

KICK-OFF EVENT TUI FIELD TO FORK GREECE

"Regenerative food supply chains
in hospitality services"

SATURDAY 23.09.2023

at Creta Maris Resort,
Mikis Theodorakis Convention Centre,
Hersonissos, Crete

Registration starts at 9.30am



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PROJECT OUTLINE

TUI Field to Fork Greece aims to **support farmers** on the island of Crete to **transition to regenerative agricultural practices** (with a focus on carbon reduction); to strengthen existing linkages and establish new connections between the trained farmers, Food Production Units (FPU), hotels and a local food retailer on Crete; to increase sales and offer of regenerative agricultural products in the tourism sector and beyond. The project will also train staff in participating FPU and hotels in Crete on the value of sustainable food and specifically on climate protection in food supply chains. TUI Field to Fork Greece will also transfer the “Sustainable Food Destination” ideas and concept to the island of Rhodes.

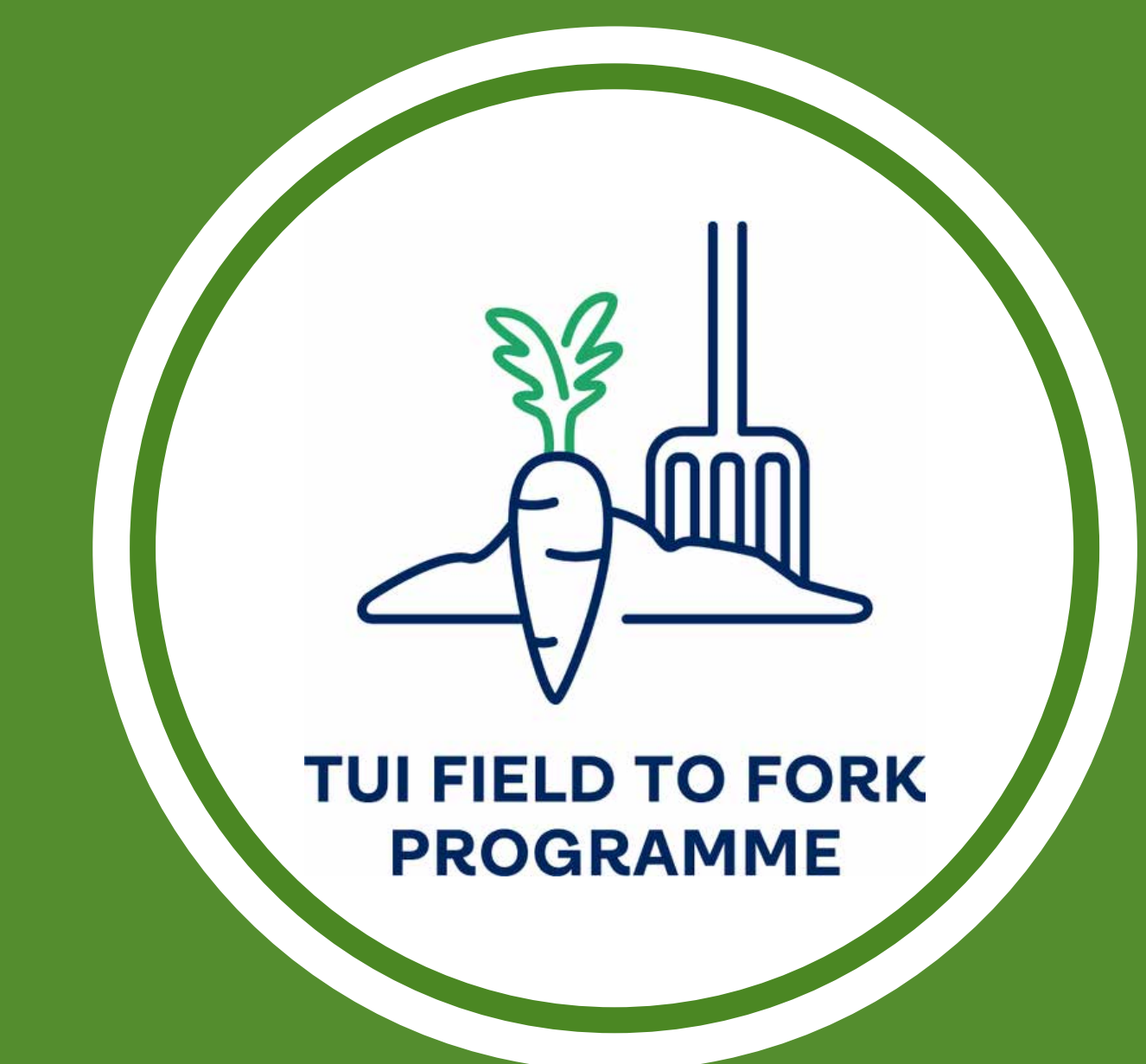
Title: TUI Field to Fork Greece

Country: Greece

Destination(s): Crete and Rhodes

Start date: 01.2023

End date: 06.2025



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SATURDAY 23 SEPTEMBER, 2023

9.30am-10.00am **Registration**
10.00am-10.45am **Welcome & opening speeches**
Nikiforos Steiakakis, COO, SFDO
Manuel Ferreira, Programme Manager, TUI Care Foundation
Andreas N. Metaxas, CEO, Metaxa Hospitality Group
Ministry of Agriculture (tbc)
Kyriakos Kotsoglou, Vice Governor Tourism & e-Gov, Region of Crete
Agapi Sbokou, Vice President, SETE
(Association of Greek Tourism Enterprises)/CEO, PHAEA

10.45am-12.00am **1st Session** The role & challenges of Regenerative Agriculture for the food system today.

10.45am-11.10am **Regenerative Agriculture, building long-term community-based approaches for the transition.**
