



Press release

LACTIMED launches training cycles for a strengthened dairy chain

Marseille, 25 March 2014 – In the framework of the LACTIMED project, the CIHEAM-IAMM (France) and the Bizerte Competitiveness Pole (Tunisia), organise with ANIMA Investment Network a capacity building cycle in Bizerte (Tunisia), Zahlé (Lebanon) and Alexandria (Egypt). These sessions aim at strengthening the dairy chain at regional and national levels. They will start in Bizerte from 31 March to 3 April 2014, and will target support organisations from the dairy chain, local authorities and representatives from the private sector (farmers, producers etc.). The objective is to reinforce the production and innovation skills of professionals and stakeholders while improving public policies supporting this sector, which proves to be strategic for the economic development of Mediterranean countries.

The development of these seminars is based on the results from the studies conducted on the 5 territories targeted by the project to make an inventory of the dairy chain and to identify the specific challenges faced by the different stakeholders, including market opportunities at both national and international levels. These studies allowed to highlight the strategic priorities to implement in order to structure and strengthen the value chain and promote typical dairy products. The objective of these training cycles is to inform participants about priority actions that could contribute to face the identified challenges and to support them in guiding their action.

The contents have been specifically designed to meet the needs of the pilot territories. In the end, the objective is to encourage dairy producers to increase their knowledge and to adopt traditional and sustainable methods, in compliance with the new needs and constraints on markets.

Every cycle will include 2 distinct and complementary sessions. In Bizerte, the 1st session (31 March and 1 April 2014) will target local and national authorities and it will focus on quality signs and food safety standards as well as internal and external control mechanisms of dairy chains. They aim to highlight the strategic aspect of the dairy chain for national economy (in terms of job creation, competitiveness, etc.) in order to influence agricultural and job policies, and to induce institutions and authorities to implement measures to boost the agriculture and agrifood sector. The LACTIMED project will then encourage to spread the results at national and Mediterranean level.

The 2nd session will be held from 1st to 3 April 2014, and it will focus on short and long distribution channels. It will also highlight the notion of cluster. The session will also include exchanges and field visits, and will be mainly addressed to managers of local support structures (chambers of commerce, agropoles, employers' federations, producer groups, etc.) and private sectors representatives.

The implementation of activities inspired by these sessions will enable trained structures to provide support to producers and local entrepreneurs, particularly in the preparation and implementation phase of LACTIMED cluster pilot projects, and to become ideal intermediaries between the different stakeholders (industrial, producers, researchers, distributors, financial operators, etc.)



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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 Noureddine 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.enpicbcmed.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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