



## **Executive summary “First B2B event: Multifunctional Olive Systems (LL1)”** **(Activity 4.1.1)**

The first B2B event related to Multifunctional Olive Systems (LL1) was organized by the Lebanese Agricultural Research Institute (LARI) with the support of the Mediterranean Agronomic Institute of Chania (MAICh) at the SmallVille Hotel, Badaro on 21<sup>th</sup> July, 2022.

The objectives of the B2B event were:

- Connecting innovators with stakeholders in the olive sector to work on solutions for their problems;
- Matching demands/requests for innovations;
- Releasing and disseminating of a catalogue of available innovations;
- Introducing innovations in the olive, olive oil and agroforestry sectors to producers, cooperatives, agricultural enterprises, company representatives, millers, and other interested stakeholders;
- Laying the foundations for future innovation projects by providing an opportunity for businesses, associations, research institutions, policy makers and other professionals in agriculture and food production to meet;
- Allowing the establishment of new contacts and the sharing of information on innovative ideas, machinery, techniques and services.

During this event, on-site presentations, round tables and one-to-one meetings took place. A list of eight innovations was selected from a master catalogue of innovations prepared by the LIVINGAGRO consortium. These innovations were presented by the corresponding researchers/innovators from Greece, Italy and Lebanon. They focused on intercropping of olive

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with other crops such as grasses and legumes and its impact on soil characteristics, olive fruit production and olive oil quality; the Zen Irrigware precision technique for irrigation management; the technique of digital analysis of the size, shape and structure of the fruit to determine the identity of olive cultivars; the method of a DNA-based diagnostic test to document the origin of the cultivar for olive oil; the use of the FT-NIR technique to assess the quality of olive oil; and, the use of Syrian sumac in the preparation of table olives.

In the afternoon, one to one meetings were organized and round tables' sessions took place to discuss the challenges of the sector and search for appropriate solutions. These discussions were very interactive. Some of the participants were interested in getting more knowledge about the innovations discussed during the morning session and others wanted to discern the possibility of future collaboration with some experts.

The total number of participants attending on-site was 71; and, 20 other participants followed the event through the Live Stream over YouTube. The participants included farmers, mill owners, members of cooperatives; research stakeholders working on olive and olive oil such as employees in agricultural universities, employees in NGOs; and policy makers such as employees in the Ministry of Agriculture and Ministry of Economy, employees in municipalities, etc.

This event highlighted the latest scientific researches related to multifunctional olive systems that contribute to the development of the sector, and, encouraged the stakeholders to adopt new agricultural practices and cooperate with each other.

The participants appreciated the value of exchanging experiences among the countries participating in the project and stressed on the importance of becoming familiar with new and advanced technologies to improve their production and the quality of the final products.





