



# MedSNAIL LEGACY

Sustainable Networks for Agro-food Innovation Leading in the Mediterranean

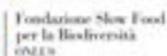


# MedSNAIL LEGACY

## Sustainable Networks for Agro-food Innovation Leading in the Mediterranean

Thematic objective A.1 – Business and SMEs development  
(Promote economic and social development)  
Priority A.1.2 – Strengthen and support networks, clusters, consortia and value-chains

*“This publication has been produced with the financial assistance of the European Union under the ENI CBC MED Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of FAMP and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.”*



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# A

## Contextualization

### KEY INFORMATION

**Acronym:** MedSNAIL

**Full title:** Sustainable Networks for Agro-food Innovation Leading in the Mediterranean

**Thematic objective:** A.1 Business and SMEs development

**Priority:** A.1.2 Euro-Mediterranean economic clusters

**Countries:** Spain, Lebanon, Palestine, Tunisia, Malta, Jordan, Italy

**Total budget:** 2.028.807,74€ - ENI contribution 1.825.926,97€ (90%)

**Duration:** Start date 01 September 2019  
End date 31 October 2023

MedSNAIL "Sustainable Networks for Agro-food Innovation Leading in the Mediterranean" project financed by the ENI CBC Med programme brings together seven Mediterranean territories (Spain, Lebanon, Palestine, Tunisia, Malta, Jordan, Italy) and, inspired by Slow Food's trajectory and its proven methodologies and tools as a direct precedent, focuses its scope of action on the promotion of the agri-food business fabric in order to move towards a fairer, more competitive and sustainable food-territorial food system.

The food system, understood in all its complexity, generates a third of total greenhouse gas emissions according to United Nations data. These data provide information on the scope and multi-scale nature of food in our current society and highlights the need to promote transformative initiatives that place food in the context of the rebalancing of rural ecosystems, the competitiveness of small and medium-sized agents in the chain and the quality of the products and by-products generated.

Within this framework and as a cross-cutting context, the European Union is firmly committed to providing strategic framework and specific programmes, such as "Farm to Fork" or the "European Green Deal", to support the design of alternative formulas aimed at preserving food identity in the EU and generating tools to reduce its impacts and restore food-linked ecosystems.



Visit the YouTube channel of the project and discover the local experiences implemented by each of the partners.



Photographs taken by: Mazen Hosaiky. All rights reserved.



1. Photographs taken by: Mazen Hosaiky. All rights reserved.  
2. Photographs associated with the local implementation of MedSNAIL activities. Authored by each of the technical teams of each of the project partners.

## Contextualization

LTA  
MEDITERRANEAN

# B

## MedSNAIL in Data

1



### PRODUCTS STUDIED IN THE PILOT AREAS OF THE PROJECT

**196 products** have been studied and analysed by the partnership in order to identify strategic products to boost sustainable food development in the Mediterranean.

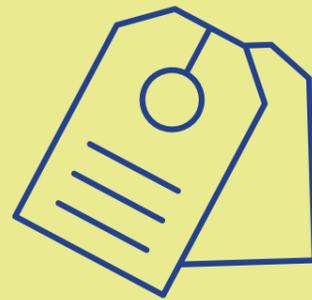
2



### PRODUCTS SELECTED ACCORDING TO GOOD, CLEAN, FAIR AND LOCAL CRITERIA AND INTRODUCED IN THE SLOW FOOD ARK OF TASTE

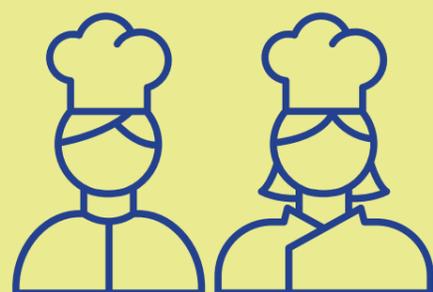
Of the total number of products studied, **48 have been introduced into ark of taste by applying criteria of sustainability, social justice, suitability with the territory and its ecosystems and their cultural value.**

3



### PRODUCTS THAT HAVE BEEN DRIVEN BY THE DEVELOPMENT OF A NARRATIVE LABEL

**Narrative labels have been developed for 36 products** with the aim of favouring their sale in local markets and highlighting the characteristics that make them unique.



## CHEFS COMMITTED TO PROMOTING SUSTAINABLE FOOD SYSTEMS IN THE MEDITERRANEAN THROUGH A JOINT ALLIANCE

**30 chefs** have demonstrated their commitment to local gastronomy and the introduction of endogenous products in the culinary offer. The establishments that have participated in the project have been listed in a common directory.

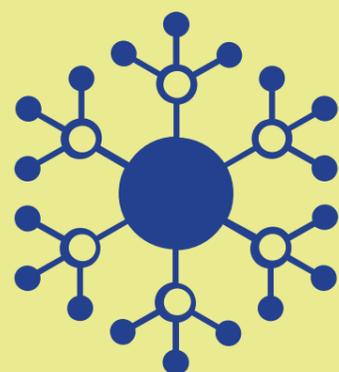
4



## LOCAL MARKETS DEVELOPED

A total of **11 local markets** have been developed in the framework of MedSNAIL with the aim of enhancing direct sales channels and fostering local food culture in each of the pilot territories.

5



## NUMBER OF GOVERNANCE STRUCTURES GENERATED (SLOW HUBS)

**7 Slow Hubs** generated as active points to ensure access and continuity of the resources generated by MedSNAIL in each of the pilot areas.

**11 entities designated to play the role of SlowHubs.**

**222 participants** from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.) **have participated in the establishment of Slow Hubs as local governance structures in each of the pilot areas.**

6

# C

## An Approach to Slowfood and its Tools as a Methodological Basis for the Project

Around 1980, in northern Italy, an organised response to the imperative model of food production and consumption began to take shape.

Originally promoted by social movements, Slow Food consolidated its position as a reference platform with Carlo Petrini as a leading figure.

This movement brings together an analysis of the current agri-food situation with the revaluation of those traditional practices that contribute to the sustainability of our environment. The organisation proposes a new food paradigm that stresses the urgency of defending regional agri-food traditions and a lifestyle in line with biomimetic principles.

Following the principles of 'good, clean and fair', and after two decades of existence, Slow Food is today one of the main frameworks to address a revision of our territorialised food systems in the Mediterranean context.

Source: Posters of major events organized by SlowFood Italy. Image copyright SlowFood IT.



# D

## MedSNAIL Methodology

The methodological development of the project, which was based on resources already generated by Slow Food, faced the central challenge of promoting the transition and strengthening of Mediterranean food systems through the adaptation, testing and prototyping of processes and tools simultaneously in Mediterranean territories of different natures.

