



**MOUNTAIN
HER**

Deliverable achievement report

c08-b Participation in agricultural fairs

31st May, 2024



The PRIMA programme is supported under Horizon 2020 the European Union's Framework Programme for Research and Innovation.

Description of completion

As part of the **MountainHER** project’s outreach and dissemination efforts, the project actively participated in agricultural fairs to promote its objectives, share progress, and engage with stakeholders. These events provided an excellent platform to showcase the project’s agroecological practices, traditional food products, and the role of rural women’s cooperatives in sustainable mountain farming.

Summary of Participation in Agricultural Fairs

Event	Location	Dates	Participants	Key Activities	Impact
SIAM Agricultural Fair	Morocco	May 2023 and May 2024	-Dr. Fawzi Bekkaoui (INRA General Director) -Dr. Rachid Mrabet (Project Coordinator) -Dr. Filippo Bassi and Dr. Andrea Visioni (ICARDA) -Several INRA researchers	- Hosted a stand showcasing agroecological practices and traditional food products. - Organized 2 workshops.	- Reached over 2 million visitors across the 2023 and 2024 editions. -Increased visibility among farmers, policymakers, and researchers. -Fostered discussions on sustainable agriculture.
SIAT 2024 (International Agricultural Fair of Tunisia)	Tunisia	2024	-INRAT team -High-profile guests: Minister of Agriculture, Secretary of State for Agriculture, President of IRESA, and political leaders	-Showcased innovative grain products and sustainable practices developed by GDA Al Hayat , a partner cooperative.	-Highlighted project achievements to key policymakers. -Promoted the adoption of agroecological practices in Tunisia.

Impact of Participation:

- **Increased Visibility:** Participation in these fairs significantly increased the visibility of the MountainHER project among key stakeholders, including farmers, policymakers, and agricultural experts.
- **Networking Opportunities:** The events provided a platform for networking with other projects and organizations working on similar agroecological and rural development initiatives.
- **Dissemination of Results:** The fairs allowed the project team to share preliminary results, such as the identification of traditional food products, the progress of agroecological trials, and the role of female cooperatives, with a broader audience.

Future Plans:

The MountainHER project plans to continue participating in agricultural fairs and similar events to further disseminate its results, engage with stakeholders, and promote the adoption of agroecological practices in mountain farming communities. Upcoming events include participation in local and regional agricultural fairs in partner countries, such as Italy, Lebanon, and Tunisia.

Photos from Agricultural Fair Participation

Below are photos from the MountainHER project's participation in agricultural fairs:





**MOUNTAIN
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Empowering women in mountain
farming communities

