

CAPTAIN VASSILIS & CARMEN
KONSTANTAKOPOULOS
FOUNDATION



ΙΔΡΥΜΑ
ΚΑΠΕΤΑΝ ΒΑΣΙΛΗ & ΚΑΡΜΕΝ
ΚΩΝΣΤΑΝΤΑΚΟΠΟΥΛΟΥ

Review of actions for 2016

“Captain Vassilis and Carmen Konstantakopoulos” Foundation



Actions concluded in 2016

Introduction

2016 was a very significant transitional year for the Foundation, coinciding with the approval in the change of its statute, and since July 2016 it has gradually begun expanding its actions beyond the agricultural scope. Below you will find a summary of its activities divided by sector:

A. AGRICULTURAL DEVELOPMENT

These actions resulted from the evaluation of proposals made to the "Captain Vassilis and Carmen Konstantakopoulos" Foundation through contacts, developments and actions implemented in 2015 and 2016. They are based on the Foundation's initial action plan and correspond with the proposals and priorities of the study titled "Plan for the sustainable development of the agricultural sector in Messinia," which was drawn up in 2013 in collaboration with the Foundation of Economic and Industrial Research (IOBE). The sections and objectives are in accord with the design and proposals of this particular study.

SECTION 1: Agricultural sector development

SUBSECTION A: Improvement of competitiveness & research



1. Seminar on agricultural development

Description:

The open seminar titled: "Prospects of the Agricultural Sector in Messinia 2016" took place for the third consecutive year on Monday, December 5, at the conference hall of the "Elite" hotel in Kalamata. The seminar was attended by more than 160 producers and agricultural finance professionals in Messinia. During the seminar, Mr. Kostas Delis, professor of Plant Biotechnology and Genetics at the Technological Educational Institute of Peloponnese, presented the results and data of the study so far regarding the intensive cultivation of the traditional tomato variety called *chondrokatsari*. Mr. Leandros Skaltsounis, professor at the Department of Pharmacognosy and Natural Product Chemistry, of the National and Kapodistrian University of Athens, presented the research results concerning the black currant of Messinia, and Mr. Evangelos Vergos, dean at the School of Professional Education & Extension, of the American Farm School, talked about the issue of agri-food entrepreneurship in Greece, and the importance of the presence of the Center for Agri-Food Entrepreneurship in Messinia. Ms. Ioanna Milioni, Head of Quality and Communication at the Olive Oil Tasting Workshop of the Technological Educational Institute of Peloponnese, presented the results of the program regarding the significance of the flavor characteristics of olive oil in traditional dining venues in Messinia. Within the framework of

Agricultural development

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promoting the Messinian products' significance, Mr. Dimitris Melemenis discussed the connection between local products and the tertiary sector. Finally, Ms. Eleni Danali, Head of the Sustainable Agriculture Campaign of Greenpeace, and Mr. Kantaros, agriculturist, presented the educational program aimed at farmers, on the cultivation of fodder plants to substitute imported genetically modified soybeans in animal feed. Mr. Angelos Markou, Business Development Manager of the company GAEA, was the coordinator of the discussion panel.

2. Preservation of the fig tree's genetic material as part of creating a pilot field using the 100 varieties kept at the Olive Department of the "Dimitra" Greek Agricultural Organization in Kalamata

Description:

In February 2016 began the collection of graftings for the production of fig seedlings to be used in the field. This was followed by the process of setting up the farm where the National Catalogue's varieties would be planted. Planting and the installation of an irrigation system will be completed within the month of June. The aim is to create a new organized fig orchard that will help support and spread the cultivation of the fig in Messinia.



3. Local varieties (phase 3)

Description:

The Department of Crop Science of the Agricultural University of Athens has completed the recording of local varieties in Messinia. It is currently the only area of mainland Greece where a complete inventory of local varieties has been carried out. The most commercial of those varieties will be promoted for production and use, as discussed in the next action.

4. Local varieties (cultivation and promotion of local varieties)

Description:

The Department of Crop Science of the Agricultural University of Athens has taken up the organic cultivation and evaluation of the local asparagus bean variety (*Vigna unguiculata subsp. Sesquipedalis*) in various irrigation and fertilization conditions. The beans were used on a trial basis in the creation of local dishes by Costa Navarino's chefs; when they were served at the hotel, they received positive reviews.

