



# Sustainable Networks for Agro- food Innovation Leading in the Mediterranean

## WP3

### 3.3.1 Drafting the MedSNAIL Strategy

The strategy has been elaborated with the participation of all PPs through questionnaires and matrix



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# MedSNAIL

## 1. MedSNAIL: Methodological development.

### 1.1 Precedents and previous experiences.

What is MedSNAIL based on?

Around 1980 in the north of Italy, an organized response to the imperative model of food production and consumption began to take shape.

Originally promoted by social movements, Slow Food consolidated its position as reference platform with Carlo Petrini as reference figure.

This movement brings together an analysis of the current agri-food situation with the revaluation of those traditional practices that contribute to the sustenance of our environment. The organization outlines a new food paradigm that highlights the urgency of defending regional agri-food traditions and a lifestyle in line with biomimetic principles.

Following the principles “good, clean and fair” and after two decades of trajectory, Slow food is today one of the main frameworks to approach a revision of our territorialized food systems in the Mediterranean context.

MedSNAIL draws on the approach and tools generated by Slow Food to re-know and re-invent the agri-food state of the Mediterranean territory. Integrating in its methodological bases the following axes of analysis/action:

- \*Approaching action scenarios from the concept of “food communities”.
- \*Attending and recognizing traditional processes and products, identifying their impact and implication in the preservation of their habitat and agrodiversity.
- \*To promote the integration of organic production in the gastronomic sector.
- \*To move towards an accessible model (Fair) for all.
- \*To mobilize areas of governance with the capacity to influence the generation of public/private policies favorable to the food transition.
- \*To make visible and scale good practices to promote a transfer of knowledge that reactivates the market and spreads this “know how” to other similar territories.

### 1.2 MedSNAIL Strategy: Territorializing the Slow strategy - Designing common tools.

Incorporating and in active contact with the Slow food methodology and tools, MedSNAIL adds to its “Know how” the following components to make the “slow” principles extensible in the territories of action in an active and participative sense:

From local to Mediterranean:

- \*Coordination and active exchange between territories in each of the phases of the methodology.

# MedSNAIL

\*Implementation and development of a simultaneous and coordinated food transformation strategy among seven territories of the Mediterranean framework.

\*Territorial analysis based on the identification of products/practices in line with Slow principles. Understanding them as references to consolidate and with a scalable replicable character.

\*Development of specific pilot projects for the selected areas that correspond to those common challenges highlighted during the process.

## 2. Drafting the MedSNAIL Strategy

### 2.1 Situated and common detection.

Based on the diagnostic reports (Diagnosis Matrix 3.3.1 prepared according to the results of phases 3.1.2, 3.1.3 and 3.1.4) on regional agri-food developed by the 7 partners, a joint evaluation of the scenarios/products and practices identified is now carried out in order to assess their current situation (risks, demands, shortcomings and strengths). Interpreting similarities between the problems of the territories and **generating a common strategic vision**, susceptible to be projected and tested in each of the territories. Approaching a more prosperous and sustainable scenario for the selected regions.

#### 2.1.1 Actors and territories.

The pilot areas from the southern and eastern Mediterranean participating in the MedSNAIL present an evident diversity and richness in terms of ecosystemic, environmental, economic and socio-cultural conditions.

Bearing in mind the idiosyncrasies of the territories, it is possible to identify and analyze the similarities and shared problems revealed by their small-scale agri-food systems.

Those described below are the partners and territories that contribute to the implementation of MedSNAIL:

\*Italian partner Slow food Is Exempt from participating in this phase of the project.

Organizations	Territories
University of Sfax. PP4	Sfax- Kerkennah -Sahel. TUNISIA
Rural Women's Development Society - RWDS	Jenin Governorate Areas / West Bank - PALESTINE
Gozo Regional Development Foundation	Gozo. MALTA
American University of Beirut	West Bekaa and Shouf. LEBANON
FAMP	Andarax Valley. SPAIN
Women for Cultural Development .Namaa	Al-Balqa'a. JORDAN

## MedSNAIL

### 2.1.2 Products and Producers Identification.

#### 2.1.2.1 Quantitative analysis: (Products and producers by territory).

Products	Producers
188	153

Territories	Producers identified
Sfax- Kerkennah -Sahel. TÚNEZ	14
Jenin Governorate Areas / West Bank - PALESTINE	<40
Gozo. MALTA	213
West Bekaa and Shouf. LEBANON	26
Andarax Valley. SPAIN	>24
Al-Balqa'a. JORDAN	>33

Territories	Products identified
Sfax- Kerkennah -Sahel. TUNISIA	35
Jenin Governorate Areas / West Bank - PALESTINE	<80
Gozo. MALTA	9
West Bekaa and Shouf. LEBANON	26
Andarax Valley. SPAIN	>19
Al-Balqa'a. JORDAN	>29

#### 2.1.2.2 Selection criteria:

Each partner entity has made a selection of those products that, due to their agroecological, socio-cultural or environmental value / their production process and technique impact, are aligned with the "Slow" principles and therefore supposed to be monitored, protected, made visible and promoted by the MedSNAIL activities.

## MedSNAIL

### 2.2 Six territories: Characteristics of the selected products and identification of demands, needs and policies.

Based on the data provided by the diagnostics matrix, an assessment of the current status by territory is now developed along two axes:

\* An initial analysis focused on the characteristics of the selected products, attending to their origin, nature and distribution strategy.

\* An analysis linked to the territorial needs and demands according with the following parameters established:

\*An analysis of the sectors in which needs and demands are identified according with the following four groups (Governance, policies, companies and markets and resources/ecosystems).

\*Policies will be classified according to the scale of their governing entities into **local, national and international**, and then proceed to a joint analysis to find enriching similarities and to extract shared lines of intervention.

\*\*Data provided by the partners. Extracted from Desk-Review 3.1.2.

2.2.3 Sfax- Kerkennah -Sahel. TUNISIA.

2.2.4 Jenin Governorate Areas / West Bank - PALESTINE.

2.2.5 Gozo. MALTA.

2.2.6 West Bekaa and Shouf. LEBANON

2.2.7 Andarax Valley. SPAIN.

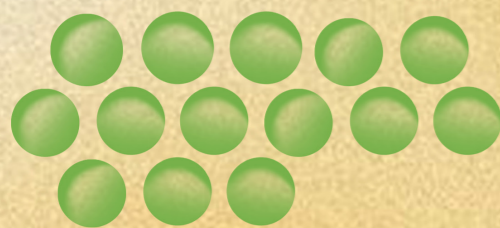
2.2.8 Al-Balqa'a. JORDAN.