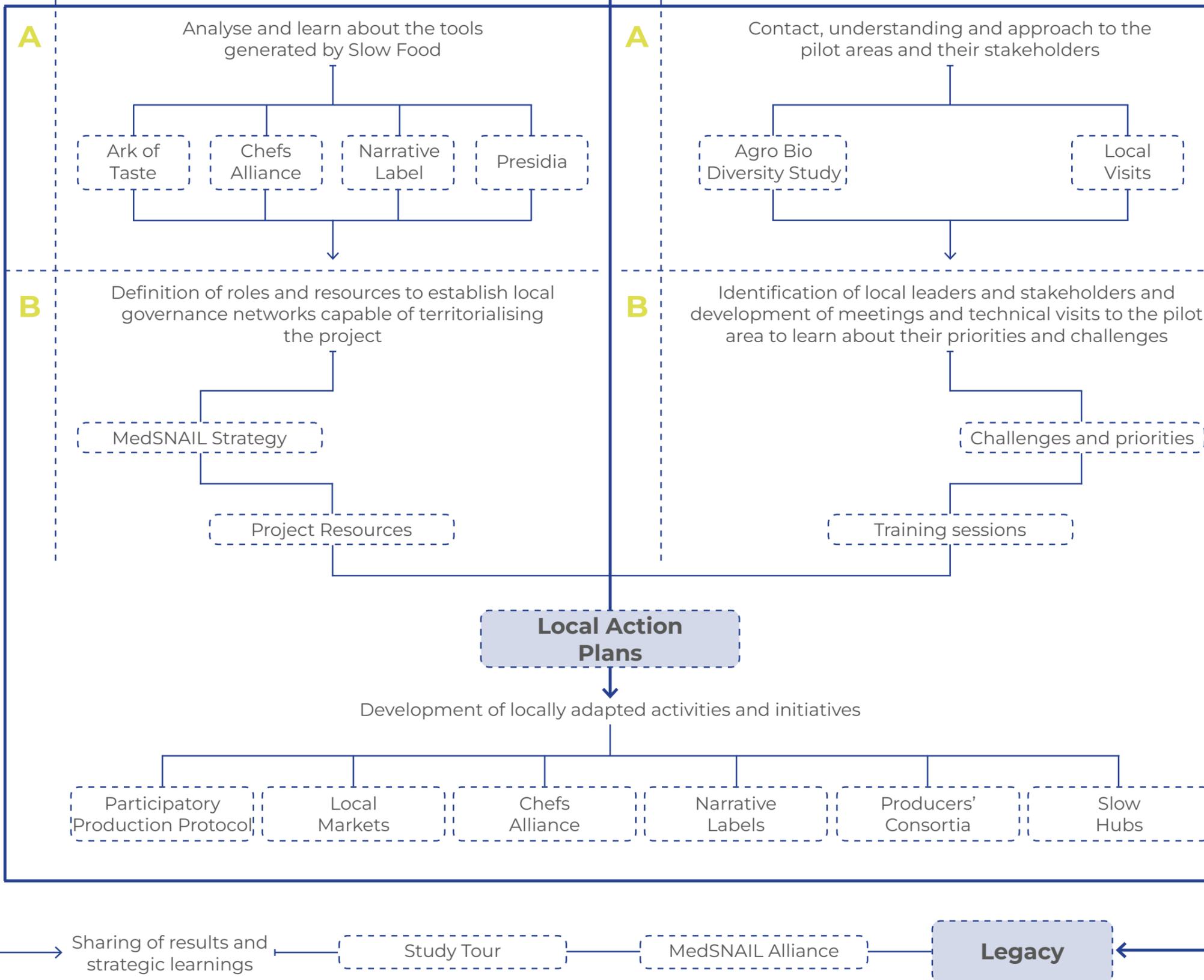
The methodological development of MedSNAIL should be understood as a "living" process in which the different pilot areas of the project have adapted the starting resources by introducing strategic innovations and sharing difficulties and solutions, resulting in a set of "territorialised" processes to move towards competitive, fair and sustainable food systems in the Mediterranean.

The following diagram summarises the territorialisation of the project and the process of methodological adaptation carried out:



**TECHNICAL WORK PARTNERSHIP**

**TERRITORIALISATION OF MEDSNAIL**



**MedSNAIL Methodology**



# E

## Seven Partners and Six Pilot Areas

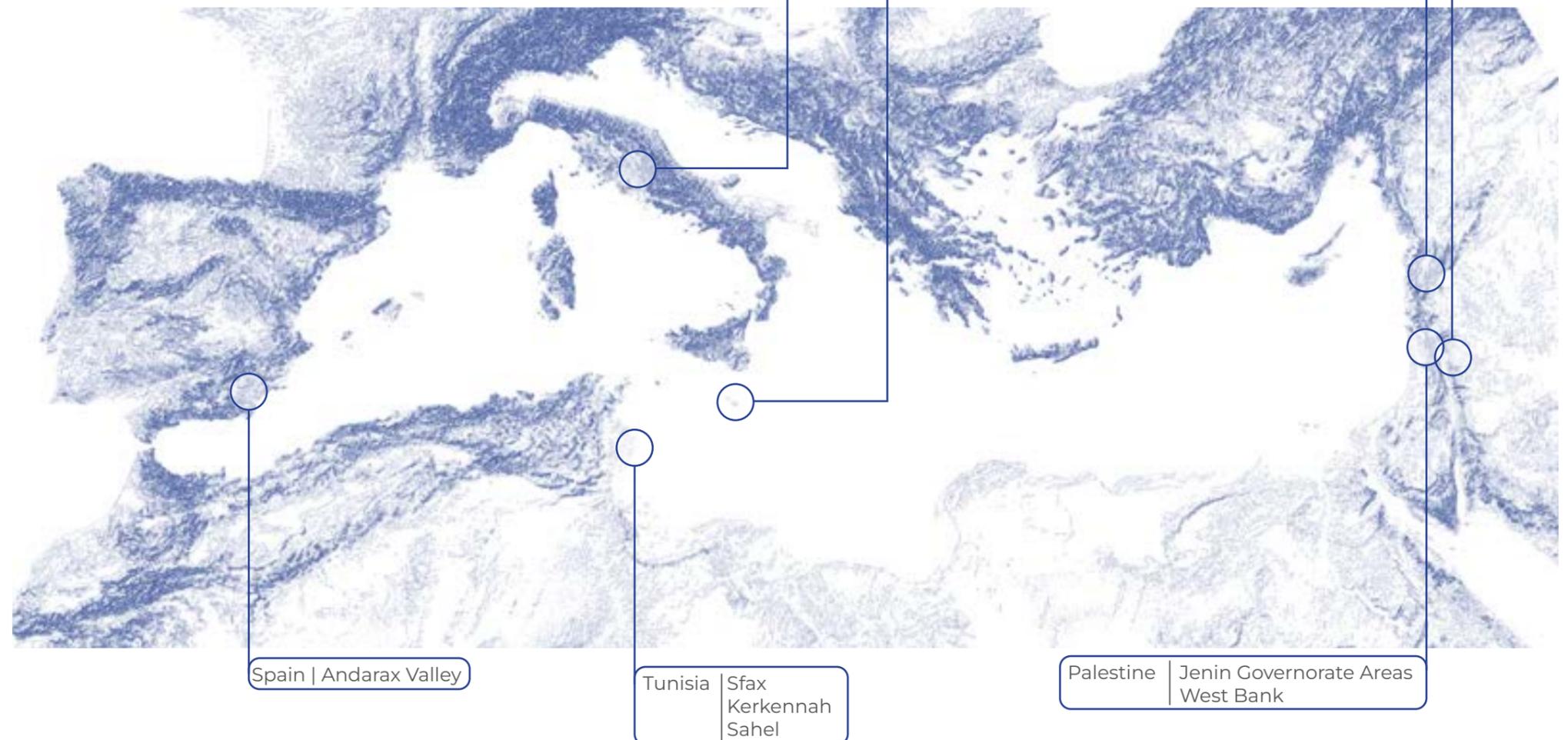
MedSNAIL brings together 7 partners from 7 Mediterranean countries to understand the food system from a Mediterranean perspective: Spain, Lebanon, Palestine, Tunisia, Malta, Jordan and Italy. The nature of the participating entities is diverse: universities, NGOs, foundations, all of them committed to the food challenges of the contemporary context.