Cultivation and promotion of local varieties

5. Genetic study and nutritional analysis of the traditionally cultivated tomato – the *chondrokatsari* variety

Description:

Tomatoes are probably the vegetables that generate the most interest, from a financial aspect. The tomato found its way to Messinia from various sources, and quickly became a staple product in many areas. Of the many traditionally cultivated varieties (*chondrokatsari*, *katsari*, *rosé*, *Canadeza*), the *chondrokatsari* is the one that stands out, holding a prominent place as a favorite among the people of Messinia. The aim of the study is to assess the nutritional value of this particular variety and to register it in the National Catalogue of local varieties, so that its seeds can be marketed legally. Promulgating the nutritional value of this traditionally cultivated Messinian variety will contribute to increasing its added value, and will open the door to more cultivation opportunities. The study and recording of the variety's special characteristics is underway, and we are expecting to have the final results, as well as confirmed registration in the National Catalogue, within the next few months.

Chondrokatsari tomato variety



6. Study of the anti-ageing properties of the black currant

Description:

The study is carried out in order to verify the anti-aging properties of the black currant. It is a follow-up to a previous study aimed at highlighting the positive characteristics of the Messinian black currant, compared to other varieties around the world.

SUBSECTION B': Support and improvement of human resources

7. Professional practice for university students

Description:

In 2016 the Foundation collaborated with the Agricultural University of Athens, covering the transportation, accommodation and meal costs of two students who would work on the local varieties program. The students were responsible for monitoring the asparagus bean's cultivation.

8. Agricultural meetings

Description:

As part of the Foundation's main goal to keep Messinian producers informed, a cycle of open presentations has been initiated in more areas in Messinia that are purely agricultural. During a meeting, the guest scientist presents specific

Support & improvement of human resources

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practical issues (quality improvement, protection of the produce, olive tree diseases etc.), and then the producers and the audience have the opportunity to hold discussions and ask questions. The aim in 2017 is to hold one agricultural meeting per month (excluding the summer months), and to provide information to more remote areas. In 2016, four agricultural meetings took place (two in Diavolitsi, one in Gargaliani, and one in Koroni). Reception was quite satisfactory, and we hope that in the future we can provide information to even more inhabitants of agricultural areas

9. Olive tasting educational program

Description:

The olive tasting educational program aimed at students took place for the third consecutive year, with great success. The aim is to inform the students about the potential to produce quality olive oil, and instruct them how to discern quality through olive tasting practices. In 2016, 280 students from all over Messinia were trained as part of this program.

Agricultural meeting in Gargaliani



10. Creation of a center for agri-food entrepreneurship in Messinia

Description:

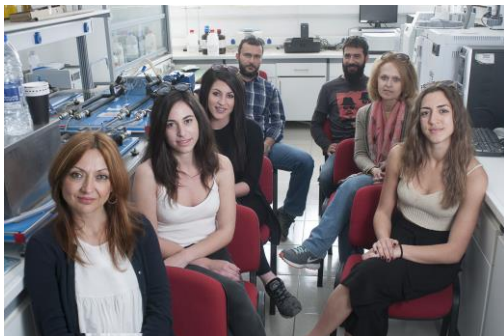
The Center for Agri-Food Entrepreneurship in Messinia was established in 2016, as a result of the collaboration between the “Captain Vassilis and Carmen Konstantakopoulos” Foundation and the School of Professional Education of the American Farm School – Perrotis College. The aim of the Center is to reinforce entrepreneurship in the agri-food sector in Messinia. The Center offers experiential educational programs aimed at developing an entrepreneurial culture, highlighting business ideas and improving production-related skills. The average duration of the seminars is 28 training hours and they are aimed at those who wish to further their knowledge on key issues of the agri-food sector.

During the first training cycle, five educational seminars took place, more specifically on the following topics:

- Cultivation of medicinal & aromatic plants.
- Utilization of medicinal & aromatic plants.
- Processing/standardization of olives & olive oil.
- Food standardization, processing and preservation.
- Starting and managing an agricultural business.
- E-commerce of agricultural products.