# Sfax- Kerkennah -Sahel. TUNISIA

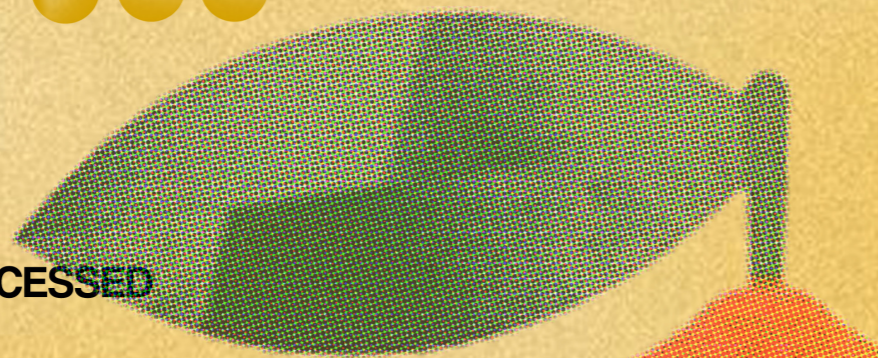
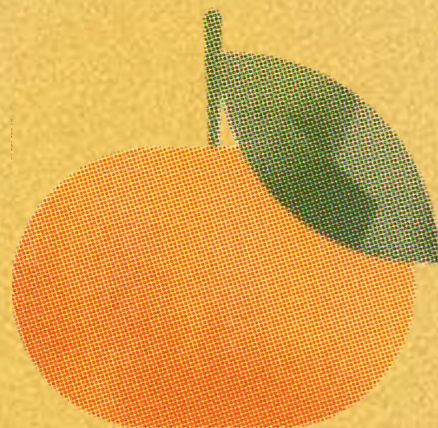
**14** PRODUCERS



**35** PRODUCTS VS **8** SELECTED



**1** FRESH VS **7** PROCESSED



## 2.2.1 Sfax- Kerkennah -Sahel. TUNISIA

### Products

From the analysis of the characteristics and processes associated with each of the selected products, it stands out in the specific case of Sfax, a **high energetic and nutritional content** in most of them. This value is reflected in their **medicinal or curative applications**.

In spite of not being part of international markets, **the durability and conservation capacity of the products is high or very high through their processing, without requiring refrigeration**. This presents a significant **advantage when it comes to enabling a more ambitious export/distribution** of the products. This makes possible a potential distribution in foreign markets and increases the demand without large energy investments.

**The historical value of the products and their derived elaborations is evident**. Their natural sources (tree/seasonal crop...) are part of the local culture through applications beyond food consumption (construction...). This **“multi-application”** value contributes to the **sustainable management of scarce natural resources such as water**.

**The high adaptation to adverse climatic** conditions of the varieties under study, have facilitated their **prevalence over time**, democratizing the products and allowing a popular and daily consumption of them even today. This results in an increase in the richness and variety of applications/elaborations.

### Demands

·The agriculture sector in Tunisia remains economically and socially important for its contribution to the achievement of national objectives as regards to food security, employment, regional equilibrium and social cohesion despite the change and diversification observed in the Tunisian economy (industrialization, growth of service sector and the expansion of tourism)

·Major gaps identified include the need to develop a national multi-sector strategy that regulate the local agri-food industry and facilitate access to local producers and products. The need for cooperation involving all stakeholders (primary sector professionals and producers, agri-food entrepreneurs, consumers and researchers) is evident, in order to promote innovation, marketing of agricultural products and value chain development as well as ensuring sustainable production and consumption and keeping the impact of the use of natural resources within safe ecological limits

Territory	Selected products
Sfax- Kerkenah -Sahel. TÚNEZ	Rob
	Rotbi
	Kerkennian Date Palm sap juice
	Zammit makhdhour
	zidi Jam
	Jardkaa
	Prickly pear vinegar
Bondleka	

Selected products	Nature	
	Fresh	Processed
Rob	-	Yes (Artisanal)
Robti	Yes	-
Kerkennian Date Palm sap juice	-	Yes (Artisanal)
Zammit makhdhour	-	Yes (Artisanal)
zidi Jam	-	Yes (Artisanal)
Jardkaa	-	Yes (Artisanal)
Prickly pear vinegar	-	Yes (Artisanal)
Bondleka	-	Yes (Artisanal)

Selected products	Origin	
	Native	Indigenous
Rob	Yes	-
Robti	Yes	-
Kerkennian Date Palm sap juice	Yes	-
Zammit makhdhour	Yes	-
zidi Jam	-	Yes
Jardkaa	Yes	-
Prickly pear vinegar	-	Yes
Bondleka	Yes	-

Selected products	Distribution			
	Self Consumption	Regional	National	International
Rob	Green	Blue	Green	
Robti	Green	Blue	Green	
Kerkennian Date Palm sap juice	Green	Blue	Green	
Zammit makhdhour	Green			
zidi Jam	Green	Blue		
Jardkaa	Green			
Prickly pear vinegar	Green	Blue	Green	
Bondleka	Green			

2.2.1 Sfax- Kerkennah -Sahel. TUNISIA| NEEDS AND DEMANDS Next pages.

Territory	Population	Main economic activities	Climate Conditions	Land and production
Sfax governorate- Kerkennah/ Tunisian Sahel	<p>More than one million inhabitants in the Sfax governorate from them about 16 000 in Kerkennah islands</p> <p>More than 1 300 000 inhabitants in the Tunisian Sahel</p>	<p>The main economic activities of Sfax are industries (phosphate processing), agriculture (olive and olive oil, nuts), fishing (largest fishing port in Tunisia), and trade (import-export).</p> <p>Tunisian Sahel occupies a central position on the Mediterranean Sea and is one of the country's most important areas for agriculture, industries, bathing, and tourism</p>	<p>Semi-arid Mediterranean climate in the in the Sfax governorate</p> <p>The Sahel is subject to a Mediterranean coastal climate characterized by hot and dry summers and mild and wet winters</p>	<p>The Sfax governorate area is characterized by a very flat relief Agriculture, in particular the cultivation of the olive and almonds (326.000 ha and 87 000 ha respectively), has an important place in the regional economy. More than 50 thousand farmers 23 work in the agricultural fields. The governorate produces on average 40 % of olive oil and 30 % of almonds from Tunisia, making it the leading national producer. The Sfax region is the leading exporter of olive oil with 60 % of national exports</p> <p>Kerkennah archipelago topography is made up of a succession of flat-lands, occupied by shorrs, sebkhas, and irregular hillocks The Kerkennah date palm is widespread throughout the archipelago naturally as clumps.</p> <p>The Sahel region is characterized by a forest area with different strata (forests, scrub...), and rangelands (steppes, alfa, meadows, lawns) Olive trees and cereals (wheat / barley) predominates throughout the Sahel region and occupies almost all of the agricultural areas, followed by the cultivation of legumes, almond, fig and some attempts to introduce other species such as pear and apple</p> <p>The irrigated sector in Sahel contributes 34 % of total production and more than 20 % of agricultural export. It provides 95 % of vegetable production 37 and 45 % of fruit production. Socially, it is also a crucial sector since it employs 27 % of the workforce.</p> <p>The Sahel region is the main area of marine aquaculture production</p>

Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
Sfax governorate- Kerkennah/ Tunisian Sahel	<p>Promoting sustainable production, and support for the marketing of agricultural products for consumption sustainable</p> <p>Maintain the impact of the use of natural resources within safe ecological limits.</p> <p>The classification of the less developed regions as regional development areas and priority development areas to improve the attractiveness of industrial enterprises and therefore the development of the region</p>	<p>Conserving and promoting biodiversity and ecosystems should be seen as an investment in terms of natural capital, require radical changes in the models and practices of economic development worldwide</p> <p>Biodiversity conservation and slow food concepts can only be effective if public awareness and concern are substantially heightened and if policy makers have access to reliable information upon which to base their choices.</p> <p>Promoting and revitalizing artisanal agriculture and processing knowledges, including that of indigenous peoples, should be a priority in slow food policy.</p> <p>Development of Agritourism Activities</p>	<p>Helping producers to work together and collaborate to promote sustainable practices, as well as to protect traditional techniques and knowledge, to valorise their products and find suitable markets.</p> <p>Direct farm/ small producer markets are needed to start collective sales systems without or with less degrees of intermediation</p>	<p>1A water management policy is needed to protect against the shortage of water resources which has as consequence salinization of the soil in the case of governorate of Sfax, and a clear diversity of soils in the case of the Tunisian Sahel, given by the fact that this study area is subject to two types of opposite climatic actions: the temperate Mediterranean climate on the East coasts and the dry arid climate in the West, with a problem of desertification, which make soil poor in organic matter.</p>
Total	3	4	2	1

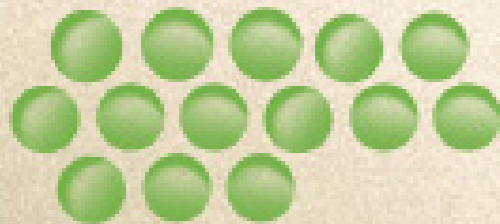
2.2.1 Sfax- Kerkennah -Sahel. TUNISIA| NEEDS AND DEMANDS

# Jenin Governorate Areas / West Bank

>40 PRODUCERS



>80 PRODUCTS VS 10 SELECTED



7 FRESH VS 3 PROCESSED



## Needs & Demands:

1. Development and growth of the cooperative movement.
2. To highlight the existence of an agricultural and food heritage in targeted areas.
3. Compete in local and external markets.



## 2.2.2 Jenin Governorate Areas / West Bank - PALESTINE

### Products:

Seed and derivatives are presented as the predominant product typology in the study area. Being one of the basic products in the nutritional scheme of the population, seed (either as a leguminous crop/seed or in the different varieties of wheat) is a reflection of a productive bet based on nutritional traditional values.

The still representative grain production for human consumption in this territory is very important for the sustain of nutrition of the local population, moreover it prevent them from being exposed to the economic fluctuations, and in which it differs from the global trend that prioritizes a grain crop to serve the demands of intensive livestock farming. This fact may mean that the livestock nutrition model is based on imports or that it is solved by non-competitive varieties (for human use). Therefore, the possibilities of guaranteeing a complete, nutritious and accessible diet are high.

The conservation capacities of the product (1-2 years on average) and its seasonal nature have as a consequence the provision of drying and storage spaces. They can be managed collectively.

The involvement of the female role in the manufacture and transformation of the products stands out. Tasks developed in the domestic space through traditional processes such as solar drying of fresh products or preserves/jams that satisfy the needs of self-consumption, allowing a transmission of traditional techniques within the family. As well as the fundamental role of ritual as an incentive for the use of native wild plant varieties.

### Demands:

With a strong commitment from local institutions to strengthen the cooperative and associative framework of the region, the main challenge is to make effective the provision of the collective management entities, and to encourage them to form and participate in relevant networks and hubs, so that the political frameworks translate into a more prosperous development of the primary sector. In addition to the need to preserve the Native and Indigenous products and varieties of seed/plants by National Agricultural Research Center in targeted area.

One of the potential lines demanded is the opening and consolidation of the products identified in the international market. Making them competitive through the definition and promotion of their differentiating values in which it goes by three interconnected SlowFood principles, " Good, Clean and Fair".

Territory	Selected products
Jenin Governorate Areas / West Bank - PALESTINE	Product Burgul /Grouts
	Dry tomatoes
	Jaajeel Jedeh
	pumpkin jam
	Dry bean
	Hordeum
	Jaadeh
	wheat
	lentils
	Sesame



MedSNAIL

Selected products	Nature	
	Fresh	Processed
Product Burgul /Grouts	-	Yes (Artisanal and Industrial)
Dry tomatoes	-	Yes (Artisanal and Industrial)
Jaajeel Jedeh	-	Yes (Artisanal)
pumpkin jam	-	Yes (Artisanal and Industrial)
Dry bean	Yes	-
Hordeum	Yes	-
Jaadeh	Yes	-
wheat	Yes	-
lentils	Yes	-
Sesame	Yes	-

Selected products	Origin	
	Native	Indigenous
Product Burgul /Grouts	-	Yes
Dry tomatoes	Yes	-
Jaajeel Jedeh	-	Yes
pumpkin jam	Yes	-
Dry bean	-	Yes
Hordeum	Yes	-
Jaadeh	-	Yes
wheat	Yes	-
lentils	Yes	-
Sesame	Yes	-

Selected products	Distribution			
	Self Consumption	Regional	National	International
Product Burgul /Grouts	Green	Blue	Green	Blue
Dry tomatoes	Green	Blue		
Jaajeel Jedeh	Green	Blue		
pumpkin jam	Green	Blue		
Dry bean	Green	Blue		
Hordeum	Green	Blue		
Jaadeh	Green			
wheat	Green	Blue	Green	
lentils	Green	Blue		
Sesame	Green	Blue	Green	Blue

