

ARTOLIO Thessaloniki 2022. Consortium meeting to help launch small producers EVOO on the market.

A digital platform, a management app, some research processes, improvements in quality and local economy and how the partners have helped farmers, are just some of the topics that will be discussed at the second meeting of the ARTOLIO project.



Thessaloniki, Greece Sep 11, 2022 ([Issuewire.com](https://www.issuewire.com)) - From September 12th to the 15th, the partners of the [ARTOLIO project](#) will meet in Thessaloniki together with the area managers and some of the beneficiaries from Greece, Israel, and Palestine. The event will evaluate the results of agricultural research, as well as the improvement in olive oil quality and its evolution. The new milestones and achievements of the project will also be presented, such as the ARTOLIO platform, one of the fundamental pillars of this project, which has the objective of giving farmers visibility in the international market, as well as emphasizing sustainable marketing and positioning the ARTOLIO branding as a beacon of quality.

At the event, attendees will have the opportunity to learn about olive oil from the Greek region of Thessaloniki and Kalamata, as well as exchange knowledge and needs. Round tables will also be established in the different areas of the project: Marketing, Agronomy, Quality, and production, with the aim of collecting and implementing them as milestones in the rest of the project.

On the other hand, there will be some field trips and visits to get to know the region and the beneficiaries.

Date:

Thessaloniki, Greece | September 12th-15th, 2022

Location:

Perrotis College

Marinou Antipa, Thessaloniki 551 02, Greece

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