Kick Off Event



MedSNAIL project pilot countries and areas

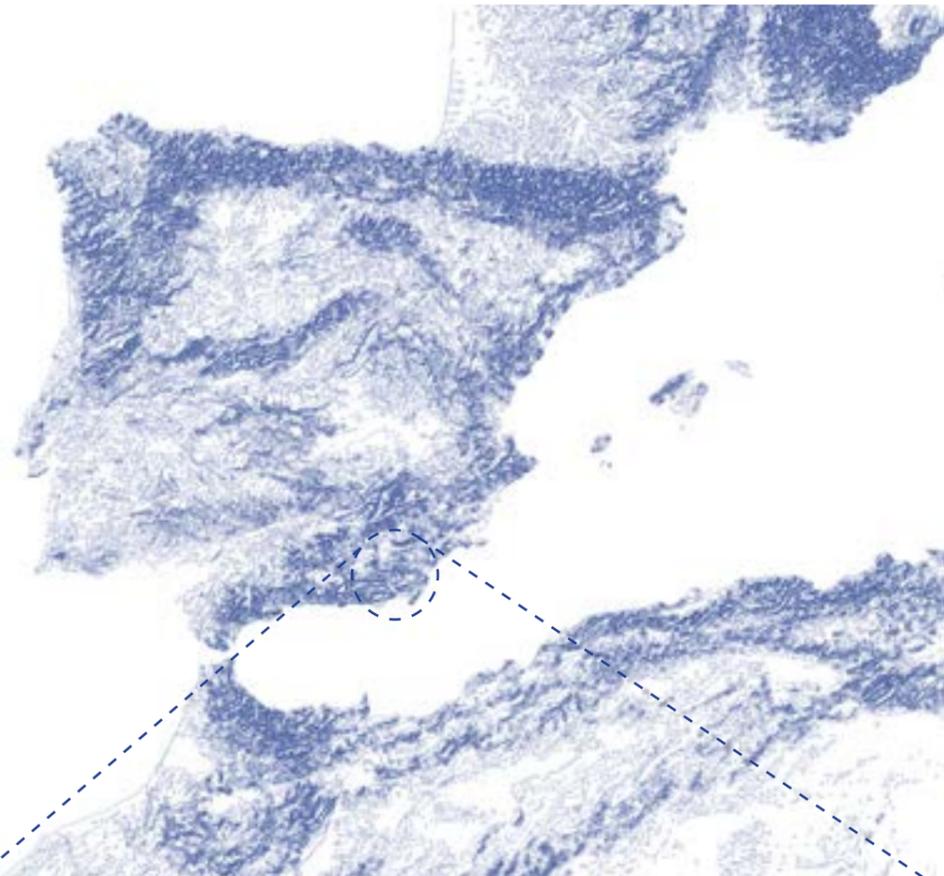


## Seven Partners and Six Pilot Areas

Spain

LTA

MEDITERRANEAN



# Andarax Valley. Spain.

**13** PRODUCERS



**5** CHEFS



**20** PRODUCTS VS



**5** SELECTED



The Andarax Valley in Almeria is a region of marked rural character and highly influenced by the course of the Andarax River and its proximity to mountain ranges such as “Sierra Nevada” and “Sierra de Gádor”.

With a strong agricultural tradition, the economy of the region has been sustained for decades thanks to an abundant water system of Arab origin that allowed the production of table grapes as the main activity of the territory in addition to the production of other products of the Mediterranean orchard.

The intensive development of agriculture in Almeria, especially in areas at sea level, is today one of the hot spots in Europe in terms of exports but also as an example of an unsustainable agricultural model. In contrast to these systems, the Andarax Valley continues to resist the pressure of the markets and struggles to maintain traditional species and local agro-food ecosystems.

Some of the strategic characteristics of the territory are described below:

- Depopulation of the area, as one of the most acute realities of demographics in Spain.
- Climate change and desertification, being the latter a process of soil degradation accelerated by aggressive and unsustainable human actions in the natural and productive environment.
- The lack of generational renewal in rural areas that leads in many to the disappearance of crops and traditional techniques.
- The lack of certified products. Andalusia currently has 58 products with a certified quality designation. Only one (the tomato from La Cañada) is found in the province of Almería.

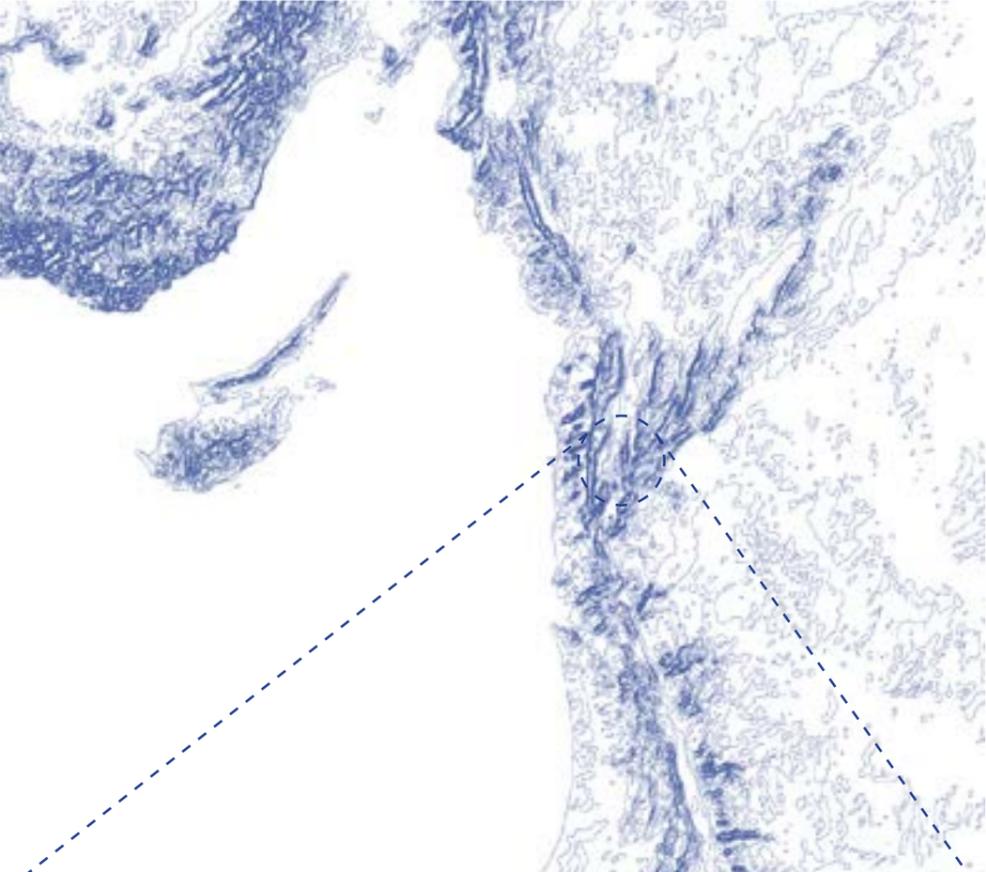


### FAMP BALANCE

“Thanks to MedSNAIL project, in the final phase of project implementation, after several months of continuous contact between the actors involved in MedSNAIL through the Andarax Valley Food Council, interesting initiatives were proposed that began to enter the field of capitalisation such as the future definition of the participatory production protocol, contact with a commercial agent operating in the vicinity of the valley and the establishment of a calendar of regional events and festivities where producers can jointly present their products, emulating the MedSNAIL pilot project of the producers market”. Andalusian Federation of Municipalities and Provinces (FAMP)

# Seven Partners and Six Pilot Areas

Lebanon



## West Bekaa and Chouf. LEBANON

<b>30</b> PRODUCERS	<b>5</b> CHEFS
	
<b>13</b> PRODUCTS VS	<b>2</b> SELECTED
	

The West Bekaa and Chouf regions in Lebanon represent typical cases of diversified and authentic agriculture and food systems that are well embedded and preserved in their respective societies.

