



Press release

LACTIMED to discuss key issues for Mediterranean dairy chains at Cheese 2013

Marseille, 4 September 2013 - **The first public information conference on the project progress to the press and dairy sector stakeholders will be organised as part of the international event [Cheese](#), to be held in Bra (Italy) from 20 to 23 September 2013.**

Organised by the City of Bra and [Slow Food](#) with the participation of the Italian Ministry for Agricultural, Food and Forestry Policies, the event dedicated to milk in all its shapes and forms has led to the formation of an international network of cheesemakers and dairy artisans, who come together every two years to present their products, meet the public and debate the challenges they face and new critical issues in the dairy world.

For its 9th edition, Cheese will focus on the Ark of Taste, the project run by the Slow Food Foundation for Biodiversity that aims to catalog traditional food products at risk of disappearing. Protecting a cheese means saving breeds, pastures, landscapes and the knowledge preserved by small communities, which has often been passed down through the generations. Biodiversity won't be the only subject at Cheese. During the event's four days, there will be discussions about issues relating to raw milk and starter cultures, pastures and the increasing rise of food fraud.

The LACTIMED conference, to be held on 20 September at 16:30, will focus on "[Protecting and enhancing Mediterranean flavours](#)". Basing on the results of local diagnoses and the analysis of opportunities in domestic and international markets, it will address the issues that dairy chain stakeholders in Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece) will have to tackle to give value to local resources and traditional knowhow through the development of typical and innovative dairy products. Participants will have the opportunity to meet with cheesemakers and local support structures and learn more about their products, the specific features of their territory and the challenges they face.

The conference programme is available on the [LACTIMED agenda](#). You will also find more information on the international event [Cheese](#).



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ENPI
CBCMED
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

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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 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



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