2.2.2 Jenin Governorate Areas / West Bank - PALESTINE] PRODUCTS

MedSNAIL

Territory	Population	Main economic activities	Climate Conditions	Land and production
Jenin Governorate Areas / West Bank - PALESTINE	2.86 million Palestinians reside in the West Bank and 1.8 million in the Gaza Strip.  345K is estimated number of population in the Jenin governorate / 2022 according to Palestinian central Bureau of Statistics	Agriculture is the largest sector of the Palestinian economy, generating over 22% of the Gross Domestic Product of the West Bank and Gaza and it is decreased within the latest year to reach about 5.7-6% of the Gross National Income	Temperate, Mediterranean climate.	The total number of agricultural holdings in Palestine reaches 111,310 holdings, of which 90,908 are in the West Bank, (81.7%), and the remaining (18.3% of Gaza Strip)

Territory	Policies			International
	Local	National		
Jenin Governorate Areas / West Bank - PALESTINE	2.86 million Palestinians reside in the West Bank and 1.8 million in the Gaza Strip.	Agriculture is the largest sector of the Palestinian economy, generating over 22% of the Gross Domestic Product of the West Bank and Gaza and providing employment to over 15% of the population. But it also faced a fluctuation toward a decrease in the number of workers in the agricultural sector to reach about 60k, while the number of workers in the agricultural sector in 2013 was about 83k.		Temperate, Mediterranean climate.

Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
Jenin Governorate Areas / West Bank - PALESTINE	To encourage new social initiative for establishing cooperative societies that are able to develop in themselves or develop already established societies. Therefore, Cooperative and especially women's agricultural community base organizations (CBOs) represent the only applicable solution to achieve rural areas development and have to play their developmental role within the Palestinian context	The strategic plan of the Cooperative Sector in Palestine (2011-2013) prepared by the Ministry of Labour focus on the following strategic goals: To provide an institutional environment that enables the development and growth of the cooperative movement as one of the main economic sectors, to increase the total value of current investment in the cooperative societies, and to improve the general performance of the current cooperative societies in accordance with the best practices in cooperative work. + To provide the CBOs with the tools and equipments of maintaining the cultural and heritage of agricultural sector and aspects+ To highlight Territorial Mapping of both Jenin And Tubas Governorates Areas + To highlight the existence of an agricultural and food heritage in targeted areas + To distinct the aspect of the local food farming system, from production to consumption, and the economic and social context of reference	Palestinian also has the chance to compete in local and external markets mainly in the field of cash crop fulfilling good agricultural practices (Organic and Global Gap products) specially; herbs, strawberry, carnation... etc., which open new hope and horizon for the young generations	

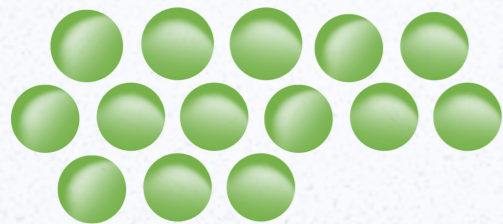
2.2.2 Jenin Governorate Areas / West Bank - PALESTINE] NEEDS AND DEMANDS

# Gozo. MALTA

>213 PRODUCERS



>9 PRODUCTS VS 3 SELECTED



0 FRESH VS 3 PROCESSED



## Needs & Demands:

1. Implementation of sustainable farming methods
2. Diversification of economic activities + Development of Agritourism Activities
3. A specialized meeting place for businesses engaged in the sector.

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### 2.2.3 Gozo. MALTA

#### Products:

Fruit products and those derived from outstanding productive tree species, signal a **significant loss of processing and transformation skills**. Leaving in disuse the infrastructure and associated traditional technologies and their respective heritage value.

The changes related to climate crisis, production techniques and consumption habits threaten the continuity and preservation of the products analyzed.

However, species such as carob, present **highly adaptable water capacities** to climates threatened by drought and **could offer avenues of agronomic innovation for the preservation of the products studied and re-boost the industry**.

#### Demands:

Despite having favorable climatic conditions for the development of agricultural production, the **production volume is limited by the prevalence of smallholdings**.

Because of the inability to meet local demand and the high import needs, the **loss of agrifood wealth is evident and the economy is becoming fragile and dependent on inputs**.

Faced with these challenges, **the need for cooperation between primary sector professionals as well as between entrepreneurs is evident**, looking for a promote of innovation, development and interdependence between actors and processes.

In addition, with a clear identification of shortcomings in terms of political frameworks, **the need to integrate the territory into national and international programs that provide resources and strategies for protection, innovation and promotion of the sector is made explicit**.

Territory	Selected products	
Gozo. MALTA	Ilma Zahar	
	Orange Jam	
	Carob Syrup	
Selected products	Nature	
	Fresh	Proccesed
Ilma Zahar	-	Yes (Artisanal)
Orange Jam	-	Yes (Artisanal)
Carob Syrup	-	Yes (Artisanal)
Selected products	Origin	
	Native	Indigenous
Ilma Zahar	-	Yes
Orange Jam	Yes	-
Carob Syrup	Yes	-

Selected products	Distribution			
	Self Consumption	Regional	National	International
Ilma Zahar				
Orange Jam				
Carob Syrup				

2.2.3 Gozo. MALTA| NEEDS AND DEMANDS

Territory	Policies		
	Local	National	International
Gozo. MALTA	Gozo Artisan Network	National Agricultural Policy for the Maltese Islands 2018 – 2028 + Products of Quality National Scheme	-
Total	1	2	0

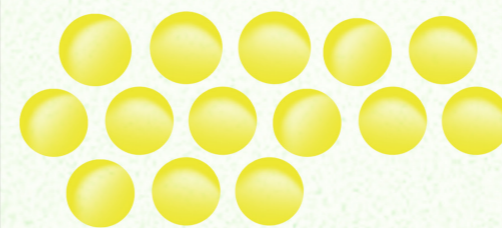
Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
Gozo. MALTA	The development of a cluster, with the possibility to improve cooperation with different stakeholders.	Implementation of an integrated management system and code of practice, following the registration of EU Quality Marks + Protection of the environment, through the implementation of sustainable farming methods + Diversification of economic activities + Development of Agritourism Activities	A specialized meeting place for businesses engaged in or with special interests in the sector, hence facilitating collaboration, training, research and development and innovation between organizations.	Protect against climate change, drought and adverse climatic conditions affecting yields + The development of suitable breeding programmes
Total	1	4	1	2

# West Bekaa and Shouf. LEBANON

26 PRODUCERS



26 PRODUCTS VS 10 SELECTED



4 FRESH VS 6 PROCESSED



## Needs & Demands:

1. Create favorable international trade agreements.
2. Create a common food safety measures.
3. Create a linkage between the producer and the market.