Most of the inhabitants of these areas still rely on traditional agriculture and food processing practices, and are tightly attached to their land and traditions. The areas are also known for having unique biodiversity, natural features and landscapes which also form an important component of their heritage.

Small producers in these areas often struggle to maintain their productions due to the lack of resources and market access. Thus, valorizing these products can help in creating opportunities to small producers and thus contribute in the conservation of local traditional practices while protecting native biodiversity and natural resources, preserving local agriculture varieties and traditional food recipes and of course contributing to the livelihoods of the rural communities in both areas.



**LEBANON BALANCE**

*"Bringing together different countries from the Mediterranean to implement the project individually, allowed us to witness the extreme similarities in food culture in the Mediterranean region as well as the differences between them. The diversity between the actors grants us the opportunity to identify new solutions and analyze ongoing challenges from a new viewpoint". American University of Beirut (AUB)*

Palestine does not have a particularly large land area, but it is rich in seed varieties, therefore valuable for cultivating biodiversity and thus has multiple and diverse types of crops. Jenin Governorate Areas in specific is one of the most important agricultural lands in the West Bank.

The topography brings the land suitable for agriculture to represent 36% of the total area, which is the highest percentage among governorates. The water resources are relatively better than most other areas in West Bank. The area of arable land is 208,352 dunums (1 dunum = 1.000 m<sup>2</sup>). Jenin has well known four main fertile plains.

Farmers depend on rain- fed winter and summer crops. Irrigated farming is either practiced in open field or greenhouses. Small producers in these areas often struggle to maintain their productions due to the lack of resources and market access. Thus, valorizing these products can help in creating opportunities to small producers and thus contribute in the conservation of local traditional practices while protecting native biodiversity and natural resources, preserving local agriculture varieties and traditional food recipes and of course contributing to the livelihoods of the rural communities in the area.



**PALESTINE BALANCE**

*“Supporting women-led initiatives through providing sub grants is a way to empower women economically, enhance their role in their societies and promote gender equality in the food system. Women play a vital role in the food system, but they often face discrimination and barriers to participation. By supporting women-led initiatives, the MedSNAIL project is helping to create a more inclusive and equitable food system.”*  
The Rural Women’s Development Society (RWDS)



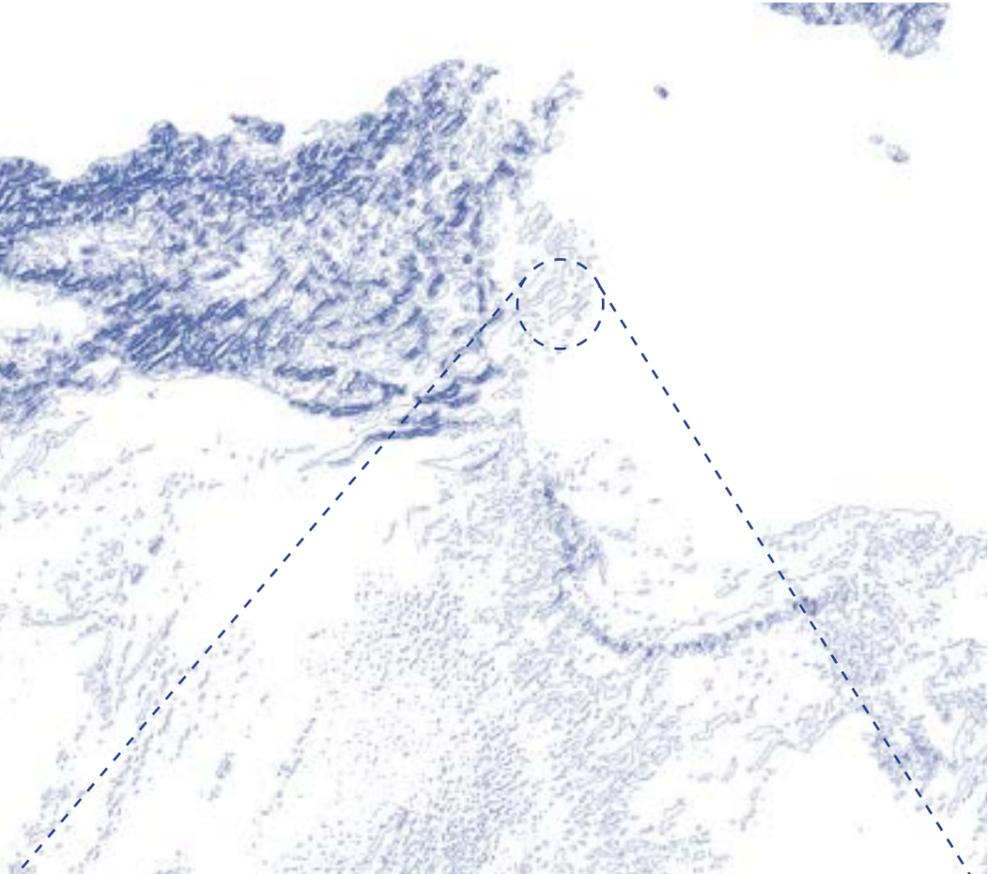
**Seven Partners and Six Pilot Areas**

**Palestine**

LTA  
MEDITERRANEAN

# Seven Partners and Six Pilot Areas

Tunisia

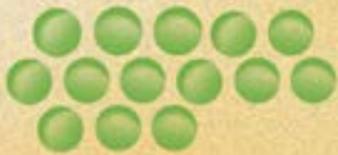


## Sfax / Kerkennah and Sahel. TUNISIA

17 PRODUCERS 5 CHEFS



31 PRODUCTS VS 8 SELECTED



Tunisia is one of the seven region selected for the implementation of MedSNAIL. The Sfax/Kerkennah and Sahel regions in Tunisia represent typical cases of diversified and authentic agriculture and food system that are well embedded and preserved in their respective societies.

Kerkennah is an archipelago, 32.7 km away from the mainland city of Sfax. The economic activity in Kerkennah is basically based on the primary sector characterized by a very old form of agriculture and, especially, a fishing activity witch represents a vital resource of the archipelago.

Although the rural exodus and urban expansion have affected the productive capacity of the territory, fishing, dry farming, extensive arboriculture, and cereal growing are still strategic activities that stand out for their great variety and richness.

The Sahel is the coastal region of central Tunisia and extends from the north of Sousse to the south of Mahdia.

The territory has a coastal Mediterranean climate with dry summers and wet winters. The morphology of the region is directly involved in its agro-food richness, with a predominance of forest areas with different strata (forests, scrub...), and rangelands (steppes, alfa, meadows, lawns). Highlighting the importance of pastoralism in the area.

Most of the inhabitants of these areas still rely on traditional agriculture and food processing practices and are tightly attached to their land and traditions. The areas are also known for having unique biodiversity, natural features and landscapes which also form important component of their heritage.

