



“PILOT APPLICATION OF THE ANTIOXCERT STANDARD IN MAIN AGRI-FOOD PRODUCTS”



The Transnational Project entitled “PILOT APPLICATION OF THE ANTIOXCERT STANDARD IN MAIN AGRI-FOOD PRODUCTS” aims to certify the antioxidant power of the main agri-food products of Greece.

More specifically, the ANTIOXCERT Standard approaches the Certification of the antioxidant power of some of the main greek agri-food products such as olive oil, olives, oregano, mountain tea, wine, raisin, garlic, barley flour, chestnut, pine tree honey etc., by defining for each product the main substance or substances which are responsible for the antioxidant power of the specific product or group of products and by quantifying these substances in each product batch. The final products are marked with the registered Trade Mark ANTIOXCERT AGRODIVISION - common for all products – with specific reference to the concentrations of individual substances in each product.

The main Greek agri-food products are (or potentially could be) rich in antioxidant substances either due to their genetic material (varieties, populations, etc.) or due to the way they are produced – prepared. These antioxidant substances are precious to the human body health because they reduce oxidative stress (which is responsible for many diseases) and strengthen the immune system (the role of a strong immune system has been particularly appreciated recently due to COVID-19). These product characteristics nowadays are not spread to the consumers through their label, in order to be differentiated from the competition and claim a better position in the market and therefore, a higher price. The pilot application of the ANTIOXCERT Standard will create a new group of products, with their main characteristics being their antioxidant activity, which are part of a modern way of nutrition that can assume a global dimension. The Project aims to improve the competitiveness of the producers of primary products by their better accession into the chain of agricultural food products through quality systems and to add value to agricultural products, by promoting local markets and short supply chains, farmer groups and interprofessional organizations. The ANTIOXCERT certified functional foods can be placed in special markets, differentiating themselves from competitive products, creating added value and "building" and redefining the Greek Mediterranean Diet - in measurable terms - which, in simple words, is a purely antioxidant diet with high fats and high biological value proteins.

The Project Group consists of the Control Body PARIANOS POLYDOROS SOUGIOULTZIS CHARILAOS GP – GMCert (Green Mediterranean Certification) that is the Project Coordinator and has also developed the Standard, the Research Institutes LABORATORY OF FOOD PROCESSING AND ENGINEERING / SCHOOL OF AGRICULTURE / ARISTOTLE UNIVERSITY OF THESSALONIKI, (LABORATORY OF PHARMACOGNOSY) DEPARTMENT OF PHARMACOGNOSY-PHARMACOLOGY / SCHOOL OF PHARMACY / ARISTOTLE UNIVERSITY OF THESSALONIKI, DEPARTMENT OF FOOD SCIENCE AND TECHNOLOGY / INTERNATIONAL HELLENIC UNIVERSITY, INSTITUTE OF PLANT BREEDING AND GENETIC RESOURCES / HELLENIC AGRICULTURAL ORGANIZATION DIMITRA and AGRICULTURAL RESEARCH INSTITUTE OF THE REPUBLIC OF CYPRUS, the advisor NOVACERT LTD, the Agricultural Cooperatives VAENI AGRICULTURAL VITICULTURAL WINEMAKING CO-OPERATION OF NAOUSSA, AGRICULTURAL BEEKEEPING COOPERATIVE OF NIKITI CHALKIDIKI, AGRICULTURAL COOPERATIVE OF PRODUCTION-ELABORATION-TRADING OF GARLIC VISSAS, AGRICULTURAL COOPERATIVE OF OIL-PRODUCERS OF KANTANO SELINO MUNICIPALITY, the SOCIAL COOPERATIVE ENTERPRISE BIO-RIZA QUALITY PRODUCTS FROM HALKIDIKI MOUNTAINS, the winery JARDEL CHRISTIANE, daughter of Ludovic Henry - PETIT OENEONAS, the packaging unit ANAPTYXIAKI ETAIRIA ENNIA CHORION KISSAMOY A.E. and the company KIATO UNION IKE.



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The Research Institutes, in collaboration with the Producer Bodies, will proceed to define the Sampling Protocols based on which the sampling and measurements of the substances in specific products will be carried out. The Certification of these products by the Control Body will follow, along with the product labelling (common registered Trade Mark ANTIOXCERT AGRODIVISION for all products and reference to the concentrations of specific antioxidant substances in each product) and all the necessary promotional activities, in order for the certified products' advantages to be widely spread.

The pilot application of the ANTIOXCERT Standard involves a large number of agricultural products (10 in total) which are some of the main agri-food products of Greece and under the appropriate Producer Bodies' geographical coverage (Eastern Macedonia and Thrace, Central Macedonia, Peloponnese, Crete), the ANTIOXCERT Project's dynamics covers the entire Greek area and the main part of Greek products. The repeatability of the sampling in order to include products from at least 2 cultivation seasons and the participation of a large number of recognized prestige Research Institutes and high-potential research personnel from Greece and Cyprus, ensure the extraction of safe conclusions and results.

The Project entitled "PILOT APPLICATION OF THE ANTIOXCERT STANDARD IN MAIN AGRI-FOOD PRODUCTS" will be implemented within 32 months, with a start date of 05/12/2022 and it is co-financed by EUROPEAN AGRICULTURAL FUND FOR AGRICULTURAL DEVELOPMENT (EAFRD) and Hellenic Republic / MINISTRY FOR RURAL DEVELOPMENT AND FOOD, in the framework of Action 2 of the Sub-Measure 16.1-16.2 of the Measure 16 of the Rural Development Programme 2014-2020.

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Intermediate Management Body: Special Service for the Implementation of Rural Development Programme of Greece 2014-2020 - Cooperation and Innovation Unit

Competent Authority for the Rural Development Programme 2014-2020: Managing Authority of the Rural Development Programme of Greece 2014-2020