## MedSNAIL

## MedSNAIL

### 2.2.4 West Bekaa and Shouf. LEBANON

#### Products:

With a **high proportion of horticultural products** in the sample studied, the region's scenario **reflects the effects of the progressive industrialization of the primary sector**. The replacement of the labor force by technified machinery shifts and reduces **the number of indigenous varieties**. **Although traditional preparations and dishes prevail**, the indigenous ingredients that were the basis for them are gradually being lost.

The richness and cultural density of the region is perceived through traditional dishes that are complex in terms of time and processes. **These traditional foods and dishes used to bring together women of the same community to split tasks amongst themselves thus simplifying the process while creating an environment of socialization and support**. This food processing through social events is especially vulnerable to the accelerated trend of the contemporary food system and therefore represents a **priority axis of action**.

#### Demands:

With a **significant proportion of productive land** and the afore mentioned **predominant fruit and vegetable production**, West Bekaa and Shouf determine their framework for action on a local scale.

Given the prominence of artisanal techniques (that may not abide by certain quality control measures) in the production processes of the selected products, **food security is a challenge to be addressed through common policies** that regulate the local food industry.

In addition to the implementation of measures that allow a more direct and operational connection between producers and consumers, the scenario studied demands **facilitating access to raw materials**.

Territory	Selected products
West Bekaa and Shouf. LEBANON	Mulberry Syrup
	Ficus Carica
	Oubeidy
	Kawarma
	Pomegranate Molasses
	Cedar Honey
	Rhus coriaria
	Ambariz- Serdele
	Kishk
	Gundelia tournefortii

Selected products	Nature	
	Fresh	Processed
Mulberry Syrup	-	Yes (Artisanal)
Ficus Carica	Yes	-
Oubeidy	Yes	-
Kawarma	-	Yes (Artisanal)
Pomegranate Molasses	-	Yes (Artisanal)
Cedar Honey	-	Yes (Artisanal)
Rhus coriaria	Yes	-
Ambariz- Serdele	-	Yes (Artisanal)
Kishk	-	Yes (Artisanal)
Gundelia tournefortii	Yes	-

Selected products	Origin	
	Native	Indigenous
Mulberry Syrup	Yes	-
Ficus Carica	Yes	-
Oubeidy	-	Yes
Kawarma	Yes	-
Pomegranate Molasses	Yes	-
Cedar Honey	-	Yes
Rhus coriaria	Yes	-
Ambariz- Serdele	Yes	-
Kishk	Yes	-
Gundelia tournefortii	Yes	-

## MedSNAIL

Selected products	Distribution			
	Self Consumption	Regional	National	International
Mulberry Syrup	Blue	Blue		
Ficus Carica	Green			
Oubeidy	Blue			
Kawarma	Green			
Pomegranate Molasses	Blue	Blue		
Cedar Honey	Green			
Rhus coriaria	Blue	Blue		
Ambariz- Serdele	Green			
Kishk	Blue	Blue		
Gundelia tournefortii	Green			

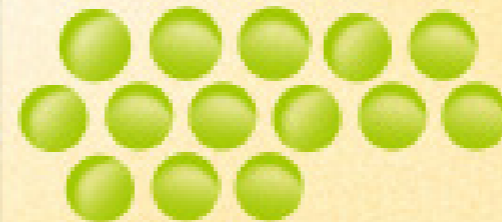
2.2.4 West Bekaa and Shouf. LEBANON | PRODUCTS

# Andarax Valley. Spain.

>24 PRODUCERS



>19 PRODUCTS VS 5 SELECTED



0 FRESH VS 5 PROCESSED



### Needs & Demands:

1. Depopulation effects.
2. Farming systems coexist with significant concentrations of intensive crops.
3. Proportion of surface integrated in Protected Natural Spaces.

### 2.2.4 West Bekaa and Shouf. LEBANON | NEEDS AND DEMANDS

Territory	Population	Main economic activities	Climate Conditions	Land and production
West Bekaa and Shouf. LEBANON	166 140 inhabitants	Lebanon has one of the most diversified economies in the region based on growth from real estate, construction and tourism sectors (WBG, 2017). Although not among the largest contributors to the national production, the agriculture sector plays an important and steady role in the national economy (MoA, 2015); for instance, latest figures showed that in 2016, agriculture contributed approximately 3% of the GDP	The climate in Lebanon varies from typical Mediterranean in the coastal areas and the mid ranges of Mount Lebanon, to mountain Mediterranean on the highest slopes. The climate becomes semi-arid to arid in-land and on the north-eastern plains of the Bekaa.	Lebanon has the highest proportion of agricultural lands in the region with agriculture forming 64.3% of its lands (IDAL, 2017). Almost, one third of the Lebanese territory is arable where most fertile areas can be found along the coastal strip and Bekaa valley. The majority of agricultural lands are found in the northern Bekaa specifically in Baalbek-Hermel (25% of the agricultural lands) followed by both central and west Bekaa (18% of agricultural lands) and the coastal plains of Akkar (16% of the agricultural lands).

Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
West Bekaa and Shouf. LEBANON	Create favorable international trade agreements.	Create a common food safety measures + Training and follow up	Create a linkage between the project and the market (Farm to fork strategy)	Access to raw materials
Total	1	2	1	1

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## 2.2.5 Andarax Valley. SPAIN

### Products:

The Andarax Valley food system resists the pressure of intensive production and large food chain operators by introducing small-scale technical and **industrial transformations that allow maintaining sustainable demand quotas.**

The **scarcity of water resources intensified by the climate crisis is added to the difficulty that traditional products find to be competitive in regional and national markets** due to the loss of exclusivity in the supply (This is the case of grapes). This has caused many producers to give in to market demands by introducing allochthonous varieties.

**Traditional products have made modifications in their processing to adapt to the new regulations and requirements.** These processes are at risk of disappearing or being absorbed by entities with greater business muscle and in any case, they find distribution beyond the local market complex.

### Demands:

Being one of the most limited territories in terms of population, the case of the Andarax Valley faces the challenge of **depopulation and the difficulties to promote a generational relay** that preserves and transmits the environmental cultural value of local products.