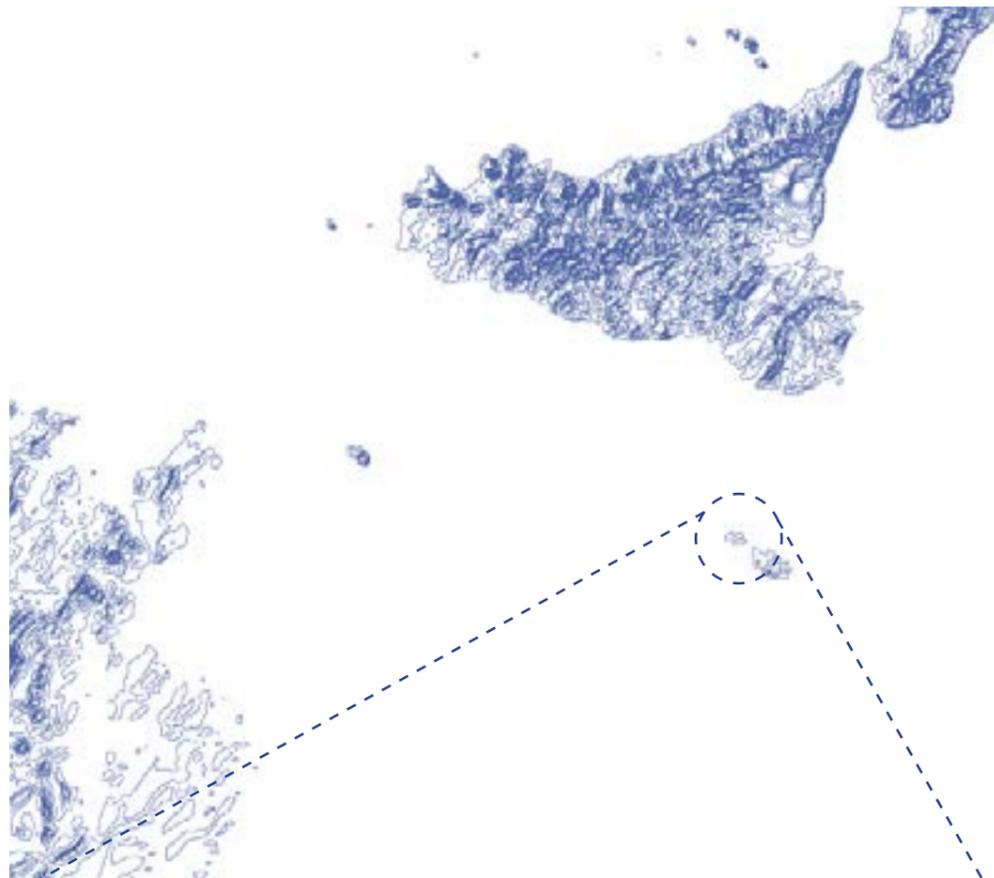
Some of the products selected in the pilot area to be promoted through MedSNAIL were the following: Rotbi, Rob, Kerkennian Date Palm sap juice "legmi", Zammit makhdour, Barley bread "Jardkaa", Fig jam, Prickly pear vinegar, Bondleka and El Anneb.

The geographical and biological features of these two territories give to crops and traditional food a typical aspect. For this reason, these products are worth protection and conservation.



### TUNISIA BALANCE

*"The plurality of actors has been essential to ensure the success of the process. The connection, the articulation and the creation of a common space and gather the participation of citizens, producers, companies, chefs, associations, environmental entities and members of the different institutions , from the perspective of food system innovation, seek to undertake and coordinate a fair, sustainable and resilient territorial transition through the implementation of innovative projects". University of Sfax (USFAX)*



The very small islands that comprise the Maltese archipelago are situated right in the center of the Mediterranean Sea. From ancient to relatively modern times, their location has made of the islands somewhat of a cross-roads for some of the world's greatest civilisations. They have been at once a theater of endless strife and belligerence between east and west, as well as a cultural and linguistic melting pot.

The island of Gozo comprises of 14 local councils, all but one of which are distinctly rural in scope. Given its double insularity, the island has a certain character of its own, particular in terms of its agro-food heritage. Given the small size and the pressures of a relatively high population density, holdings and farms are exceedingly small. The main challenges for Gozitan farming undertaking are limited land, water scarcity, urbanization, land use pressures and opportunity cost of land, dependence on imported fodder and other costly inputs, fragmentation of human and physical resources, individualism and a general inability to exploit economies of scale.



Photographs taken by the entity visitgozo.com. All rights reserved.

## Gozo. MALTA

**9** PRODUCERS



**5** CHEFS



**10** PRODUCTS VS



**2** SELECTED



### GOZO BALANCE

*"The main lesson learnt through participation in the project is that, in Gozo, people still yearn for a traditional gastronomical experience that is not lost, despite the onslaught of large scale production and imports. Indeed, there are a number of establishments that thrive by marketing traditional small-scale products to the discerning visitor. This also comes from a common wisdom that the island can only do well economically if it distinguishes itself from the competition, which is rife throughout the Mediterranean region. Nevertheless, traditional methods are not always compatible with modern living, and some producers may be on the verge of giving up on their quest, particularly in the face of, on occasion, long working hours and reduced profits. The support that has been provided through the MedSNAIL project and other infrastructures will go a long way towards preserving their way of life". Gozo Regional Development Foundation (GRDF)*

## Seven Partners and Six Pilot Areas

Malta

# Seven Partners and Six Pilot Areas

Jordan

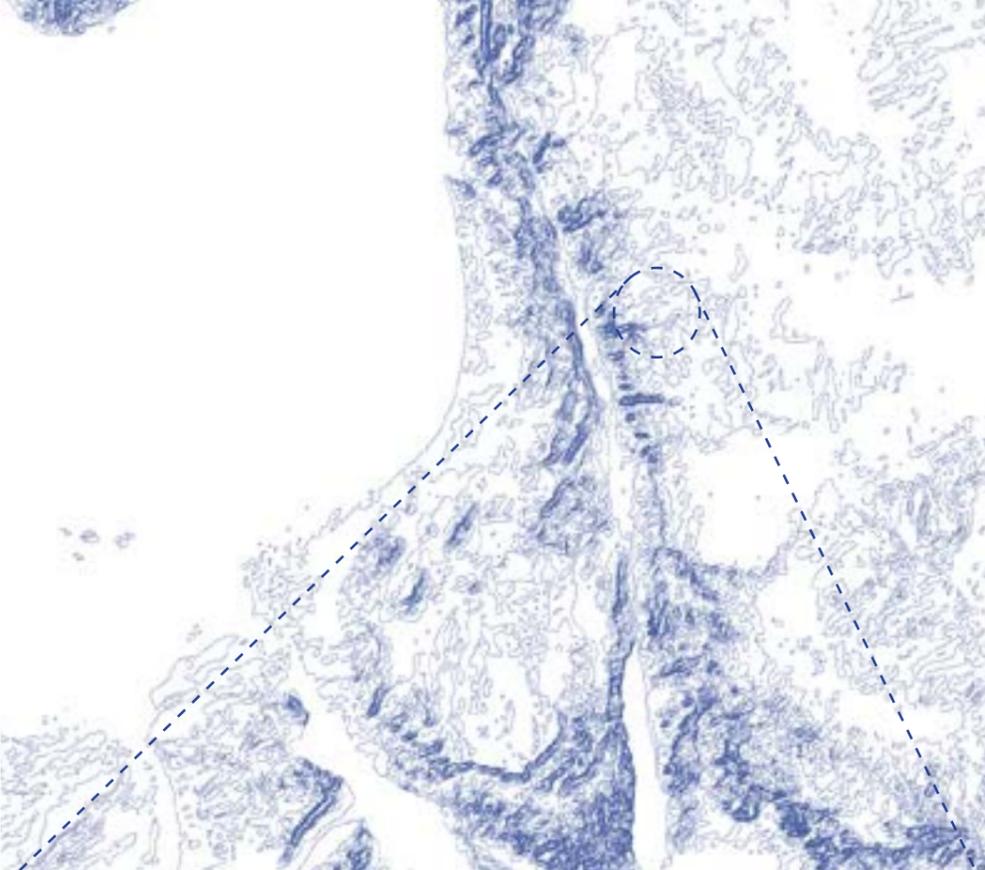
Al Balqa region in Jordan is one of the seven scenarios selected for the implementation of MedSNAIL. Its rich diversity in terms of geographic, climatic, and plant cover, makes it a highly biodiverse ecosystem. It also provides a good representation of the traditional food and heritage linkage to the local population, where production of traditional food products and their knowledge are focused in the rural areas where small scale production is dominant, and people are still to some extent inclined to protect and value the varieties, processed products, recipes, and knowledge of the food and medicinal uses of wild plants. The area's biodiversity and traditional food knowledge is in danger of disappearing, due to over foraging wild plants, cutting forest trees, to a point that even the local cultivated products were threatened; which presents a great concern for the future of local traditions, especially traditional food and edible products and their production which are declining dramatically.

