## PRESS RELEASE

## Organization of kick off meeting for INNO.TRITION project, co-funded by “Interreg V-A Greece-Italy V-A Programme 2014-2020"

Arta, 08.05.2019

The Chamber of Arta participates as Lead Partner in the project "INNO.TRITION – Innovative use of olive, winery and cheese waste by products in animal nutrition for the production of functional foods from animals", which is co-funded by the Interreg V-A Greece-Italy Programme 2014-2020, by European Union, thought the European Regional Development Fund (E.R.D.F.) by the National Funds Greece and Italy.

The Chamber of Arta is organizing the INNO.TRITION kick off meeting in its premises. The meeting will take place on Monday 13th May 2019 at 09:30 to 16:00 and on Tuesday 14th May 2019 at 09:00 to 16:00 at the building of the Chamber in the city of Arta, with the participation of all partners, the University of Ioannina, as well as the two Italian partners, the University Aldo Moro of Bari and the National Research Council- Institute of Sciences of Food Production (ISPA).



The project faces the common challenge of using agro-industry wastes of massively produced products such as Olive, Winery and Cheese by products, in both Italy and Greece in animal nutrition for the production of bioactive feed ingredients and functional foods for poultry, pig or ruminant origin in a sustainable and eco-friendly way. The main overall objective is to produce higher quality products using low cost ingredients (from waste) in an innovative way thus rendering the local agroindustry more competitive. The principal expected change is rendering local agroindustry more competitive by producing animal products with bioactive feed ingredients and functional foods providing added value to local stakeholders and preserving the environmental by reducing agro-industry wastes (they will be processed and then fed to the animals).

The product development and pilot application in animals investigates the chemical composition, conservation methods, nutritive value and guidelines for incorporation of agro-industrial wastes in animal diets, while a Cross-Border Business plan, Networking & Training also covers aspects related to the feasibility of the utilization of such wastes as a substrate for the generation of value-added products linking experts to producers.

For more information about the meeting, pls visit the website of the Chamber of Commerce (Hyperlink <http://www.e-artas.gr/arta/shared/index.jsp?context=101&js=1>)

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*Interreg V-A Greece-Italy Programme is an European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens’ quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.*