



# MedSNAIL

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

# MedSNAIL

### 5<sup>th</sup> Newsletter – June 2023

MedSNAIL is a project funded by the European Union, through the ENI CBC MED Programme. Its main aim is fostering socially and environmentally sustainable development of agro-food SMEs by valorising traditional Euro-Mediterranean products according to a “slow” approach and short-chain principles. For this aim, it will attempt to provide consultancy, support and training to local actors, and will promote clustering of traditional products and producers in the cooperation area.





## Information campaign on responsible consumption

The MedSNAIL partnership has completed the Information Campaign on Responsible Consumption, which has been running over the last few months both internationally, through the project's official channels, and locally, through each partner's own channels in their local languages.

Below is a list of some articles published as part of the campaign, which focuses on [Slow Food's Ark of Taste](#), a programme that travels the world collecting small quality products from cultures, history and traditions from all over the world, and to which some 50 products have been added thanks to the MedSNAIL project.

Below are some of the articles already published as part of this campaign:

[Slow Food's Ark of Taste travels to the Mediterranean thanks to MedSNAIL project](#)

[MedSNAIL's campaign on what is GOOD food: discover the Ark of Taste](#)

[MedSNAIL's campaign on what is CLEAN food: discover the Ark of Taste](#)

[MedSNAIL's campaign on what is FAIR food: discover the Ark of Taste](#)

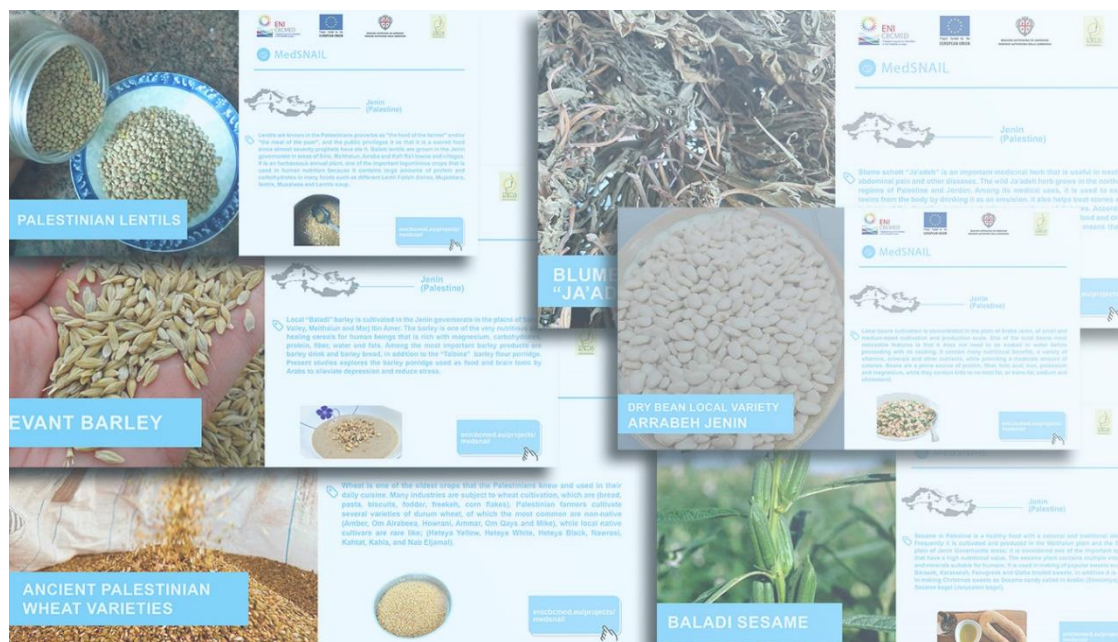
To discover the products from each country included in the Ark of Taste, you can access the product sheets via the following links: [Spain](#), [Tunisia](#), [Malta](#), [Jordan](#), [Lebanon](#), [Palestine](#), and the [overall article](#) published by Slow Food Foundation on its website.



## MedSNAIL in Jordan

Here are some examples of the product factsheets designed in the framework of the campaign for the valorisation of the agro-food heritage of Balqa', Jordan.

[MedSNAIL in Jordan: biodiversity protection in Jordan through the Slow Food's Ark of Taste program](#)



## MedSNAIL in Palestine

Here are some examples of the product factsheets designed in the framework of the campaign for the valorisation of the agro-food heritage of Jenin, Palestine.

[MedSNAIL in Palestine: biodiversity protection in Palestine through the Slow Food's Ark of Taste program](#)

## MedSNAIL in Lebanon: live testimonies

The [Environment and Sustainable Development Unit \(ESDU\)](#) at the American University of Beirut (AUB) organized two events in the form of "mock markets", one in each of the MedSNAIL pilot regions in Lebanon, West Bekaa and Chouf, to meet the producers involved in the project and be acquainted with their products.

