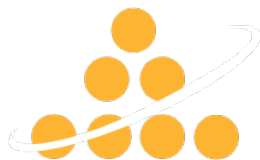




Region of Central
Macedonia

Personalised Nutrition Value Networks

ERIAFF Working Group



Regional Development Fund of Central
Macedonia

The mission statement

“Establish the active involvement of every stakeholder in end-to-end food value chains towards healthy personalized diets, building upon quadruple helix innovation and interregional collaboration, in response to global Sustainable Development Goals.”

Focus and topics:

This partnership aims to support collaboration between businesses and researchers along value chains across the EU for engaging consumers in the Agri-Food system and regaining their trust towards Personalised Nutrition Value Networks for sustainable and healthier diets. To achieve this vision, the project will be deployed across the following cornerstones:

1. Innovation for manufacturing personalised nutrition commodities
2. Consumer engagement by leveraging new technologies
3. Interregional collaboration through joint research and

Feed back from the following stakeholders:

- **Greece** : CERTH (Center for Research & Technology HELLAS), Agro Nutritional cooperation of Central Macedonia, ***Region of Central Macedonia***
- **The Netherlands** : Agri-Food Capital, ***Province of North Brabant***
- **Finland** : Rural Cluster, ***Region of Lapland***
- **Italy** : Parco Agroalimentare San Daniele, ***Region of Friuli-Venezia Giulia***
- **Italy** : Ente Terre Regional Toscane (TRT), ***Region of Tuscany***
- **France** : Pole d'innovation VALORIAL, ***Brittany Region***
- **Spain** : AZTI technology center from the Basque Country

Indicative pilot after the mapping analysis:

- A combination of different new technologies in manufacturing healthier food products (i.e. Creta Farms-NewMilk from RCM, Dalco Foods - Four Seasons Food from Province of North Brabant and Azti from the Basque Country) to develop new personalised food categories according to the 'food profile'.
- Many others will be presented in the parallel session ...

Discussion

