

# Newsletter

June 2022  
Second edition



Dear reader,

Welcome to the second issue of the Newsletter of the GourMed project. GourMed project is part of the PRIMA Program supported by the European Union and it was started on June 2021 and will be completed on May 2024.

As the first year of GourMed project is over, there are many interesting activities and some preliminary results which will be presented. The 2nd issue of the Newsletter includes the main achievements and activities performed during this first year of the project. More specifically, GourMed has already developed an inventory of fair

Business Models and Value Chain characteristics applied globally and created an inventory of more than 200 fair products which will be further used in the next project activities. In addition, in close collaboration with the GourMed pilots, we managed to define the pilot products which will be used for the project activities and identify the reference products which will be subject of the sustainability assessment.

Finally, GourMed project organized its first big dissemination event during the 10th International Scientific days for Bioresources Valorization in Hammamet, Tunisia. On May 15th 2022 GourMed hosted a special session in the conference, in which the consortium partners presented the project's vision and achievements so far.

Stay tuned and be informed for all GourMed activities through our website and social media channels!!

Dr. Georgia Ayfantopoulou  
Coordinator of GourMed project



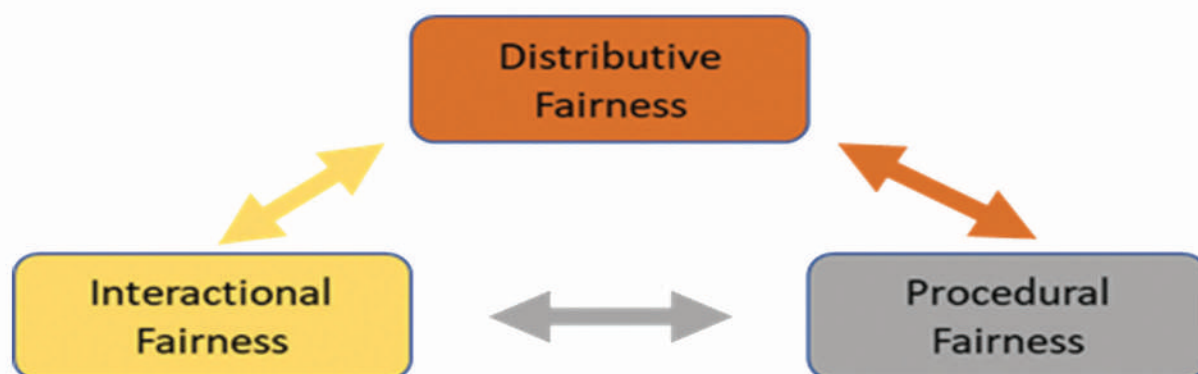
## Get in Touch

-  [contact@gourmed-prima.com](mailto:contact@gourmed-prima.com)
-  [www.gourmed-prima.com/](http://www.gourmed-prima.com/)
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## GourMed main achievements

### Identification of Business Models, attributes & Decision criteria enabling fairness

During the first year of the project, the GourMed consortium achieved to develop a robust, consistent, and science-based methodological framework in order to identify agri-food value chain characteristics and business models that promote price fairness and thus, a fair revenue distribution along the food supply chain, especially for farmers. Within the GourMed project, **three interrelated types** of fairness were defined, which are the distributive fairness, procedural fairness and interactional fairness. The literature supports that three types of fairness are interrelated, and that procedural and interactional fairness can effectively contribute to achieve the distributive fairness.



