

## **PROMOTION OF MEDITERRANEAN LIFESTYLE AND HEALTHY DIET: THE PRIMA PROJECT PROMEDLIFE**

FABENE E.\*, SANDRI C.\*, RICCI D.\*, SULLI M.\*, NARDI L.\*, BENNICI E.\*,  
DEMURTAS O. C.\*, DIRETTO G.\*

\*) ENEA, Italian National Agency for New Technologies, Energy and Sustainable Economic Development. Bio-technology and Agro-Industry Division

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The need to maintain the production of local foods characterized by a high nutritional index, update traditional food production methodologies by developing attractive tech-based approaches, promote healthy eating habits that meet consumers' preferences and acceptability, as well as reducing the complexity of supply chains (Farm to Fork) must be addressed to ensure food and nutrition security. This is especially true in Mediterranean countries undergoing dietary and nutritional changes that affect their inhabitants' health while creating many socio-economic and environmental challenges. These changes have happened despite the health benefits of consuming a Mediterranean diet (MD) demonstrated in numerous epidemiological studies, and because dietary interventions are effective, it is essential to identify and address perceived barriers to healthy eating. The project PROMEDLIFE, funded by the Partnership for Research and Innovation in the Mediterranean Area Programme (PRIMA), aims to increase adherence to the MD through a multi-actor approach by encouraging the adoption of a healthy eating lifestyle while decreasing the environmental and economic impact of food production and processing. It also aims to attain optimal food communication and education through training programs that target primary and (upper) secondary students as well as their families, from children to older adults. The determination of geographical markers offers the possibility of valorising and enhancing local producers, thereby guaranteeing the promotion of the food products and ingredients that, with the creation of a unique fingerprint, have an objective, direct and guaranteed link with the location of production. Within the project, ENEA is responsible of the characterization of the selected raw material and

food products using a metabolomic approach to define nutritional, quality and sensory values while emphasizing nutritional and bioactive compounds, providing a benefit expandable for their promotion. Both geographical traceability and nutritional value will potentially attract more consumers, boosting local Mediterranean production. The ENEA group is also exploiting new agronomical technologies of soil-less culture for saffron production. Saffron ecotype production combined with advanced ICT and IoT - Internet of Things- technologies for onsite control and management of the plants will be set up for corms of various origins from the Mediterranean basin, with the possibility to replicate and transfer this cultivation system in different environments.