

# NEWSLETTER

*June 2025*



EXCEL4MED Annual Meeting in Montpellier (France).

## Driving Innovation in Mediterranean Food Production

We are pleased to share the latest highlights from EXCEL4MED, a project dedicated to advancing innovation and sustainability across Mediterranean food systems. Here's a look at our recent progress and public engagement.

## Project Highlights

**Annual Meeting in Montpellier (30–31 January 2025):** The EXCEL4MED Annual Meeting in Montpellier (France), hosted by CIHEAM-IAMM, brought together partners from Greece, Malta and France for two days of progress sharing and future planning. Highlights included key updates from Work Package leaders and an inspiring networking session with fellow EU projects, such as TRANSIT, NOVISHPAK, MED-LINKS and DIONYSUS.

**Consumer Insights: What Drives Food Choices?** We published in our website a new report exploring consumer acceptance of innovative food products in the Mediterranean. [Read the full report here](#)

**EXCEL4MED'S Latest Journal Publication (1 February 2025):** *A Comprehensive Analysis of Non-Thermal Ultrasonic-Assisted Extraction of Bioactive Compounds from Citrus Peel Waste Through a One-Factor-at-a-Time Approach.* [Read the article here](#)

**Turning Barriers into Bridges:** We have also published a "Report on the identification of bottlenecks for innovation diffusion within value chains". [Read the full report here](#)

## Key Events

**FOOD EXPO 2025 (8–10 March 2025, Athens):** Our project took center stage at one of the largest food industry events in Southeast Europe. Partners from SEVT, NKUA, ELGO-DIMITRA and CIHEAM-IAMM led an impactful workshop showcasing recent advances in sustainable food technologies. Attendees sampled innovative yogurt and cheese enriched with bioactive compounds.

**Forward Green Expo (13–15 March 2025, Thessaloniki):** At this dynamic expo, our partners from EKPIZO engaged stakeholders from research, industry, and civil society to explore joint solutions for reducing food waste and building a more resilient Mediterranean food system.

**SuperFoods Festival (2–6 April 2025, Athens):** With support from EKPIZO, we joined a vibrant celebration of healthy living. Surrounded by producers and consumers passionate about nutrition, EXCEL4MED raised awareness about sustainable practices and the role of consumers in food system transformation.

**ECOTROPHELIA Workshop (12 February 2025, Athens):** Thanks to our partners from SEVT, we contributed to discussions on food innovation and entrepreneurship, in the context of the ECOTROPHELIA 2025 Competition.

## Inspiring Young Minds

As part of our outreach efforts, we have continuously introduced circular economy principles to students from Malta and Greece through interactive, hands-on activities!

In **Malta**, workshops were held at **San Anton School Zebbiegħ (30 January)**, **Żejtun Primary (16 April)**, **St. Edward's College (9 May)**, **Primary School Għarb in Gozo (16 May)**, **St Monica School Birkirkara (20 May)** and **St Thomas More Tarxien Primary (26 May)**. Led by our partners Malta Enterprise, Mgarr Farms, Koperattivi Malta, the University of Malta, the Malta Food Agency and the Malta Chamber of Commerce, these sessions explored how food waste like orange peels can be transformed into valuable resources.

Meanwhile in **Greece**, our partners from EKPIZO visited the **81st Elementary School of Athens (16 May)**, where students learned how everyday food waste can contribute to sustainable nutrition through green technologies.

The young learners showed a natural interest in how science, innovation and circular thinking can help solve global challenges.

Their curious questions and eager participation made it clear: they understand the importance of sustainability!



EXCEL4MED partners in FOOD EXPO 2025.



EXCEL4MED visit to Żejtun Primary School in Malta.

## In Case You Missed It



EXCEL4MED video "How EXCEL4MED supports farmers in Malta: A local perspective".

EXCEL4MED joined forces with the **NEWFEED** project in a **networking webinar on sustainable food innovation** (7 February 2025).

Video "How EXCEL4MED supports farmers in Malta: A local perspective" (19 March 2025): Discover the story of Victor, a passionate farmer from Gozo (Malta). In this short video, he opens about the everyday challenges and inspiring opportunities of practicing sustainable farming on the island. [Watch the full video here](#)

At the **IAFP European Symposium 2025 (6–8 May 2025, Madrid)**, EXCEL4MED strengthened collaboration with the project FunShield4Med, paving the way for future work in food safety and sustainability.

EXCEL4MED also joined **SEVT's Annual General Assembly in Athens** (14 May 2025, Athens), a key event for the Greek food and beverage sector.

EXCEL4MED showcased innovative fruit waste applications at a **seminar hosted by the University of West Attica** (24 May 2025, Athens).



**Prepared by Malta Food Agency**

<https://www.linkedin.com/company/excel4med>

<https://www.facebook.com/excel4med/>

<https://www.instagram.com/excel4med/>

<https://twitter.com/excel4med>

<https://www.youtube.com/@Excel4Med>

## FOLLOW US!

<https://excel4med.eu/>

