

**INTERREG MeDInno - EUROPEAN TERRITORIAL COOPERATION PROGRAMME INTERREG V/A  
GREECE-ITALY 2014-2020**

**PRESS RELEASE**

**Online Training and Standardization Seminars for processing techniques and methodology for  
the conservation of new products on Zoom Platform**

**MEAT AND DAIRY INDUSTRY**

**Deliverable 5.3.2 – Training the trainers**

**24 September 2021**

The online **Training Seminars** will be held on **Tuesday 28 and Thursday 30 September 2021**, from **3:30 pm**, organized by **UPI Puglia (Regional Union of the Apulian Provinces)**, as part of the project **MeDInno** “*Joint development of innovative processes and products based on local dairy and meat tradition pertaining to ruminant farming and relevant agri-food sectors*”, funded by the European Territorial Cooperation Programme **Interreg V/A Greece-Italy 2014-2020**.

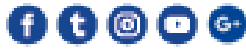
In total there will be four **Training Seminars**, whose participation is free, and will address some of the issues related to the **protection and enhancement of biodiversity**, focusing attention on the added value of **dairy production and meat through interventions aimed at well-being and health of animals, through an improvement in manufacturing processes and distribution logistics and using modern production management techniques** in terms of quality control of raw materials and production processes in compliance with tradition.

A valuable training opportunity, therefore, that will involve not only local producers, but also food and wine operators, representatives of the category and all those who want to approach or deepen these issues. The seminars will be a unique opportunity to discuss and talk about opportunities, good practices, but also on the critical issues of the local agri-food sector, as well as a strategic starting point for a collaboration aimed at economic development, social and cultural territory.

The Interreg Medinno project, of which UPI Puglia is a project partner, was created with the aim of supporting micro and small agri-food enterprises through the development of innovative processes and products based on the local tradition of milk and meat in the Programme area, contributing to its smart, sustainable and inclusive growth in full compliance with the objective of the programme. The main aim of the project is to examine the key parameters of the production and marketing of ruminants and to facilitate the development of an innovative meat and cheese sector through knowledge transfer, the standardisation and certification of existing local products, the development of new products and the creation of clusters.

**To participate to the Training Seminars, please register at the following links:**

- **28 September 2021:** Training and Standardization Seminars for processing techniques and methodology for the conservation of new products – MEAT INDUSTRY: Zoom Platform <https://bit.ly/3ucKeWo>
- **30 September 2021:** Training and Standardization Seminars for processing techniques and methodology for the conservation of new products - DAIRY INDUSTRY: Zoom Platform <https://bit.ly/3hWyOkI>



*Il Programma INTERREG V-A Grecia – Italia 2014/2020 è un programma di Cooperazione Territoriale Europea che mira a supportare le istituzioni pubbliche e gli stakeholders locali nell’attuazione di progetti transfrontalieri e di azioni pilota e nella creazione di nuove politiche, prodotti e servizi, con l’obiettivo finale di accrescere la qualità della vita dei cittadini. Strategicamente, il programma promuoverà l’innovazione in una serie di settori come la crescita blu, il turismo e la cultura, l’agroalimentare e le industrie culturali e creative. Il Programma INTERREG V-A Grecia – Italia 2014/2020 mira a ottenere il massimo risultato da 123 milioni di EUR finanziati per l’85% dal Fondo europeo di sviluppo regionale (FESR) e per il 15% dai 2 Stati membri attraverso un cofinanziamento nazionale.*