

# Newsletter

April 2023  
Third edition



Dear Reader,

Welcome to the third issue of the Newsletter of the GourMed project. We are excited to share with you the latest updates on our project and the achievements we have accomplished so far. As we reach our twenty-third month in the GourMed project, we are proud to say that we have made significant progress towards achieving our objective of improving the future of agri-food companies in the Mediterranean region. With the combined expertise of our partners and our united efforts, we have worked as one team, overcoming barriers of language, culture, and geography. The diversity within our project only strengthens our project's efficiency and potential.

To highlight a few events during this period, firstly, CERTH/HIT held the 3rd General Assembly and the 1st Advisory Board physical meeting on October 13th, 2022, in the city of Thessaloniki, Greece. Second on the list of events are the two GourMed pilot workshops held physically. On September 9th, 2022, a meeting/workshop was conducted at the facilities of Prometeo company in Urbino, Italy, where data was collected for the Life Cycle Assessment (LCA) that will be completed in the next few months. Similarly, on October 14th, 2022, the GourMed partners visited the headquarters of the Association of Medicinal and Aromatic Plants of Greece on Olympus Mountain (Althaia), situated in the Elatochori village, Greece, to conduct another workshop and collect preliminary results for the LCA questionnaire. Furthermore, a scientific paper on fairness, based on the results of D1.1 and D1.2, was published by the UNIBO team. Moreover, the team is currently working on another scientific paper, which is expected to be published in the upcoming months. Finally, the BIOLIVAL team followed the face-to-face approach in order to build trust with rural women. This allowed them to identify areas for improvement in the cooking process of Carob's Rob and promote the vision of GourMed more effectively.

We are pleased to inform you that the upcoming General Assembly will be held in person. After careful consideration and discussions with all partners, we are excited to announce that the 4th General Assembly will take place on May 30th, 2023, at UNIBO's premises in Bologna, Italy. Stay informed of all GourMed activities through our website and social media channels. Thank you for your continued support.







Best regards,

The GourMed Project Team



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

## Get in Touch

-  [contact@gourmed-prima.com](mailto:contact@gourmed-prima.com)
-  [www.gourmed-prima.com/](http://www.gourmed-prima.com/)
-  [www.facebook.com/GourMed](https://www.facebook.com/GourMed)
-  [www.linkedin.com/groups/9083766/](https://www.linkedin.com/groups/9083766/)
-  [twitter.com/GourMED\\_Prima](https://twitter.com/GourMED_Prima)
-  [www.instagram.com/gourmed.prima/](https://www.instagram.com/gourmed.prima/)

## GourMed 3rd General Assembly & 1st Advisory Board Meeting

### GourMed Consortium Strengthens Collaboration Through First Physical General Assembly and Advisory Board Meeting

The GourMed consortium held its first physical General Assembly (3rd in total) and 1st Advisory Board meeting, where the participants cultivated a warm and friendly atmosphere. This meeting marked a long-awaited return to in-person gatherings, following a period of virtual communication due to the pandemic. Hosted in Greece, the consortium reflected on its major achievements and identified future challenges. Stay tuned for updates on the progress!



## GourMed Pilot Workshops

### Exploring Prometeo Company's Wheat Fields and Facilities in Urbino, Italy

On September 6th, 2022, we had the pleasure of visiting Prometeo at their headquarters in Urbino. The tour provided a fascinating insight into the efficiency of the company's supply chain. What makes Prometeo unique is their ability to trace each product along the supply chain, from the seed to the final processed products such as flour, pasta, and bakery products.

We were able to see the thorough process of analyzing and selecting seeds based on their characteristics, followed by careful cleaning, storage, and processing to maintain the highest quality. During the tour, our guide and pilot representative Laura explained the production process in detail, highlighting the differences between conventional wheat and Farro. The visit to the stakeholders was also enlightening, as we had the opportunity to understand the relationships and links that the farmers have with Prometeo's chain. The selected farmers had different farming systems, but they expressed their satisfaction with the collaboration, citing the guaranteed price for their products and the supply of high-quality seeds as key strengths. Prometeo's strong trust-based relationships with farmers make it an ideal pilot for a socio-economic assessment. We also discussed the potential added value that the results from GourMed could bring to Prometeo and how they can be implemented. In conclusion, the visit to Prometeo was a valuable experience that provided a comprehensive understanding of their production process and their unique approach to supply chain management. We look forward to further collaboration and future developments in the field of sustainable food production.



### Visiting Althaia Company: A Journey to discover the Medicinal & Aromatic Plants of Mount Olympus, Greece

The GourMed partners enjoyed a guided tour in the facilities of the "Althaia" association in Elatochori village, located on Olympus Mountain. The tour was a unique opportunity to observe the association's cultivation methods and the rich biodiversity of the fields.



During the pilot demonstration, the GourMed team was able to witness every step of the process, starting from the cultivation of the plants in the fields to the drying, cutting, and packaging. We were even allowed to touch, smell, and examine the plants of both conventional mountain tea and Sideritis variety at every stage of their processing, and ask questions about various topics. Anastasia, our guide and pilot representative offered us a fantastic opportunity to taste a menu exclusively focused on tea-based products. Overall, it was an incredible experience, and we can't wait to see what other exciting things the association has in store for the future.



## GourMed's First Scientific Publication

GourMed's Italian partners have published their inaugural scientific paper entitled "Fairness-Enabling Practices in Agro-Food Chain". The paper builds on the findings of D1.1, which established three fairness types (distributive fairness, procedural fairness, interactional fairness), identified fairness-enabling practices in agro-food systems, and explored business applications across the agro-food chain. The goal of the paper is to spot the attributes that promote fair purchasing and consumption of products. Read the full paper here: <https://doi.org/10.3390/su14116391>

## Face-to-face interaction can help break down barriers and foster mutual trust!

In Tunisia, the GourMed project encountered a new obstacle: how to connect with women who don't have access to social media but prefer in-person interviews. That's why the BIOLIVAL team decided to undertake a meaningful and exceptional experience of visiting every rural woman who produces carob syrup as their source of income. We captured snippets of the syrup-making process and took pictures with many women in this profession. We have compiled these into a video available exclusively on our Youtube channel, and the pictures are featured on all of GourMed's social media accounts.



## What is next...?

### Fourth General Assembly meeting

The GourMed consortium is excited to announce its second in-person General Assembly meeting, scheduled for May 30th, 2023, in Bologna, Italy. This meeting will provide project partners with the opportunity to showcase their work and significant accomplishments over the previous six months.

## Next steps for the GourMed project are...

1. Concluding the LCA analysis for the project pilots
2. Finishing the bioanalysis of the pilot products
3. Completing the design and analysis of pilot products through digital tools
4. Developing the OIC platform and establishing online community hubs
5. Hosting MED-wide webinars & Conducting university courses on innovation and commercialization opportunities