Sustainable management of natural resources

Center for Agri-Food Entrepreneurship in
Messinia



Fifty-six trainees graduated from the first seminar cycle.

Alongside training, the Center also focuses on providing consulting services. Thus, the Center for Agri-Food Entrepreneurship in Messinia offers consulting services on how to establish a new business, and how to further develop an existing one. In 2016, efforts were made to find resources that will reinforce the notion of counseling and benefit those concerned.

SUBSECTION C: Sustainable management of natural resources

11. Clean-up of beaches and creeks in the wider area of Pylos

Description:

As part of the Eurobirdwatch, on October 2, took place a voluntary clean-up of the Divari area, at the Gialova lagoon. The Gialova lagoon is a wildlife sanctuary, especially for the migratory birds, which have made it their first stop on their journey from Africa to Northern Europe and back.

The Gialova lagoon clean-up took place with the support of the “Captain Vassilis and Carmen Konstantakopoulos” Foundation, and the K.A.NE. Social Youth Development.

Section 2: Development of the food processing sector

SUBSECTION: Working on market outreach and presence

12. Gastronomy seminars 2016

Description:

The “Messinian Gastronomy Seminars,” organized by the Foundation, free of charge and aimed at food service professionals, took place for the fourth consecutive year. The three-day event took place in Navarino Dunes, Costa Navarino, between May 10 and May 12, 2016. The aim of the seminars was to promote and establish the culinary tradition of Messinia, and to support the promotion and use of local products. More than 150 food service professionals participated in this year’s seminars, where they had the opportunity to meet with distinguished professionals in the field and cook alongside them, learning new ways to make good use of local products, and gaining invaluable knowledge and experience on how a restaurant operates, in general. This year, the events were attended by chefs Dimitris Melemenis, Costas Tsigkas, Lefteris Lazarou, Doxis Bekris, Dimitris Dimitriadis, Yiorgos Venieris, and Alexandros Fouroulis. The participants attended the theoretical part of the seminar, presented by Chef Lefteris Lazarou, titled “How to set up my restaurant,” saw the actual preparation of

using Messinian recipes and products by all chefs, participated in local olive oil tasting, where they were taught to recognize its quality elements and characteristics, and finally, together with chef Dimitris Melemenis, they visited the rich vegetable gardens of Costa Navarino.

13. Promotion and establishment of the Mediterranean diet

Description:

The “Captain Vassilis and Carmen Konstantakopoulos” Foundation, the Municipality of Pylos-Nestor, the Mediterranean Agronomic Institute of Chania, the Maniatakeion Foundation and the Technological Educational Institute of Peloponnese have signed a protocol of cooperation with the aim of promoting the Mediterranean diet and developing cultural and tourist exchanges linked to UNESCO's decision to include the Mediterranean diet in the Representative List of the Intangible Cultural Heritage of Humanity. Within this framework, a study was carried out to promote the Messinian diet as a special branding within the context of the Mediterranean diet.

14. Two-day exports seminar 2016

Description:

With the participation of more than 120 food service professionals and producers of Messinia, and after 527 B2B

meetings, the two-day seminar providing information about, and also supporting and promoting Greek agricultural product exports, co-organized by the “Captain Vassilis and Carmen Konstantakopoulos” Foundation and the “George and Victoria Karelias” Foundation, concluded with great success. The two-day seminar took place on May 27 and 28 at the “Filoxenia” hotel, with the support of the Panhellenic Exporters Association and the Messinian Chamber of Commerce and Industry. Thirteen talks took place, some of which by buyers and export experts, who offered their expertise, as well as important and useful practical information to the participants. During the theoretical part of the seminar, participants were informed about the industry and economy of olive oil and other Messinian products on a global level, as well as international market trends, the legal framework of exports, and successful branding and marketing strategies, among other things. Moreover, there were discussions on topics such as the packaging of agricultural products, and suggestions were made on how to successfully participate in international exhibitions. During the two-day seminar four workshops took place, aiming to provide further analysis on key export topics. The topics discussed centered on agricultural products and how an idea can turn into an export-oriented business, the legal framework of exports, the creation and design of packaging for agricultural products, and export marketing. Alongside the informative aspects of the

Working on market outreach and presence

Gastronomy seminars 2016



Working on market outreach and presence

seminar, direct business and B2B meetings took place between the Greek participants and businesspeople from abroad. More specifically, export-oriented businesses participated in B2B meetings with buyers from countries such as Sweden, the Netherlands, Switzerland, Belgium, Romania, the UK, Austria, France and Germany, where they had the opportunity to promote the products they export (standardized-packaged samples), and distribute informative flyers. 527 B2B meetings took place between export businesses in Messinia and buyers from abroad, and some business deals have already been made.

