

ADVAGROMED

Dissemination Activity Report

“Presentation of ADVAGROMED in
AgroThessaly 2023 / 9-12 March 2023”



**Agro
Thessaly** LARISSA 9-12/3/2023

13th PAN-HELLENIC FAIR
FOR AGRICULTURE & LIVESTOCK

Covered Market of Neapoli, Larissa

Participating partner:

UNIVERSITY OF THESSALY [UTH]

Presentation of ADVAGROMED in AgroThessaly2023

The Laboratory of Entomology and Agricultural Zoology of the Department of Agriculture, Crop Production and Rural Environment of the University of Thessaly [UTH; partner of the ADVAGROMED project] participated in the 13th Panhellenic Exhibition for Agriculture and Livestock, AgroThessaly 2023 that was organized in Larissa by the Municipality of Larissa [<https://www.larissa.gov.gr/en>] with the strategic collaboration of TIF-HELEXPO S.A. [<https://www.helexpo.gr/en>] between **9 and 12 March 2023**. AgroThessaly is a regional exhibition that is organized every two years and operates in the covered market of Larissa [Indoor Market of Neapoli, Larissa]. It aims to promote the Greek products, as well as the global agro-livestock production. Agrothessaly introduces all developments about the **new technologies**, creating in the most developed rural area of the country, an important networking point for domestic and international commercial contacts. In parallel, it hosts interesting **informative workshops and events** on agricultural entrepreneurship, organized by primary sector bodies, but also by educational institutions - prominent the University of Thessaly - that attract the interest both of professionals and the public. This year more than **750 exhibitors** from **35 countries** participated in AgroThessaly 2023, whereas **more than 44.000 visitors** visited the exhibition.

AgroThessaly2023 was a good opportunity for the Laboratory of Entomology and Agricultural Zoology of UTH to present the ADVAGROMED project to the general public and particularly to stakeholders from the agro-food sector [i.e. farmers, livestock feed producers and providers, fertilizer producers and suppliers, veterinaries etc.]. Particularly, two actions were implemented by UTH for the promotion and dissemination of ADVAGROMED, namely:

- 1. Exhibition in the booth of University of Thessaly of material relevant with ADVAGROMED**, i.e., relevant flyers about the project and a rearing tray with larvae of the yellow mealworm, *Tenebrio molitor*. A sign situated beside the insect rearing tray was informing the visitors of the booth about the project ADVAGROMED [Photo 1]. The UTH booth in general, as well as the tray with the live insects attracted many visitors who were informed by the members of the UTH research group about the objectives of the project. Moreover, the interaction with the visitors was a nice chance to spread the word about the advantages of the exploitation of insects as an alternative nutrient source, as well as the potential of valorizing agricultural side-streams and wastes as insect feedstocks.
- 2. Participation of Professor Athanassiou Christos**, Principal Investigator of UTH research group, **in the workshop entitled “Advances and perspectives of the agricultural sector”** organized by University of Thessaly on Saturday, 11th March 2023 within the framework of AgroThessally2023 [Photo 2]. During his presentation Professor Athanassiou presented the aims of the ADVAGROMED project, analyzed the role of UTH as partner within the project and presented the tasks in which UTH is involved. The presentation was followed by a fruitful discussion with the participants of the workshop on the perspectives of insect farming in Greece, the hurdles that retard the development of this sector in Greece, as well as the solutions and the measures that should be taken by the authorities to permit the sector of edible insects in Greece to grow and successfully develop.



Photo 1. Photos of the ADVAGROMED dissemination activity within the AgroThessaly2023 exhibition, i.e., the booth of University of Thessaly in the fair and Professor Athanassiou talking with participants about insect farming and ADVAGROMED.



Photo 2. Photos of the ADVAGROMED dissemination activity within the AgroThessaly2023 exhibition, i.e., participation of Professor Athanassiou to the workshop organized by UTH within AgroThessaly2023 and presentation of ADVAGROMED.