

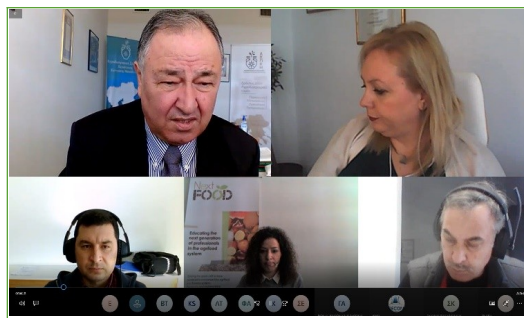
PRESS RELEASE

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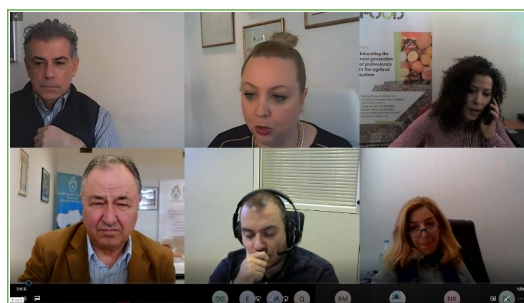
By Daphne Kapsala, Project Coordinator of Agronutritional Cooperation of the Region Central Macedonia

Two digital meetings with local stakeholders and agricultural producers presenting the current stage of development of the NextFOOD project.

Agronutritional Cooperation of the Region Central Macedonia/ACRCM had successfully organized **two digital meetings with local stakeholders and agricultural producers** in order to promote and present the current stage of development of the NextFOOD project. Specifically, AC RCM coordinated 2.5-hour meeting at **23rd of February 2021** with *15 local producers and agricultural cooperatives* where the project aims, and deliverables were presented. The participants discussed the current situation of the agricultural sector and the problem they are facing due the COVID -19 situation. Their indirect involvement in the NextFOOD project activities was debated together with the president of AC RCM, Mr. Konstantinos Kilitidis.



The second digital meeting was organized at **04th of March 2021** with the participation of 22 experts of the AC RCM members, such as Association of Industries of Greece (SVE), Exporters' Association of Northern Greece – SEVE, Region of Central Macedonia, Chamber of Serres, Municipality of Paionia, GAIA Epixeirin, Chamber of Chalkidiki, American Farm School, Aristotle University of Thessaloniki - Department of Agriculture, Winemakers of Northern Greece (ENOAVE SA), Hellenic livestock association, Chamber of Small and medium Sized industries of Thessaloniki (VETH) and Chalkidiki Hotels Association. During the meeting were discussed the direct



involvement of these organizations in the promotion of NEXT food results and how to enhance the impact of the project activities at regional level.

The participants, also, had the opportunity to listen to presentations by external experts on the challenging aspects of proposal preparation, such as market analysis and demonstrating the impact of projects of two promotion programmes of agricultural products, EUPHORIA and EXPERIENCE_EU, which AC RCM will implement.

NextFOOD's was presented to the participants in GREEK and is available in the following link: <https://youtu.be/RA7oAR4Nuug>



More information about Agronutritional Cooperation of the Region Central Macedonia activities are available at <http://agromacedonia.gr/>

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