participants in order to secure the successful implementation of the project.



Stakeholder meeting in Italy

On Thursday 18th November 2021 a virtual stakeholder meeting was held in Urbino, Italy organized by the University of Bologna with the Prometeo company (Italian SME, Eincorn Value Chain pilot) and Camilla, a cooperative consumers association. In the meeting, the GourMed project was presented along with an introductory work on Prometeo pilot, highlighting the potential benefits of the company from the GourMed research activities on business models, blockchain and life cycle assessment studies. In addition, Prometeo presented an introduction of the company's food chain and business model.

The outcome of the meeting was very satisfactory, as agreed from the audience. The stakeholders were particularly enthusiastic about the opportunities that GourMed can provide. At the same time, GourMed partners envisaged many opportunities in Prometeo company to feed their research activities. The conversation about ancient grains conducted by Prometeo for the exploitation of the emmer chain was specifically inspiring and there was an intensive discussion on the value of this aspect to be implemented during the project through genetic barcoding of the grains



What is next...?

Second General Assembly meeting

GourMed consortium continues its work towards a detailed mapping and analysis of the value chain characteristics and business models that lead to a fair distribution of the food euro, while providing a special focus on promoting the farmer's share of profits. The preliminary results of the work so far will be presented on the 2nd GourMed General Assembly meeting that will be held on December 21st 2021.

Next steps for the GourMed project are...

1. Finalization of the Inventory of fair Business Models and Value Chain characteristics
2. Finalization of Pilot setup and specifications for implementation
3. Identification of the fair agri-food value chain characteristics and their respective business models

Consortium

The GourMed consortium consists of organizations and Value Chain actors from 5 countries in two continents (Greece, Italy and Germany from Europe – Algeria and Tunisia from Africa), including 3 Research Centers and 3 Universities, with the support of 6 SMEs (clustering a large number of small farmers), bringing together complementary knowledge (i.e. supply chain, R&D, food systems) with a demonstrated track record of success and consistent relationships with national and international stakeholders. The GourMed partners are