The small scale agri-food producers of Al Balqa are mainly able to sell their products either directly from their homes to consumers, to local artisanal apothecary shops "Attar", or to small dairy products shops. Those stores are found in main city centres such as Al-Salt city, the capital of Al Balqa. Although those shops play a central role in maintaining the production of traditional products, nowadays many of the traditional products sold in these shops that can be sourced from the area are imported from neighbouring countries. This puts Al Balqa local scale of value chains at risk, with a great threat from large production and distribution systems and therefore it presents a good opportunity to develop innovative actions that protect and promote these local actors and their ecosystems.



### JORDAN BALANCE

*"Through the introduction of tools related to slow food methods, biodiversity conservation, and sustainability, we witnessed tangible improvements. Slow Food methods not only allowed us to promote and preserve our local culinary heritage but also bolstered the economic prospects of our community by enhancing the marketability of the products." Women for Cultural Development (NAMAA)*



## Al-Balqa'a. JORDAN.

28 PRODUCERS



5 CHEFS



41 PRODUCTS VS



25 SELECTED



# Challenges and Opportunities Matrix

The different project activities have been implemented in some pilot areas from six Mediterranean countries, which face very diverse territorial challenges.

These challenges have been reflected in the [MedSNAIL Strategic Framework](#) (deliverable 3.3.1), making evident the diversity and richness of the Mediterranean in terms of ecosystemic, environmental, economic and cultural conditions.

The following are the needs and demands that arose within the framework of the project and are shared by the different pilot areas.

## CHALLENGES

**1** Lack of spaces of governance in agri-food matters that bring together the different agents that make up the chain and therefore promote agreements, exchanges and pacts

**2** Loss of indigenous products and traditional channels due to pressure from large food industries and therefore difficulties in ensuring the competitiveness of small and medium-sized agri-food enterprises

Vulnerability of agricultural ecosystems to climate change, especially soil desertification and decreasing precipitation levels

**3** Decline of rural areas in a process of demographic emptying that affects to generational renewal of the main economic activities associated with food production and commercialisation

## OPPORTUNITIES

**2** Existence of multiple initiatives and local companies resistant to market pressure that condense a large amount of accumulated knowledge linked to the resilience and nature of the Mediterranean agri-food system

Paradigm shift after Covid 19 pandemic makes evident the interdependence between rural and urban areas and therefore the need to maintain the balance of food ecosystems

**3** Recognition by international reference bodies such as the FAO of the footprint of diets and production systems on ecosystems, which has been reflected in programme instruments for the 2021-2027 period such as 'From Farm to Fork'



# Mediterranean Food Systems: Common Challenges and Opportunities

LTA  
MEDITERRANEAN

# G

## MedSNAIL Tools and Main Lessons Learned

By associating challenges, opportunities, Slow Food trajectory and project tools, MedSNAIL has worked to respond in a coordinated and connected way to the different common challenges of the Mediterranean food system through the adaptation of solutions and the testing of pilot initiatives in each of the project areas.

The main lessons learned and contributions in terms of tools provided by the project are presented below, in methodological order:

**Challenge 1. Lack of spaces of governance in agri-food matters that bring together the different agents that make up the chain and therefore promote agreements, exchanges and pacts.**

### Project Tools 1.1. Selection of Local Leaders

The territorialisation of MedSNAIL in each of the pilot areas has been possible thanks to the definition and assignment of roles to the different profiles existing in the pilot areas. Among these roles, local leaders are conceived as strategic figures with the capacity to transmit, communicate and disseminate the MedSNAIL approach in the territory, contributing to the assimilation of tools in the short/medium term and to the sustainable development of the area.

The selected local leaders, of different nature (mayors, rural development technicians, third sector agents...) have received specific training sessions to promote the transfer of tools and resources to the local community.

#### Lessons Learned:

##### FAMP

*"The plurality of actors is essential to ensure the success of the process. There are many "neo-rural" profiles from very different professional sectors that have great contributions to make to food sustainability."*

##### NAMAA

*"The support and cooperation of the local leaders is essential to be able to facilitate the meetings and mobilize the producers."*

### Project Tools 1.2. Producers' Consortia

Taking into account the multilevel nature of the food system and the complexity of developing governance structures to strengthen networks and cooperation frameworks between actors, MedSNAIL has set up a producer consortium in each of the pilot areas.

The producers' consortium is conceived as a governance space for bringing together the different agents directly or indirectly involved in the sustainability of the food chain. It also seeks to promote cooperation between sectors and the establishment of strategic lines of work increasing the competitiveness of the sector in each of the pilot areas.

#### Lessons Learned:

##### FAMP

*"The most effective working tool for responding to the demands of the territory has been the producers' consortium, as it brought together for the first time actors from different sectors linked to the food system and has served for the exchange of resources between them, the establishment of cooperation links (buying and selling, promotion and marketing, logistics)."*

##### USFAX

*"Short circuits production often has considerable difficulties to enter domestic markets. Thus, producers' consortia need to assist local members to ensure their accessibility to governance structures, civil society entities that act in the field of food."*

##### GRDF

*"The main purpose of the producers' consortia in Gozo is to safeguard and promote traditional production methods and recipes, and to work towards greater use and appreciation of local products. Through the MedSNAIL project, the Consortia is setting up the groundwork for business support to small scale producers through capacity building and a digital working space for exchange and collaboration."*

##### AUB

*"As a result of the meetings developed by the consortia, we were able to modify the upcoming activities and events we have planned to address the challenges brought up by the producers, as is the case of the local markets pilot project."*

### Project Tools 1.3. Slow Hubs

In order to ensure the continuity of the project and facilitate the assimilation of tools and resources generated by the local communities, MedSNAIL has set up an informal structure called Slow Hubs in each of the pilot areas.

Divided as active points of information and interconnection that bring together all the work developed on the territory (directories of contacts, challenges and opportunities detected, pilot projects and resources developed within the framework of MedSNAIL), the Slow Hubs are a strategic activity to act as spaces for the confluence of initiatives that share the goals of the project at the local level once the project ends.

