Mediterranean Identity Label

- recognise, certify and defend local products
- increase competitiveness, sustainability and implement prevention of frauds

Cooperation Platform of Experts

- food traceability and authenticity
- balanced partner structure
- operational after the project’s closure

Two Main Project Objectives

1. Analytical point of view: composition and properties

   TECHNIQUES
   - isotope ratio mass spectrometry
   - multi-isotope ratio analysis
   - elemental profiling
   - DNA-based genetic methods
   - product-specific chemical characterization
   - combination of stable isotopes (heavy/light) with the elemental profile of the product
   - genetic characterization of cultive/species

   product: DATA
   - a national review on provenance and authenticity
   - focal groups: producers + agro-industrial traders + certifying entity + administration + consumer associations + the project team
   - database on each product
   - Mediterranean Identity Label
   - Models, Database
   - GIS = Isoscapes
   - Platform of Experts

   Data Review and Gap Analyses

   - task 2.1 Data review
   - task 2.2 Gap analyses
   - task 2.3 Contraction of database structure

   WP 1
   Coordination and management
   - duration: 36 months
   - task 1.1 Consortium management
   - task 1.2 Content management

   WP 2
   Data Review and Gap Analyses
   - task 2.1 Data review
   - task 2.2 Gap analyses
   - task 2.3 Contraction of database structure

   WP 3
   Provenance and authenticity analyses (new dataset): Gap filling Characterization of Selected Products
   - Task 3.1. Protocols harmonization
   - Task 3.2 Geographic and climatic conditions
   - Task 3.3 Task 3.3 Chemical and stable isotope characterization
   - Task 3.4 Varietal characterization

   WP 4
   Data integration and modelling
   - task 4.1 Data integration and harmonization
   - task 4.2 GIS applications and modelling

   WP 5
   Value Chain Analysis of traditional products: case studies
   - task 5.1. Food chain values
   - task 5.2. Study cases of the four products
   - task 5.3 Analysis of the value chains and recommendations

   WP 6
   Dissemination, exploitation and outreach, and networking
   - Task 6.1. Preliminary dissemination actions
   - Task 6.2 Development of promotional and informational materials
   - Task 6.3 Development of scientific dissemination material
   - Task 6.4 Dissemination of the relevant results to the stakeholders and the specific public
   - Task 6.5. Stakeholder events
   - Task 6.6. Outreach activities

Pursuing authenticity and valorization of Mediterranean traditional products

(2017 – 2020)