

## Quality standards and authenticity to foster competitiveness of agrifood SMEs



### NEWSLETTER N° 2

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### **Second Chamber of Agriculture of Vienne stakeholder group Meeting**

On 25 June 2020, the Chamber of Agriculture of Vienne organized a meeting of Vienne's agri-food stakeholders to present the QUALIFY project and detail the results of our surveys on quality and fraud in the agri-food sector. The aim was to bring out good practices and understand the issues related to fraud prevention.



### **Second GENCAT stakeholder group Meeting**

The second stakeholder's meeting was held on July 2 at the headquarters of the Department of Agriculture, Livestock, Fisheries and Food in Barcelona. A total of 63 professionals from the agri-food sector attended in person and also online. The Stakeholders group was named as a Strategic Committee of the QUALIFY project. Among the attendees, there were experts from different fields (Administration, Industry, Research and Civil Society).



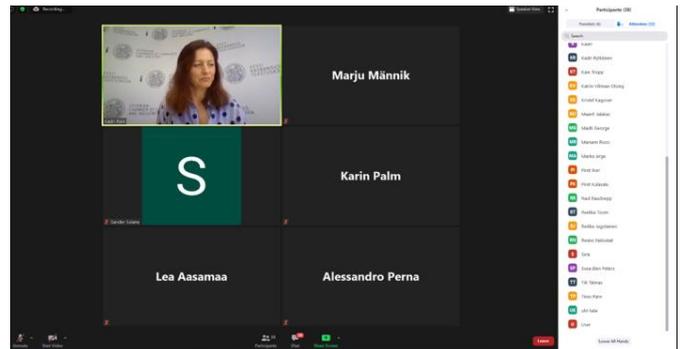
### Second BCCI stakeholder group Meeting

The second stakeholder meeting was held in the premises of BCCI, hall B on 16 of July 2020. 15 persons from different fields (administration, R&D institutions, private sector and civil society) took participation in the organised event.



### Second ECCI stakeholder group meeting

The 2nd Stakeholder meeting was held on June 17, 2020 together with participants from public administrations and business associations of Estonia. There were 50 participants.



### Second CCIS stakeholder group Meeting

The second stakeholder meeting was held on 19. June 2020. Participants were mostly food safety experts from different food companies. Two participants were from Administration for Food Safety, Veterinary Sector and Plant Protection, one from Ministry of Agriculture, Forestry and Food and one from R&D institution.



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### **Online QUALIFY partner Meetings**

**22.04.2020** Online partner meeting via Microsoft Teams.

**27.05.2020** Online partner meeting via Microsoft Teams.

**30.06.2020** Online partner meeting via Microsoft Teams.

The main purpose of online partner meetings was to discuss past, present and future project activities.

### **Working on content for online library**

Every project partner had to prepare a document, regarding food fraud in their country. The main topics were european and national legislation, fraud prevention system, regional and national strategies, operational programmes complementary to legislation, future predistions and some practical examples.

### **Selecting and describing good practices**

The main topic of this semester was fraud prevention, so every project partner needed to select and describe some good practices from their coutry and upload it to the Interreg Europe platform.

## Project summary

**QUALIFY** has been designed to foster the competitiveness of the SMEs in the agrifood sector by tackling a challenge that affects the involved regions and the whole EU (as stated by the European Commission):

- The improvement of the quality processes of these SMEs.
- The fight against the fraud in the sector.
- The promotion of the authenticity in their products.

Overcoming the barriers related to these challenges is to foster the reduction of costs, better chain values, better processes, and better products that will allow the tackled SMEs to grow and be more competitive in the national and international markets, where they need to enlarge their presence in front of larger companies, which are much less challenged by the presented topics.

To work in this direction, the project tackles the ERDF funds devoted to increase SMEs competitiveness in 7 EU regions/states which are representative of the EU geographical dimension and which incorporate agrifood and SMEs as core aspects of their respective RIS3.

The project aims at ensuring that when the projects funded under these schemes tackle agrifood SMEs they introduce aspects of quality, fraud prevention, and authenticity, which must complement the existing financial and non-financial instruments, enlarging the desired outcome: the growth of these SMEs.

The project also aims at enlarging the capacities of the managing authorities, relevant SMEs representatives and other stakeholders to better tackle these aspects and develop better and more efficient projects.

The main project outputs are: 7 policy instruments enlarged and improved through 7 action plans + monitoring systems, setting-up of a course with materials on the project topics for managing authorities and SMEs to foster an e-learning process, 35 stakeholder meetings, 4 dissemination events, 6 partner meetings with study visits, a continuous contact with national and EU institutions working in these topics, and over 50 best practices learned/exchanged.

## Partners



Further information in our web: <http://www.interregeurope.eu/qualify/>