The PRIMA programme is supported under Horizon 2020, the European Union’s Framework Programme for Research and Innovation.
New optimization models of the agro food supply chain system to fair price for consumers and reasonable profit share for farmers.
Topic 2.3.1 (RIA) New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers

- **Long & Complex Agri-food value chain**
  - With numerous local actors

- **Globilization and Tought Challenging**
  - by increasing imported agri-food products

- **Limited Profit Margin for smallholders**
  - compared to the price that products are sold to the end customer by powerful big actors/producers.
Topic 2.3.1 (RIA) New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers

**Scope**

- **Optimized Supply Chain and Business Models**
  Organizational and Technological Innovations, for better positioning of smallholders

- **Foster Competitiveness**
  Of small-scale farmers, manufacturers, local distributors and other

- **Access to Markets**
  Via innovative tools, multi-technologies and ICT tools, and social innovation as well
Expected Impacts

- New technology tools and business models for Access-2-Market.
- Empower Competitiveness and Competences of local farmers, cooperatives, small manufacturers.
- Advancing the Added Value of Products from domestic smallholders, to be more attractive and competitive.
- Fair Trade
- Measureable and Verified Consumers’ Feedback on quality and safety of products from smallholders, locally produced or obtained in inter-Mediterranean country trade.

KEY PERFORMANCE INDICATORS

- # of business models for quality and sustainability adapted to SME and smallholders; SDG#2-2.3.1: Volume of production per labor unit by classes of farming/pastoral/forestry enterprise size.
## 2020 Call Calendar

<table>
<thead>
<tr>
<th>Section</th>
<th>Call publication and opening</th>
<th>Submission deadline</th>
<th>Evaluation results</th>
<th>Submission deadline</th>
<th>Evaluation results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10/02</td>
<td>01/04</td>
<td>23/06</td>
<td>02/09</td>
<td>04/12</td>
</tr>
<tr>
<td>2</td>
<td>10/02</td>
<td>15/04</td>
<td>17/07</td>
<td>16/09</td>
<td>11/12</td>
</tr>
</tbody>
</table>
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Thank You!

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