## Inventory of fair products

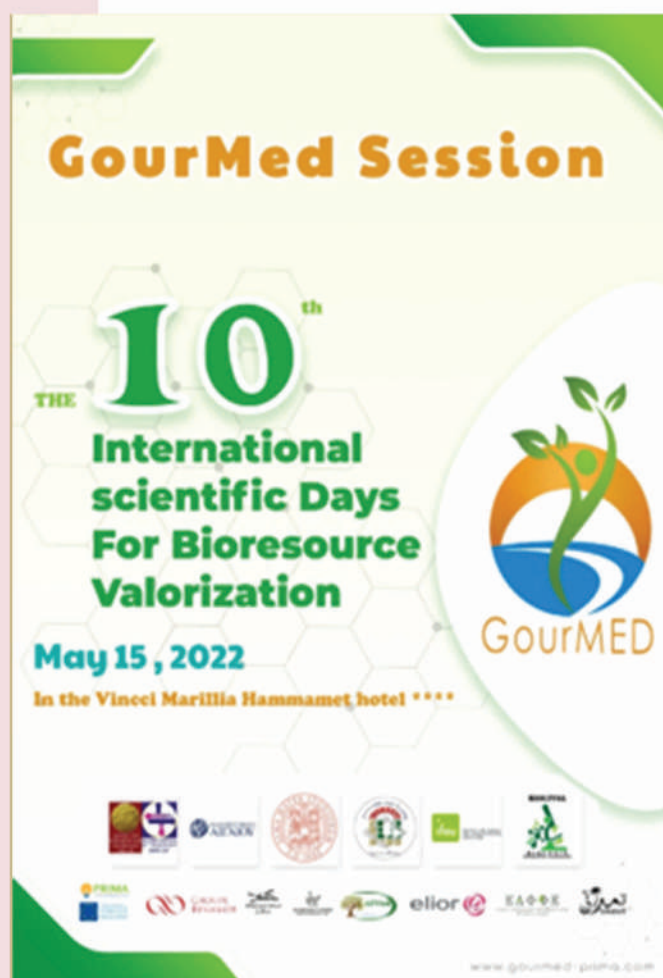
GourMed project managed to identify more than **200 fair products**, from consortium as well as other countries, in order to develop an inventory of fair products and product attributes which will be used to the next project activities. The fair products inventory will include small and medium actor chains products, **that are marketed for their "fairness" attribute value.**





# GourMed Special session in the 10th International Days of Bioresources Valorization Conference

On Sunday May 15th GourMed participated in the 10th International Days of Bioresources Valorization, organized by Biolival. The conference was held on Hammamet, Tunisia from 13th to 15th May 2022. More than 350 participants and guests for the Conference. **GourMed project, organized a special session** in order to meet the local and international stakeholders participating in the conference and present the initial project results to the interested actors. The objective of the session was to raise awareness about the GourMed project and inform the audience about the project activities and preliminary results. The title of the special session was: **Adding fairness & intelligence to Mediterranean agri-food Value Chains: The GourMed approach** and some of the main addressed topics were the **Mediterranean agri-food VCs, the fair value creation and distribution, the fair Business Models** and products and the technology adoption and adaptation for enhancing competitive advantage.



## GourMed Special session

On behalf of the GourMed project, the Principal Investigators (PIs) from three partners presented the project to the audience. More specifically, **Dr. Georgia Ayfantopoulou, coordinator of the GourMed project and Research Director of the Hellenic Institute of Transport (HIT) at the Center for Research and Technology Hellas (CERTH)**, was the moderator of the session and the first speaker who presented selected Business Models and Technology solutions for achieving fair products based on the preliminary findings of the project. **Dr. Anagnostis Argyriou from the University of Aegean (UoA)** focused on the strong and weak points of development of the Small Actor's food Supply Chains, while **prof. Lotfi Achour, Director of BIOLIVAL**, presented ways to transform the traditional Tunisian Rob o carob supply chain into a fair product.





## Stakeholder meetings

GourMed pilots continued their operations in close collaboration with the project partners. More specifically, three new online meetings, in three of the pilots, were held during this period in order to inform the pilot Stakeholders for the project activities and develop strong and effective collaboration for the project needs. The stakeholder meetings were held on 4th February 2022 with the Ready to Eat Meals (RTE) pilot (ELIOR stakeholder), on 22nd February 2022 with the Eincorn Value Chain pilot (Prometeo stakeholder) and on 23rd February 2022 with the Prickly pears pilot.



## What is next...?

### Third General Assembly meeting

14-15 October 2022, Thessaloniki, Greece

GourMed consortium will organize its **first physical General Assembly meeting on 14th and 15th October 2022, in Thessaloniki, Greece**. During the 2-days meeting, the project partners will have to opportunity to present their work and their main achievements during the 1st year of the project, while they will foster positive collaboration spirit for the future activities. In addition, the results of the consumer and stakeholder surveys will be presented during the meeting. Next steps for the GourMed project are...

1. Completion of the consumer and stakeholder surveys aiming to identify the fairness enabling factors
2. Development of a database of interrelation functions per Business Model of a small actor food Value Chain