16. Promoting olive oil's flavor characteristics in traditional dining venues in Messinia – “The *koroneiki* variety's culinary excellence: a combination of harmony and contrast”

Description:

The 2016 program “Promoting olive oil's flavor characteristics in traditional dining venues in Messinia” trained approximately 50 chefs and restaurant owners in Messinia. The same program was presented by the Olive Oil Tasting Workshop as part of the Messinian Gastronomy Seminars 2016, organized by the Foundation and attended by more than 100 participants. The program “The *koroneiki* variety's culinary excellence: a combination of harmony and contrast” aims at exploring combining the *koroneiki* variety with common Messinian ingredients and dishes, by experts in high gastronomy. The research was based on the methodology developed by Cerretani et al (2007). The results of the research contribute to the more detailed description and highlighting of the *koroneiki* variety's flavor value, both on a research level, since not a lot has been written on food combinations and Greek varieties, and on an applied research level, since the results will be carried as knowledge over to the wider professional team of catering professionals in Messinia.

Two-day exports seminar



15. Support of the ATHENA International Olive Oil Competition (instead of the Messinian Olive Festival)

Description:

In May 2016 took place for the first time in Greece an international olive oil competition of international standards. The competition, supported by the “Captain Vassilis and Carmen Konstantakopoulos” Foundation, was held in Athens and was met with success.

SECTION 3: Olive growing

17. Pilot use of meteorological measurements in olive growing

Description:

The first meetings have taken place between the Foundation, NEO Observatory, the Technological Educational Institute of Peloponnese and the University of Patras, but further investigation is required in the future. The aim of the discussions was to utilize the meteorological stations found in Messinia, and more specifically in the wider area of Pylos (6 stations), where measurements of wind velocity and direction, rainfall intensity and amount, evaporation, air temperature, humidity etc are made. The aim is for these measurements to be used by producers to improve their produce.

18. Mapping of the flavor characteristics of the *koroneiki* variety in Messinia

Description:

This study identified and mapped the flavor characteristics and the composition of the fruity aroma of the *koroneiki* variety in Messinia, and connected them with the ripening stage of the olives, harvesting time, as well as the different microclimate in various areas in Messinia. At the same time, the chemical characteristics of olive oil were studied and mapped out, placing emphasis on the oleocanthal and oleacein phenolics. The results

were recorded on a dynamic digital map posted on the Workshop's website, so that it can easily be accessed by the people interested in or working with olive oil. The aim of the study is to identify the flavor characteristics of the *koroneiki* variety in Messinia's three different climatic zones and to connect them with the maturing stage of the crop and the type of olive mill, so that olive oil professionals will have the opportunity to define the final aromas of olive oil more successfully, through cultivation and pressing.

B. Social support and development

The year 2016 marked the first time that the Foundation became officially involved with social issues, supporting related actions. This involvement began gradually in the summer of 2016, and was fully integrated into the Foundation's operations in 2017.

1. Scholarships in honor of P. Photeas

Description:

Five scholarships were awarded by the Foundation to Messinian higher education students. The management and awarding of the scholarships was undertaken by the Municipality of Kalamata.

ATHENA International Olive Oil Competition



needs in olive oil.

Olive growing



2. Financial support for the Metropolitan Church of Messinia's Charitable Fund

Description:

The Foundation supported the soup kitchens organized by the Metropolitan Church of Messinia.

3. Financial support for the Doctors Without Borders

Description:

The Foundation supported the activities of the Doctors Without Borders in Greece, and especially the health programs for the refugees. More specifically, the programs offered medical and psychosocial care, distributed essential items and improved sanitation facilities and water supply at the camps. They also vaccinated more than 10,000 children for 11 common illnesses.

4. Social Grocery of the Municipality of Elliniko

Description:

The Foundation supported the Social Grocery by covering their

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