With a production system subject to the orographic conditions and **the proximity with areas protected by the natural park, the articulation of the valley's populations through a mobility and distribution strategy** is one of the backbone needs.

This need, based on innovation in the food chains, has the capacity to **interrelate the producers of the region**, making a common and coordinated management of the resources of the environment, reinforced by incentives from the various competent institutions.

In addition, **the generation of a type of demand that reactivates the consumption of sustainable and local products and new market niches is another essential priority.**

Territory	Selected products
Andarax Valle. SPAIN	Empatatao Alpujarreño
	Semi-cured raw goat's milk cheese
	Meloja
	Soplillos
	Ohanes grape

Selected products	Nature	
	Fresh	Processed
Empatatao Alpujarreño	-	Yes (Industrial)
Semi-cured raw goat's milk cheese	-	Yes (Industrial)
Meloja	-	Yes (Industrial)
Soplillos	-	Yes (Industrial)
Ohanes grape	Yes	-

Selected products	Origin	
	Native	Indigenous
Empatatao Alpujarreño	Yes	-
Semi-cured raw goat's milk cheese	Yes	-
Meloja	Yes	-
Soplillos	Yes	-
Ohanes grape	Yes	-

Selected products	Distribution			
	Self Consumption	Regional	National	International
Empatatao Alpujarreño				
Semi-cured raw goat's milk cheese				
Meloja				
Soplillos				
Ohanes grape				

### 2.2.5 Andarax Valley. SPAIN| NEEDS AND DEMANDS

Territory	Policies		
	Local	National	International
Andarax Valley. SPAIN	- Measures 10 (Agroenvironment and climate) and 11 (Ecological agriculture) of the Common Agricultural Policy (Política Agrícola Común), Junta de Andalucía		
Total	2	-	-

Territory	Population	Main economic activities	Climate Conditions	Land and production
Andarax Valley. SPAIN	Population variation rate between 2000- 2016 in these areas, among which is the Valle de Andarax, stood at values higher than 12% per year. Specifically, the depopulation rate for municipalities with less than 1,500 inhabitants, which are all those belonging to the Andarax Valley, stood at 14.81%.		the average annual temperature in the lower part of the valley is over 18o C, while in the higher parts of the valley it is 14.5o C. On the highest peaks of the mountains the average temperature barely reaches 10.2o C. The Valle de Andarax combines very cold winters especially in higher valley areas with the hottest summers in the whole province of Almeria in areas closest to the desert of Tabernas	The agrarian function of each municipality is mainly determined by its orography, and by the type of agriculture that takes place in an area, which constitutes a pattern of agrarian extension. In the case of the Andarax Valley, farms belonging to mountain farming systems coexist with significant concentrations of intensive crops, with Alhama de Almería being the main example. Another factor to consider influential in agriculture is the proportion of surface integrated in Protected Natural Spaces, relevant in the region, underlining the ecological function of this territory

Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
Andarax Valley. SPAIN	Creation of organized union groups	Public aids to agricultural sector+ A better mobility with the territory for better distribution and production chains Improvement of the hydrological systems and resources + Increase the incentives focused towards young people	Improvement in the mechanization technologies of producers+ Internationalisation of companies+ To increase the awareness about the necessity to consume natural products without additives, which are ecological and healthy More qualified labour force + More social recognition of the possibilities of the territory and its commercial niches	
Total	1	3	5	-

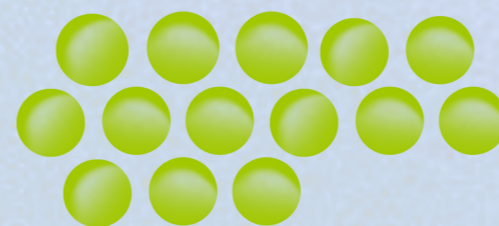
# Al-Balqa'a. JORDAN.



**>33** PRODUCERS



**>29** PRODUCTS VS **28** SELECTED



**7** FRESH VS **21** PROCESSED



## Needs & Demands:

1. A data base of producers and products.
2. Local producers need markets to sell their products.
3. Urgent need for research and Technical/financial support for producers.

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### 2.2.6 Al-Balqa'a. JORDAN

#### Products:

The solid description of the Jordanian peasant culture contained in the analyzed products and their elaborations, highlights **the key contribution of the rural communities to the food wealth of this territory.**

With dairy products as protagonists and elaborations that **prioritize the use of local resources**, the layout of the different products reveals a humanized and close involvement in each of the phases that precede consumption.

This personal link with the food processes has allowed the preservation of elaborations that have traditionally had an economic and environmental importance in the area.

**The introduction of substitute varieties of native grains (such as rice) has modified local gastronomy**, opening the door towards a globalized model.

#### Demands:

The main line of action reflected in the analysis of the Jordanian agri-food context is **the creation of an updated register to facilitate access to local producers and products.** Accompanied by a **technical follow-up by researchers who identify, classify and assess the characteristics of the products to achieve a significant improvement in the promotion of products** through their formalization, differentiation and quality registration.

In addition, in order to alleviate the burden of direct sales and expand potential consumer profiles, it is **urgent to support the creation of intermediary figures between the producer and the consumer** that are consistent with sustainability standards.

Territory	Selected products
Al-Balqa'a. JORDAN	Salti Grapes / Enab Salti
	Rumi Olive / Zaytoon
	Figs / Teen
	wheat / Qameh
	Sumac / Sumag
	Za'atar Barri
	Baladi Goats
	Awassi Sheep
	Laban Makheed
	Laban Msaha
	Laban Jamed
	Laban Jameed
	Samneh Baladieh Balqawieh
	Carob Molasses
	Pomegranate molasses
	Grape Molasses
	Khabeesah
	Hwajeh
	Jareesheh
	Qaliet Gamh
Baseesah	
Lazaqiat	
Haitalieh	
Borbra	
Madgouga Saltiah	
Shraak breead	
Qors Al-Nar/Arboud Bread	
Zaatar mix	