The first Mock Market was held on 1st March 2023 in Kamed El Loz, the Hub selected for the West Bekaa region and was attended by around 12 different producers – predominantly women–, from across the region. The second Mock Market event was held on 17th March 2023 in Eco Khaleh, the Hub selected for the Chouf region, and was attended by around 16 producers –predominantly women–, from across the Chouf region.





## MedSNAIL in Spain: live testimonies

In this new edition of the newsletter we will hear two new testimonies from two professional women in the agri-food sector who work in the Andarax Valley, MedSNAIL's pilot area in Andalusia.



Firstly, we had the opportunity to get to know Estefanía's work at Cortijo El Cura, an example of business diversification that demonstrates how synergies can be found between organic food production and sustainable tourism through educational activities and awareness raising.

We can also hear the testimony of Araceli, a producer of meloja, a typical product of the Andarax Valley that is hardly produced in the region anymore.



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## MedSNAIL events



MedSNAIL in Malta discusses in a meeting with local leaders the main challenges and opportunities in the agri-food sector on the island of Gozo

GRDF has organised a meeting with some key actors present in the territory and involved in MedSNAIL to discuss the action of the project in Gozo. During the meeting, issues such as rural poverty

(mostly affecting women), the loss of local varieties, the limited investment capacity of rural entrepreneurs or the lack of training in socio-environmental sustainability, business planning and marketing strategies were raised. Likewise, the multiple opportunities offered by the territory and initiatives, for example, in terms of gastronomy holidays, sustainable tourism and the rich calendar of the island in relation to agro-food fairs and other events in this line, were also highlighted.



### **MedSNAIL in Tunisia organizes a series of educational activities in its pilot areas**

The first of the activities took place during the Open Day of the Faculty of Science at the University of Sfax. MedSNAIL team in Tunisia aimed to raise awareness on traditional cultural food products and their health benefits; to contribute to an increase in the demand for local, ecological and/or traditional artisanal products and to introduce rural food products into urban regions.

The second educational activity was hosted by the itinerant and public library in Kerkennah in partnership with the Al-Majarra Association and the nursery school Ennokhba in Kerkennah. During this event, the team of MedSNAIL in Tunisia had the opportunity to lead an educational workshop on raising children's awareness on the importance of healthy eating and giving them the tools to make good decisions about food.

[Read more.](#)



### **MedSNAIL in Lebanon develops training sessions to increase the capacity of its producers and chefs involved in the project**

The Environment and Sustainable Development Unit (AUB) MedSNAIL team organized a workshop that functioned as a networking event to introduce producers from Chouf and West Bekaa to Chefs within those regions and others, as well as to increase awareness and visibility on the Ark of Taste products of Lebanon.

[Read more.](#)

Another of the training sessions implemented by ESDU-AUB promoted food safety and digital marketing among West Beka and Chouf farmers and women producers. The sessions aimed to educate and equip participants with the latest techniques and practices to ensure product safety and quality.



### **MedSNAIL in Spain organises a farmers' market in Andalusia to raise awareness on local consumption**

The Andalusian Federation of Municipalities and Provinces (FAMP), in the framework of MedSNAIL, has participated in the sixteenth edition of the Laujar de Andarax Wine Fair, organised by its City Council on 29th and 30th April 2023. The project's participation materialised in a stand dedicated to typical products from the Andarax Valley. This stand has made it possible to highlight the value of the region's agri-food system and to promote proximity between citizens and local producers and farmers.

[Read more.](#)



### **MedSNAIL in Tunisia provides technical assistance to farmers in the Sfax/Agareb area**

Through technical field visits, issues such as sustainable production or local varieties were discussed. In addition, a field demonstration of soil preparation to resist to drought and sowing technique was carried out.

# PARTNERSHIP

*MedSNAIL brings together 7 Partners from 7 countries:*

- Andalusian Federation of Towns and Provinces (Lead partner) (Spain)
- Slow Food Foundation for Biodiversity (Italy)
- American University of Beirut (Lebanon)
- The Rural Women's Development Society Economic, social and political Empowerment for rural women's (RWDS) (Palestine)
- University of Sfax (Tunisia)
- Gozo Regional Development Foundation (Malta)
- Women for Cultural Development (Namaa) (Jordania)



Fondazione Slow Food  
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*This project is funded by the European Union under the ENI CBC MED Programme MedSNAIL (Sustainable Networks for Agro-food leading in the Mediterranean) is a project attempting to foster the valorisation and development of small-scale traditional agro-food value chains, combining enhancement of market potentialities and socio-environmental sustainability. MedSNAIL project is running from September 2018 and will have a duration of 36 months. It has a total budget of Euro 2.028.807,74 €, and an ENI Contribution of Euro 1.825.926,97 € (90%)*

*Lead Partner:*

*FAMP - Federación Andaluza de Municipios y Provincias, Andalusian Federation of Municipalities and Provinces*

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