#### Lessons Learned:

##### FAMP

*“Working in collaboration with pre-existing structures and networks in the territory is essential to amplify the impact of the project and to determine spaces dedicated to the capitalisation and transfer of results that allow the continuity and appropriation by local communities of the tools generated.”*

##### NAMAA

*“Namaa’ is offering the Slow Hubs services in digital format to accumulate all results in one place for actors that know how to access such information.”*

##### USFAX

*“Taking advantage of existing organizations and networks that help to promote more resilient food systems in the territory is a strategic option to ensure the transfer and continuity of the project.”*

##### RWDS

*“Slow Hubs is building resilience to climate change. Slow Hubs can contribute to promote sustainable agricultural practices that can help farmers to adapt to the impacts of climate change.”*

**Challenge 2. Loss of indigenous products and traditional channels due to pressure from large food industries and therefore difficulties in ensuring the competitiveness of small and medium-sized agri-food enterprises.**

**&**

**Vulnerability of agricultural ecosystems to climate change, especially soil desertification and decreasing precipitation levels.**

### Project Tools 2.1. Participative production protocols

In response to the challenge of promoting cooperation between the different agents that make up the food chain in each of the pilot areas, MedSNAIL has promoted the development of a document containing the basic lines and agreements that will allow a common model of food production and transformation to be established. This tool is of particular interest to ensure communication between producers and representatives of the agri-food industry as well as to guarantee the design of a coordinated and consensual response to the challenges that concern them in each of the pilot areas.

Participatory production protocols have reflected good management practices and techniques to make responsible use of resources (water, soil and energy), combat the use of harmful chemicals and encourage the preservation of traditional and indigenous varieties.

#### Lessons Learned:

##### RWDS

*“The participatory production protocol is a set of rules and procedures that MedSNAIL producers will follow to work together to produce and sell their products. This protocol is important because it ensures that all producers have a say in how the products are produced and sold, and that the products are made in a way that is good, clean, safe for the environment and fair to everyone involved.”*

## MedSNAIL Tools and Main Lessons Learned

# MedSNAIL Tools and Main Lessons Learned

## Project Tools 2.2. Narrative Labels

Narrative labeling is a tool inspired by the strategic instruments developed by Slow Food and ultimately aims to promote a more homogeneous identification between products coming from a specific area, thus fostering a sense of shared identity and a more direct association between the area and its local products. Each of the MedSNAIL pilot areas has identified local products adapted to and consistent with their natural environment and developed labels that highlight descriptive features associated with their territorial context, historical trajectory and connections with the intangible practices and traditions of local communities.

- [Narrative Labels FAMP](#)
- [Narrative Labels AUB](#)
- [Narrative Labels RWDS](#)
- [Narrative Labels USFAX](#)
- [Narrative Labels GRDF](#)
- [Narrative Labels NAMAA](#)

### Lessons Learned:

**AUB**

*"The narrative labels enabled lasting impression with customers, which would potentially lead to consumer loyalty on the long run."*

## Project Tools 2.3. Agrobiodiversity Study

The [Agrobiodiversity study](#) is a key study of the pilot areas, their food varieties and associated industries, as well as the environmental and cultural conditioning factors on which the agri-food development of small and medium-sized local businesses depends. It provides in-depth knowledge of the current state of different areas throughout the Mediterranean, identifying common problems and scenarios and analyzing the evolution that the sector has undergone in these areas in recent decades. It is understood as a basic tool for preserving the food memory of the territory but also for defining lines of work to reverse situations that endanger traditional varieties and associated industries.

### Lessons Learned:

**FAMP**

*"The agrobiodiversity study is a key document on which the definition and development of the different actions of the project have been based, and the following shared conclusions are worth highlighting:*

- Need to consolidate regional/national demands
- Need to combat tertiarization, loss of biodiversity and loss of wealth in productive areas
- Need to innovate in food processing and transformation
- Need to strengthen governance systems."

## Challenge 3. Decline of rural areas in a process of demographic emptying that affects the generational replacement of the main economic activities associated with food production and commercialisation.

### Project Tools 3.1. Local Markets

Each of the MedSNAIL project partners has organized at least one local producers' market with the aim of enhancing the value of local purchasing chains and testing the feasibility of coordinating the different food producers and manufacturers under a shared identity.

The organization of local markets has proved to be a replicable simulation to estimate the feasibility of consolidating a coordinated and cooperative food supply process among producers in the pilot areas and to optimise its linked technical, logistical and communicative tasks.

### Lessons Learned:

**FAMP**

*"It is necessary to optimise logistics and distribution systems so that small traders do not have to invest so much time and resources in putting together a food sample. Projects such as MedSNAIL should serve to prototype solutions to help address these challenges."*

**USFAX**

*"The exhibition of local products of pilot areas was a point for the dissemination of local products that provided consumers access to fresh, locally grown produce. These initiatives contributed to support smallholder farmers, build bridges between urban customers and rural producers from Kerkennah and Sfax areas, and foster customer loyalty to the farmers who grow their produce."*

**RWDS**

*"Farmers' markets also help to build relationships between farmers and consumers, which can lead to increased trust and understanding of the food system."*

**GRDF**

*"Working within existing institutional structures greatly facilitated the work of organizing the local market as there was already extant in the island of an evident intent to have a regular itinerant market for local products. Moreover, the limited size of the island makes the logistical aspect much easier."*

### Project Tools 3.2. Chefs Alliance

The [Chefs' Alliance](#) in MedSNAIL, inspired by a Slow Food initiative, consists of a directory of chefs committed to integrating local products into the gastronomic offer of their establishments. These establishments have been identified and collected through a specific directory that will enable a common Mediterranean-wide register of gastronomic venues committed to local products to be drawn up after the project has been completed. This network will serve as a precedent for possible collaborations and/ or synergies between members of the sector, as well as new commercial links between producers and chefs.

#### Lessons Learned:

##### FAMP

*"Throughout the development of the project, there has been a strong commitment to connect the agricultural sector with the gastronomic sector. In the case of the Andarax Valley, this has led us to develop tools such as a directory of producers and chefs to promote professional linkages."*

##### RWDS

*"It is worthy mentioning that the chefs in the Jenin Governorate Areas were previously unable to address any form of coalition or alliance. However, the formation of the producers' consortium helped them to reach out to more safe and better quality local products."*

### Project Tools 3.3. MedSNAIL GeoDataBase

The GeoDataBase is a digital tool developed by MedSNAIL that allows any user to know in depth the pilot areas that have participated in the project. It will also serve to identify the flagship products selected by each of the project partners for its inclusion in the Slow Food Ark of Taste programme, through product files that describe their nature, production process and history.

[Ark of Taste FAMP](#)

[Ark of Taste AUB](#)

[Ark of Taste RWDS](#)

[Ark of Taste USFAX](#)

[Ark of Taste GRDE](#)

[Ark of Taste NAMAA](#)

#### Lessons Learned:

##### SLOW FOOD

*"The geodatabase offers the opportunity to reinforce the food identity of the Mediterranean, allowing, among other functions, the contact between producers who, despite being from very different areas, work using traditional techniques to obtain and preserve autochthonous products."*

## MedSNAIL Tools and Main Lessons Learned

# H

## The MedSNAIL Alliance as a Long-term Commitment

The development of the different activities within the framework of MedSNAIL has strengthened awareness among the partnership and its associated local communities about the challenges identified during project implementation, designing local solutions adapted to the idiosyncrasies of each territory and sharing tools, learning and strategies that allow testing and undertaking a profound transformation of local food systems towards more sustainable, resilient and competitive models.

With the aim of bringing together and consolidating the purposes of the actors involved in MedSNAIL, and extensively other actors in the territory, through the definition of a shared framework that allows to face the main challenges while strengthening the agri-food sector and Mediterranean ecosystems, the [MedSNAIL alliance](#), is conceived as a non-binding but practical document that concretise commitments and agreements to move towards more sustainable, competitive and resilient food systems in the different Mediterranean territories.

Composed of 4 Goals (1. Articulation of the different actoris in the food system; 2. Strengthening small and medium sized food enterprises in the Mediterranean; 3. Sustainable transformation of consumption; 4. Reduction of the impact, preservation and regeneration of Mediterranean food systems) and 20 principles, the MedSNAIL Alliance is a strategic roadmap and transferable to other food communities in the Mediterranean.

