

Consortium meeting

Tunizia, 25-27 September 2025



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the European Union

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WORK PACKAGE 4: MAIN TASKS AND STATUS

MAIN TASKS

Task 4.1: **Business models** (Lead: **UEX**. involved: DMU, IBE, CICYTEX, UNIPR, UTM)

Task 4.2: **Implementation of sensory and acceptability test** (Lead: **DMU**, involved: UEX, UNIPR, CICYTEX, IBE, UTM)

Task 4.3: **Analysis of willingness to pay** (Lead: **DMU**. involved: UEX, IPLEIRIA, IBE, UTM, ADU, UNIPR, JASSP)

STATUS

WORK PACKAGE 4: CONTRIBUTORS

All Partners



Lead for Task 4.1, coordination of review, analysis, and participatory approaches.



Lead for Tasks 4.2 and 4.3, sensory testing, and willingness to pay analysis.

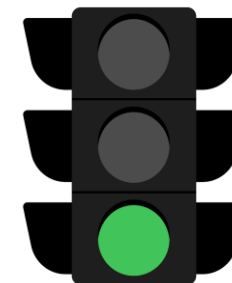
Contribute to reviews, provide input for participatory approaches, assist in validation, and support dissemination efforts.

WORK PACKAGE WP4: MAIN TASKS AND STATUS

MAIN TASKS

Analysis and Review (Month 6 - Month 24)

Task 4.1: Business Models



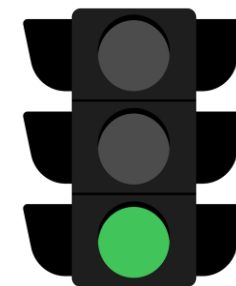
- **Subtask 4.1.1: Review and Analysis (M6 - M18)**
 - Conduct a comprehensive review of existing business models in the agri-food sector.
 - Identify innovative and sustainable business models applied successfully in different firms.
 - Methodology: Case studies, in-depth interviews with managers/CEOs, analysis of reports.

CONTENT

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MAIN TASKS

- **Subtask 4.1.2:** Participatory Approaches (M18 - M24)



- Implement participatory approaches with stakeholders to assess existing models and develop new ones.
- Conduct at least 2 seminars in each of the 7 target countries.
- Organize 4 focus groups/working meetings per country to design new models.

CONTENT

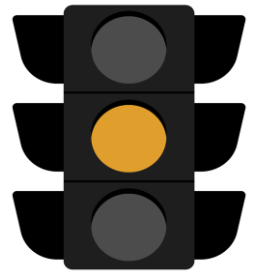
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WP4:

MAIN TASKS AND STATUS

MAIN TASKS

Subtask 4.1.3: Validation and Dissemination (M24 - M30)



CONTENT

- Validate developed business models through interviews with food processors and agri-food firms.
- Test fitness and applicability of new models.
- Develop dissemination materials and execute campaigns via entrepreneurial associations, specialized press, and trade fairs.

MAIN TASKS

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- **Task 4.2: Sensory and Acceptability Tests (M18 - M34)**



CONTENT

- Conduct sensory and acceptability tests in pilot studies.
- Collect data from surveys involving 500 consumers per country.
- Evaluate consumer responses on appearance, odor, texture, taste, and overall liking.

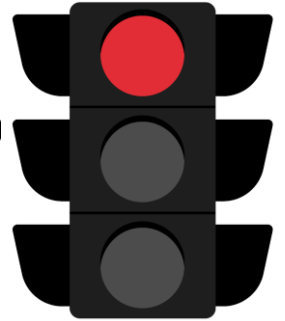
WORK PACKAGE

WP4:

MAIN TASKS AND STATUS

MAIN TASKS

- **Task 4.3: Willingness to Pay Analysis (M18 - M34)**



CONTENT

- Perform stated choice methodologies to assess consumer willingness to pay.
- Conduct choice experiments or conjoint analysis after sensory tests.

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MAIN TASKS

List of Deliverables

[D4.1]: Report on innovative and sustainable business models currently applied in the agri-food sector and with potential



regarding the new MoreMedDiet meals (**M24, UEX**)

[D4.2]: Business models dissemination materials (**M30; UEX**)



[D4.3]: Report on consumers sensory evaluation and willingness to pay for the novel MoreMedDiet meals (**M33; DMU**)



CONTENT



WORK PACKAGE #: OPEN ISSUES



*open issue that is considered
relevant to discuss*

REFERENCES

1. Fund Delay



THANK YOU FOR LISTENING!