



Press release

LACTIMED will discuss local strategies for the promotion of Mediterranean typical dairy products on 9 & 10 October 2013 in Bizerte (Tunisia)

Marseille, 1st October 2013 – In the framework of the EU-funded project LACTIMED, a workshop organised by Bizerte Cluster (PCB) and the Mediterranean Agronomic Institute of Montpellier (CIHEAM-IAMM) will be held in Bizerte, on 9 October 2013, to highlight the project first results. In order to help local authorities and support structures to adopt a strategy for the promotion of typical dairy products in their territory, the project started with a diagnosis of local value chains and the analysis of the opportunities in the national and international markets. Main results of this diagnosis will be presented during this workshop.

In most of the territories, these diagnostics showed that farmers suffer from a lack of infrastructure and high prices for animal feed. Poor hygiene and other sanitary problems impact the quality and yield of their milk. The insufficient organisation of local dairy chains limits the access of small players to markets and does not allow them to generate satisfactory incomes. Irregularity in milk supply is a blockage for processors. Well positioned in their local market, dairy SMEs will have to comply with international food safety standards to enlarge their market.

The strategy for the promotion of typical dairy products, which will be discussed for each territory in the framework of the workshop, will have as main objective to structure the dairy chain and create local clusters. To increase the value created locally, the project will encourage suppliers, farmers, collectors, processors, distributors, research labs, training centres and support structures to network and create local dairy clusters. The latter will enable them to pool resources (natural, technical, financial), skills (R&D, training, farming, collection, processing, packaging, marketing) and to develop collective ways of access to the markets.

On the fringe of the workshop, LACTIMED organises the 2nd Steering Committee meeting on 10 October; it will be the opportunity to present and plan activities proposed in this sense, as well as activities linked to the capitalisation of results and the enhancement of local production and innovation capacities. It will also be the occasion for the whole partnership to discuss project progress.

More information on www.lactimed.eu.

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About LACTIMED

LACTIMED aims to foster the production and distribution of typical and innovative dairy products in the Mediterranean by organising local value chains, supporting producers in their development projects and creating new markets for their products. The project is implemented under the ENPI CBC MED Programme, and is financed, for an amount of EUR 4.35 million, by the European Union through the European Neighbourhood and Partnership Instrument. From November 2012 to May 2015, ANIMA and its 11 partners will organise a hundred operations targeting the various stakeholders of the dairy chains of Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece). www.lactimed.eu

About ANIMA Investment Network

ANIMA Investment Network is a multi-country platform supporting the economic development of the Mediterranean. The ANIMA network gathers more than 70 governmental agencies and international business, innovation and financing networks. The objective of ANIMA is to contribute to a better investment and business climate and to the growth of capital flows into the Mediterranean region. The ANIMA network is operated from Marseille (France) by a team of 12 people and is chaired by Mr Nouredine Zekri, Director of the FIPA (Tunisia). The majority of its funding comes from the management of European Commission's programmes. www.anima.coop

About Bizerte Cluster (PCB)

The Bizerte Cluster (PCB) is part of a public-private partnership. It includes three components: the Agri-Food Technopark, as a facilitator for the agri-food sector; high-quality industrial space with an area of 150 ha; a network of 30 regional, national and international partners. The Agri-Food Technopark assists companies in their development through individual or collective technical support and a flow of relevant information. It also contributes to the development of collaborative R&D, entrepreneurship, innovation and business support with a view to increasing competitiveness through continuous improvement, anticipating changes in the environment, innovating, strengthening technological skills, and creating a collective dynamic.

www.pole-competitivite-bizerte.com.tn

About the Mediterranean Agronomic Institute of Montpellier (IAMM)

The Mediterranean Agronomic Institute of Montpellier (IAMM) is an international institute of higher education, cooperation and research. It is one of the four institutes of the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), an intergovernmental organisation funded under a 1962 agreement ratified by the parliaments of the 13 member countries. CIHEAM is recognized as a "community interest organisation" by the European Commission. IAMM contributes to the production of essential knowledge and skills, required for building the capacity of executives in charge of agriculture, food and sustainable rural development in the Mediterranean and for developing countries bordering the Mediterranean. www.iamm.fr

About the ENPI CBC MED programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

www.enpicbcmmed.eu

About the European Union

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. www.europa.eu