Territory	Selected products	Nature	
		Fresh	Process
Al-Balqa'a. JORDAN	Salti Grapes / Enab Salti	Yes	-
	Rumi Olive / Zaytoon	Yes	-
	Figs / Teen	Yes	-
	wheat / Qameh	Yes	-
	Sumac / Sumag	Yes	-
	Za'atar Barri	Yes	-
	Baladi Goats	Yes	-
	Awassi Sheep	Yes	-
	Laban Makheed	-	Yes (artisanal)
	Laban Msaha	-	Yes (artisanal)
	Laban Jamed	-	Yes (artisanal)
	Laban Jameed	-	Yes (artisanal)
	Samneh Baladieh Balqawieh	-	Yes (artisanal)
	Carob Molasses	-	Yes (artisanal)
	Pomegranate Molasses	-	Yes (artisanal)
	Grape Molasses	-	Yes (artisanal)
	Khabeesah	-	Yes (artisanal)
	Hwajeh	-	Yes (artisanal)
	Jareesheh	-	Yes (artisanal)
	Qaliet Gamh	-	Yes (artisanal)
Baseesah	-	Yes (artisanal)	
Lazaqiat	-	Yes (artisanal)	
Haitalieh	-	Yes (artisanal)	
Borbra	-	Yes (artisanal)	
Madgouga Saltiah	-	Yes (artisanal)	
Shraak breead	-	Yes (artisanal)	
Qors Al-Nar/Arboud Bread	-	Yes (artisanal)	
Zaatar mix	-	Yes (artisanal)	



Territory	Selected products	Origin	
		Native	Indigenous
Al-Balqa'a. JORDAN	Salti Grapes / Enab Salti	-	Yes
	Rumi Olive / Zaytoon	Yes	-
	Figs / Teen	Yes	-
	wheat / Qameh	Yes	-
	Sumac / Sumag	Yes	-
	Za'atar Barri	Yes	-
	Baladi Goats	Yes	-
	Awassi Sheep	Yes	-
	Laban Makheed	Yes	-
	Laban Msaha	-	Yes
	Laban Jameed	Yes	-
	Laban Jameed	Yes	-
	Samneh Baladieh Balqawieh	-	Yes
	Carob Molasses	Yes	-
	Pomegranate molasses	Yes	-
	Grape Molasses	Yes	-
	Khabeesah	Yes	-
	Hwajeh	-	Yes
	Jareesheh	Yes	-
	Qaliet Gamh	Yes	-
	Baseesah	Yes	-
	Lazaqiat	Yes	-
	Haitalieh	Yes	-
Borbra	Yes	-	
Madgouga Saltiah	-	Yes	
Shraak breaad	Yes	-	
Qors Al-Nar/Arboud Bread	Yes	-	
Zaatar mix	Yes	-	

Territory	Selected products	Distribution			
		Self-Consumption	Regional	National	International
Al-Balqa'a. JORDAN	Salti Grapes / Enab Salti				
	Rumi Olive / Zaytoon				
	Figs / Teen				
	wheat / Qameh				
	Sumac / Sumag				
	Za'atar Barri				
	Baladi Goats				
	Awassi Sheep				
	Laban Makheed				
	Laban Msaha				
	Laban Jameed				
	Laban Jameed				
	Samneh Baladieh Balqawieh				
	Carob Molasses				
	Pomegranate molasses				
	Grape Molasses				
	Khabeesah				
	Hwajeh				
	Jareesheh				
	Qaliet Gamh				
	Baseesah				
	Lazaqiat				
	Haitalieh				
Borbra					
Madgouga Saltiah					
Shraak breaad					
Qors Al-Nar/Arboud Bread					
Zaatar mix					

2.2.6 Al-Balqa'a. JORDAN| NEEDS AND DEMANDS

Territory	Policies		
	Local	National	International
Al-Balqa'a. JORDAN	Al-Salt Development Corporation	National Center for Agricultural Research and Extension	-
Total	1	1	0

### 2.2.6 Al-Balqa'a. JORDAN | NEEDS AND DEMANDS

Territory	Population	Main economic activities	Climate Conditions	Land and production
Al-Balqa'a. JORDAN	428.000	-	Jordan is a dry, semi-arid and drought prone country, ranging between hot dry relatively uniform summers, and cool variable winters. The rainy season is between October and May with 80% of the annual rainfall experienced between December and March.	Agriculture in Jordan contributed considerably to the economy at the time of Jordan's independence, but it then underwent a steady decline for decades. In the early 1950s, agriculture constituted almost 40 percent of GNP; on the eve of the June 1967 War, it became 17 percent, including the yields from the West Bank which was under Jordan's mandate at the time.  By the mid-1980s, due to many factors, agriculture's share of GNP in Jordan became only about 6 percent.

Territory	Needs and Demands			
	Governance	Policies	Markets	Resources / Ecosystems
Al-Balqa'a. JORDAN		A data base of producers that connects them together and to the consumer, as it was really difficult to identify and locate producers in the area, this also leads to a lack of official statistical data on the amount of production of traditional products. Mostly estimations were obtained from producers which might not be accurate and does not reflect the status of the entire production.+ There is a need of extra fund for the producers as they are facing challenges within their production process and they need technical and financial support to be able to sustain and scale their production.+ Knowledge transfer and raising awareness on traditional products and production and its importance amongst younger generations within the local community + Creation of platform/database to bring producer together and quantify local production + Technical/financial support for producers	Local producers in the area are in need for markets to sell their products, most of them are not able to reach markets and only sell through mouth to mouth to relatives and neighbors.	There is an urgent need for research to be conducted in the area in terms of the genetic resources or taste panels, food authentication, that distinguish the products produced in Al-Balqa' region from the other parts of the country.
Total	0	4	1	1

### 2.3 General balance from the analysis of the selected products

\*High presence of women in the processing and transformation of traditional products. Becoming agents of conservation of the intangible gastronomic heritage. Performing these tasks on a domestic scale and environment and managing the direct sale of the products at the local level. (Significantly observed in the cases of Palestine and Jordan).

\*Of the total number of artisanal processed products registered (64), **more than 50% are made in domestic/informal environments.**

\*Those products processed using artisanal techniques and procedures are at high risk of disappearing due to market pressures, lack of generational replacement, legal impediments linked to the agri-food industry and transformation of socio-cultural conditions.

\*Of the total number of products studied, **only 2 have international projection. sesame and bulgur.**

\*Of the products registered, **50 are native and 14 are indigenous/ Indigenous.**

\*Of the 64 products registered, **only 19 are horticultural** (or unprocessed). This reveals the deterioration of the primary sector in the areas of action and the transition towards a food model based on processed products.

\***The distribution (national) and export (international) of products with socio/cultural and environmental value is almost nonexistent**, coinciding with the informal or small-scale business fabric in which these products are produced/processed. Therefore, the demand falls on family nuclei and local markets.

\***The distribution of products on a local scale falls**, in most cases, **on the producers themselves** through direct sales.