This commitment was ratified by all the project partners at the MedSNAIL Final

Conference held in Seville on June 20, 2023, as well as by the local agents of the different pilot areas of the project.

Representatives of the different project partners holding the signature of the MedSNAIL Alliance during the final conference of the project in Seville. June 20, 2023.



# APPENDIX

## MedSNAIL in Data

LTA

MEDITERRANEAN

	PRODUCTS STUDIED IN THE PILOT AREAS OF THE PROJECT	PRODUCTS SELECTED ACCORDING TO GOOD, CLEAN AND FAIR CRITERIA AND INTRODUCED IN THE SLOW FOOD ARK OF TASTE	PRODUCTS THAT HAVE BEEN DRIVEN BY THE DEVELOPMENT OF A NARRATIVE LABEL	CHEFS COMMITTED TO PROMOTING SUSTAINABLE FOOD SYSTEMS IN THE MEDITERRANEAN THROUGH A JOINT ALLIANCE	LOCAL MARKETS DEVELOPED	NUMBER OF GOVERNANCE STRUCTURES GENERATED (Slow-Hubs)			
MALTA	10	2 Artisanal Sea Salt, Ilma Zahar	6 Melh tax-Xwejni, Għasel t'Għawdex, Ġulepp tal-Ħarrub, Ilma Zahar, Kunserva Helwa, Żejt taż-Zebbuġa	5 TMUN, TA' P HILIP, TA' FRENĊ, CHEF GEORGE BORG, IL - KARTELL	1	1	10 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	The <b>Ministry for Gozo</b> and <b>Eco-Gozo</b> , are the entities responsible for managing the Slow Hub in Gozo	MALTA
JORDAN	41	25 Baseesah, Borbara, Carob Molasses (Rub kharroub), Grape Molasses (Dibs Inab), Haitalieh, Rumi Olives, Figs (Teen Baladi), Salti Grapes, Lazaqiat, Madgooga Saltieh, Za'atar Barri, Za'atar mix, Awassi Sheep, Laban Makheed, Laban Msaha, Laban Jameed, Laban Jameed, Samneh Baladieh Balqawieh, Pomegranate molasses, Grape molasses, Khabeesah, Hwajeh, Jareeshah, Qaliet Gameh, Qors Al-Nar/Arboud Bread	6 Khabeesa, Laban Jameed, Samneh Baladieh Balqawieh, Grape Molasses/ Dibs Enab, Pomegranate Molasses/ Dibs Romman, Sumac	5 CAROB HOUSE, DANA HILLS RESTAURANT, FAKHERELDIN Restaurant, HIKAYET SITTI FOOD BASKET RESTAURANT, SUFRA RESTAURANT	1	1	40 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	<b>Namaa</b> will be hosting the slow hub in digital format on their website, but also providing assistance through phone calls to local actors.	JORDAN
LEBANON	13	2 Akkoub, Oubeidy	6 Goat Kawarma, Kishek, Apple & Grape Molasses, Figs with Anis Seeds, Sumac, Zaatar Mix	5 AKLETNA COMMUNITY KITCHEN, AL HAUSH, BEIT KANZ, BEIT AL JABAL, SHALLALAT AL BAROUK HOTEL & RESTAURANT	3	2	57 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	<b>West Bekaa, Kamed El Loz Cultural Center</b> and <b>Chouf, Eco Khaleh</b> ; agro ecology and organic agriculture training and education center are the entities responsible for managing the Slow Hub in Lebanon	LEBANON
PALESTINE	81	6 Baladi sesame, Palestinian lentils, ancient Palestinian wheat varieties, levant barley, blume schott "ja'adeh", dry bean local variety arrabeh Jenin	6 Mais Sharaf, Al-Khairat Honey, Jalboun, Mulukhiyah, Variety of Vegetables Pickles, Qizha	5 CHEF MAJD RESTAURANT AND KITCHEN – ORIENTAL KITCHEN, CHEF OMAR RAFEE RESTAURANT AND KITCHEN, AL - AQSA RESTAURANT, CHEF HADEEL'S KITCHEN & RESTAURANT, FIG AND OLIVE RESTAURANT AND COFFEE SHOP	3	1	54 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	<b>The Rural Women's Development Society (RWDS)</b> , is responsible for managing the Slow Hub, which is located in its office on the 5th floor of the Raghed Khalaf Building on Abu-Jihad Street in Jenin City, West Bank, Palestine	PALESTINE
TUNISIA	31	8 Bondleka, zammit makhdhour, jardkaa, prickly pear vinegar, Kerkennian date palm wine legmi, rotbi, date syrup/rob, ziziphus jujuba/el anneb	6 Jardkaa, Legmi, Fig Jam, Prickly Pear Vinegar, Rob, Zammit Makhdhour	5 RESTAURANT AL - MANSOUR IN DAR BAYA (GUEST HOUSE), RESTAURANT DAR MIMA, RESTAURANT HAMID (مطعم حامي), RESTAURANT IN MANARET KERKENNAH (GUEST HOUSE), RESTAURANT YOUNGA	2	1	46 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	The Association of Continuity of Generations, <b>ASCOB Syrtis, Slow Food Al-Majarra Association</b> and <b>University of Sfax</b> will bring together all the MedSNAIL resources and results developed on the territory through the Slow Hub structure.	TUNISIA
SPAIN	20	5 Empatao Alpujarreño, Semi-cured raw goat's milk cheese, Meloja, Soplillos and Ohanes grape	6 Meloja, Olive Oil, Canjáyar Merengue, Pimiento Castellano, Ohanes Grape, Laujar Wine	5 RESTAURANTE CABRA LOCA, GASTROTABERNA MATIZES, PATIO GARBÍN, RAFA RODRÍGUEZ GASTRONOMY AND ART, SANARE. COCINA Y NUTRICIÓN	1	1	15 participants from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.)	The <b>ADR Alpujarra-Sierra Nevada</b> is the entitie responsible for managing the Slow Hub in Spain	SPAIN
<b>TOTAL</b>	<b>196 products</b> have been studied and analysed by the partnership in order to identify strategic products to boost sustainable food development in the Mediterranean	Of the total number of products studied, <b>48 have been introduced into ark of taste by applying criteria of sustainability, social justice, suitability with the territory and its ecosystems and their cultural value</b>	<b>Narrative labels have been developed for 36 products</b> with the aim of favouring their sale in local markets and highlighting the characteristics that make them unique	<b>30 chefs</b> have demonstrated their commitment and commitment to local gastronomy and the introduction of endogenous products in the culinary offer. The establishments that have participated in the project have been listed in a common directory	A total of <b>11 local markets</b> have been developed in the framework of MedSNAIL with the aim of enhancing direct sales channels and fostering local food culture in each of the pilot territories	<b>7 Slow Hubs</b> generated as active points to ensure access and continuity of the resources generated by MedSNAIL in each of the pilot areas	<b>222 participants</b> from all categories of local actors targeted by the project (producers, chefs, local authorities, etc.) <b>have participated in the establishment of Slow Hubs as local governance structures in each of the pilot areas</b>	<b>11 entities</b> designated to play the role of <b>SlowHubs</b>	<b>TOTAL</b>

# MedSNAIL LEGACY

## Sustainable Networks for Agro-food Innovation Leading in the Mediterranean

Thematic objective A.1 – Business and SMEs development  
(Promote economic and social development)

Priority A.1.2 – Strengthen and support networks, clusters, consortia and value-chains

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