

Abbreviation	• AGRO-IDENTITY
Project Title	• Identification of the authenticity and enhancement of the competitiveness of the local traditional products in the agri-nutritional sector.
Operational Programme	• INTERREG VA GREECE - CYPRUS
Budget of Project	• 1.581.930,00 €
Budget of Regional Development Funds of North Aegean	• 190.390,00 €
Beginning / Expiry	• 04/2017 – 11/2019
Partners	<ul style="list-style-type: none"> • Region of the North Aegean (Lead Partner) • Regional Development Funds of North Aegean • University of the Aegean – Research Committee (Department of Food Science and Nutrition) • Centre for Research & Technology Hellas – Institute of Applied Bioscience • State General Laboratory (Cyprus) • Cyprus University of Technology
Subject	• ENVIRONMENT
Short Description	<p>The main scope of the project is to enhance the competitiveness between the enterprises dealing with the agri-nutritional sector through the identification of the authenticity of local traditional products in the areas of North Aegean and Cyprus. Moreover, the project aims at strengthening the supporting mechanisms of the agricultural entrepreneurship in order to raise the commercial value of the traditional products to the domestic and international markets.</p> <p>Specifically, the project targets include:</p> <ul style="list-style-type: none"> • The development of an innovative system which will identify the authenticity of local products using genetic identity, isotopic footprint and microbial profile. • The mapping of the authenticity of local products in cooperation with the enterprises and research bodies. • Development of the procedures for the local products' origin trademark, brand name and digital identity.
Deliverables	<ul style="list-style-type: none"> • The mapping of the authenticity of local products including local varieties, dairy products, wine and oils. • The development of the procedures for the local products' origin trademark, brand name and digital identity. • The support to the enterprises in order to identify, promote and merchandise the local products.