### 2.4 General assessment based on the analysis demands, policies and needs.

\*Considering the total number of frameworks and policies under development/applied in the selected territories, **4 are local, 5 are national and 1 is international.**

\*In the identification of demands/needs of the total number of participating territories, **16 (more than 50%) refer to political transformations/actions.**

\*The bulk of **the needs/demands detected** do not **fall** on the primary sector but **on governmental or business entities.**

\* **Jordan, Lebanon and Palestine** are the territories **with the highest density of surface area dedicated to agricultural production.**

\*General balance of needs and measures:

\*\*In terms of **governance**: out of four of the needs/demands referred, at least three



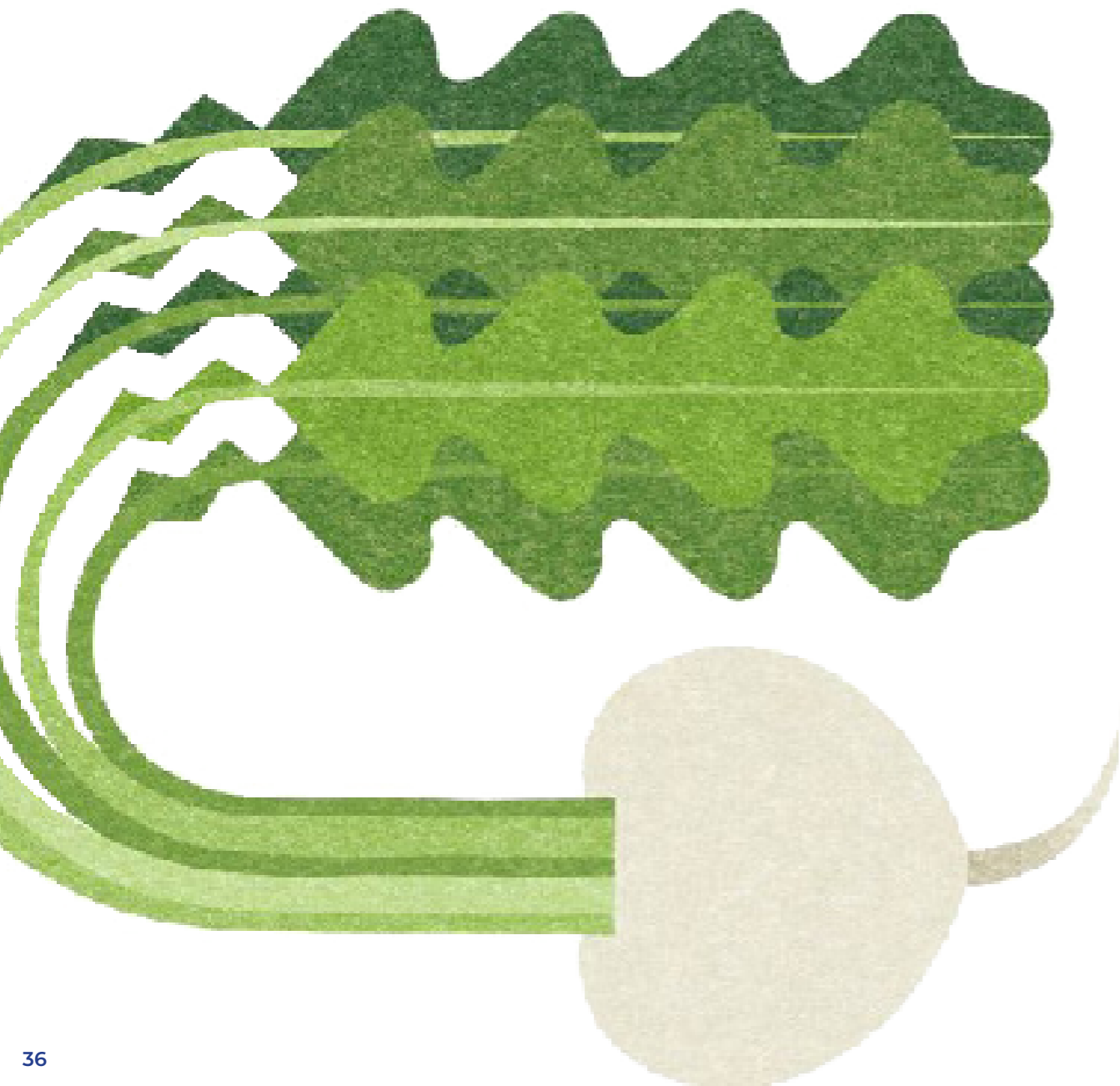
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reflect the **need to create entities (legal and associative) that connect stakeholders in the food sector.**

\*\*In terms of **policies**: They highlight the distinction of traditional production, **facilitating the connection between producer and market** (mobility, legal forms), encouraging direct aid to farmers and incentives for generational renewal and transmission of knowledge.

\*\*In terms of **companies and markets**: Broad demand and markets (external markets), fostering **meeting environments between the business sector, industrial innovation in the sector.**

\*\*Regarding **resources and ecosystems**: Research and tools to **combat the effects of climate change** and lack of resources (mainly water), **protection of traditional varieties.**




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### 3. A shared diagnosis (from local to global) to operate through MedSNAIL.

Aligning the current scenario of each of the participating territories with the indicators inherited from the Slow Food methodology, a common framework is now put together to allow us to prototype effective, sustainable and resilient transformation models for food networks in the Mediterranean context. **From local to global.**

\*Addressing the lack of international policies to protect the areas participating in the program: **Defining and applying tools such as the "Ark of Taste" to offer territories an international umbrella of recognition and visibility of those products/processes that refer a significant food/environmental/socio-cultural value. Contributing to their registration and encouraging their positioning in foreign markets.**

\***Need to promote and develop regional policies**, close to the context of intervention to respond to the ecosystemic needs of the areas of action.

\***Need to strengthen and innovate governance systems**, with special attention to segmented agricultural areas (characterized by smallholdings).

\***Formalization and innovation in food processing and transformation** environments (high presence of female labor) to contribute to their **professionalization.**

\*Promote common management of resources through the interrelation of primary sector actors.

\***Combat technological/language/bureaucratic barriers** that hinder coordination among stakeholders in the agri-food chain.

\***Consolidate regional/national demand** through a government/business commitment to short marketing channels that relieve producers of direct sales, generate and diversify employment and stabilize/formalize supply/demand.

\***Combat tertiarization, loss of biodiversity and loss of wealth in productive areas** by promoting consensus and collective planning among producers.



## 4.&5. Appendix I: Diagnostic Matrix Template, Appendix II: Partners Diagnostic Matrix: