



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

16 July, 2020

**Interreg IPA CBC Italy-Albania-Montenegro 2014-2020**

**FOOD4HEALTH**

**MEETING Sustainable and innovative Agri-food and fisheries value chain for SME's cross-border market**

Promoting growth, competitiveness and innovation of SMEs in the cross-border area, improving production techniques and adopting EU quality standards for processing and enhancement of typical and traditional agri-food and fishery products to facilitate access to the market, are the main goals of Food4Health, an Interreg IPA CBC Italy-Albania-Montenegro 2014-2020 Project.

CIHEAM Bari, the Ministries of Agriculture of Albania (lead partner) and Montenegro, Molise Region and Puglia Region are the project partners. Food4Health will set up 5 Community Labs in Puglia (Tricase), Molise, Montenegro and Albania, where farmers and fishermen will have the opportunity to process and preserve their products in accordance with European health and hygiene rules.

On 15 July, a cross-border online meeting was organized by CIHEAM Bari Tricase, focussing on best practices identified by Food4Health.

The aim of the meeting titled *Sustainable and innovative Agri-food and fisheries value chain for SME's cross-border market*, was to favour best

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practices exchange and knowledge transfer in the cross-border area regarding agri-food and fishery quality issues, with special reference to consumer health principles.

The project partners could share their best practices report on quality schemes and consumer health and build on lessons learnt for critical review and validation of their practices.

Furthermore, a video titled 'Waiting for the Food4Healt Community Lab: voices and faces from the Tricase pilot area', made by CIHEAM Bari, was shown during the meeting, featuring some interviews to the project's stakeholders and partners about their expectations and needs.

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