Regenerative agriculture is increasingly on the agenda as an option to achieve, more than sustainability, the resilience of the food system, ecosystems and farmers. But the transition to regenerative agriculture requires knowledge and consistent strategies. In the current absence of strategic policies on this matter, how can rural local and regional actors lead this transition?
Marta Cortegano, Co founder/Project manager, Terra Sintrópica/ESDIME

11.10am - 11.35am **Soil health & terroir as key drivers for sustainable hospitality services.**
Discover what elements contribute to soil health and how to distinguish them. In this session Yasmine will explore the role of terroir and soil health in growing tasty, nutrient dense food and what this means for sustainable hospitality services.
Yasmine Cathell, Soil Somellier, Soil Heroes

11.35am - 12.00am **The role of EU policies as a lever for systemic change.**
Hear Melissa Comellas talking about the most recent changes in EU legislation that create opportunities and hope to accelerate the actions on regenerative agriculture.
Melissa Comellas, Agricultural Program Lead, European Institute of Technology Food (EIT Food)

12.00am-12.15pm **Coffee break**

Panel 1: Regenerative Agriculture in practice.
Discussing with leading agronomists.

12.15pm - 12.45pm
Moderators:
Sheila Darmos & Eirini Tsirimokou
Giorgos Savvakis, Agriculture & Soil Health Domain Lead, SFDO
Giannis Korniotakis, Regenerative Agronomist, SFDO
Eleytheria Germanaki, Olive Oil World Domain Lead, SFDO
Ioanna Dialina, Organic Farmer & Agronomist
Giannis Kaminogiannakis, Agronomist, Biolerapetra
Theofilaktos Sidiropoulos, Organic Earthworm Compost Expert
Antonis Marakakis, Agronomist, Terra Creta
Iliana Malihin, Agronomist & Enologist
Panagiotis Papadopoulos, Managing Director, Open Farm

12.45pm-13.30pm **Lunch at Estia Restaurant**

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13.30pm-14.50pm **2nd Session** Challenges and solutions in designing a regenerative local resilient community.

13.30pm-13.55pm **Designing circular food systems in a regenerative economy.**
Learn how building a closed loop in a food system can support the transition to a regenerative economy by the circular expert Ilektra Kouloumpi.
Ilektra Kouloumpi, Thrive Programme Lead, Circle Economy

13.55pm-14.20pm **INTECO | Official Presentation of Regenerative Organic Agriculture Standard.**
The Organic sector has reached a limit. By applying the Regenerative Agriculture standards, we can go beyond Organic whilst covering more environmental and social aspects.
Dimitrios Dimitriadis, Co-founder & President, INTECO (Institute of Ecological Farming DIO)

14.20pm-14.50pm **Financial Tools based on ESG portfolio.**
Financial incentives are key to driving change and bringing regeneration in every part of the food supply chain. Banks can play their role in investing in relevant initiatives and supporting such a cause.
Chaniotakis Ioannis, Senior Director of Development of Agricultural Projects, Piraeus Bank
Verelis Dimitris, Head of Development & Sustainable Banking, Piraeus Bank

14.50pm-15.00pm **Coffee break**

Panel 2: Regenerative Food Supply Chain in Hospitality Services. The role of Food Production Units.

15.00pm - 15.30pm
Moderator:
Ilektra Kouloumpi
Fotis Sousalis, Olive Oil Plant & Sourcing Director, MELISSA KIKIZAS S.A./TERRA CRETA
Bart Lyrarakis, CEO, Lyrarakis winery
Danai Antonaki, Quality Manager & Sustainability Officer, PHĀEA
Manolis Kassakis, CEO, Kassakis cured meat
Ioannis Kiriakakis, Sales Director, Ta Meraklidika
Andreas Dourakis, Owner, Dourakis winery
Kostas Galanos, CEO, Creta Vinifera
Eirini Tsirimokou, Comms& Consumer Behaviour Expert, SFDO

15.30pm-15.45pm **Coffee break**

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15.45pm-16.45pm **3rd session:** Destination as part of the Regeneration.

15.45pm-16.10pm **Local food production and its link to destination.**
In this session Christina Chalkiadakis, will explore the link of local food production to destination and the role of distribution to the local community.
Christina Chalkiadakis, CEO, Supermarket Chalkiadakis SA

Panel 3: The role of hotels as hubs for regeneration.
The new era of tourism.

16.10pm - 16.45pm
Manuel Ferreira, Programme Manager, TUI CARE FOUNDATION
Kyriakos Kotsoglou, Vice Governor Tourism & e-Gov, Region of Crete
Manos Borboudakis, COO, METAXA HOSPITALITY GROUP
Moderator: Babis Foskolakis, Member of the board, PHAEA RESORTS
Nikos Sofianopoulos Christos Giakisiklis, General Manager, MINOA PALACE
Stefanos Agorastakis, Owner, THE TANNERIES
Sotiris D. Bampagiouris, Chairman, SFDO

16.45pm-17.00pm **Closing & Greetings**
SFDO

17.00pm-18.00pm **Networking**

SPEAKERS & MODERATORS

YASMINE CATHELL



SOIL SOMMELIER
SOIL HEROES

ILEKTRA KOULOUMPI



THRIVE PROGRAMME LEAD
CIRCLE ECONOMY

SHEILA DARMOS



INITIATOR & DIRECTOR
REGENERATIVE FARMING GREECE
CO-FOUNDER & DIRECTOR
THE SOUTHERN LIGHTS

NIKOS SOFIANOPOULOS



CARBON FOOTPRINT EXPERT
SFDO

CHANIOTAKIS IOANNIS



SENIOR DIRECTOR OF DEVELOPMENT OF
AGRICULTURAL PROJECTS
PIRAEUS BANK GROUP

VERELIS DIMITRIS



HEAD OF DEVELOPMENT &
SUSTAINABLE BANKING
PIRAEUS BANK GROUP

MARTA CORTEGANO



FOUNDER TERRA SYNTROPICA
PROJECT MANAGER ESDIMME

DIMITRIS DIMITRIADIS



CO FOUNDER & PRESIDENT
INSTEKO

MELISSA COMELLAS



AGRICULTURAL PROGRAM LEAD
EIT FOOD

CHRISTINA CHALKIADAKIS



CEO
SUPERMARKET CHALKIADAKIS

EIRINI TSIRIMOKOU



COMMS & ONE HEALTH LEAD
SFDO
CO-FOUNDER
COALITION OF HEALTHPROFESSIONALS
FOR REGENERATIVE AGRICULTURE

PARTNERS & PARTICIPANTS



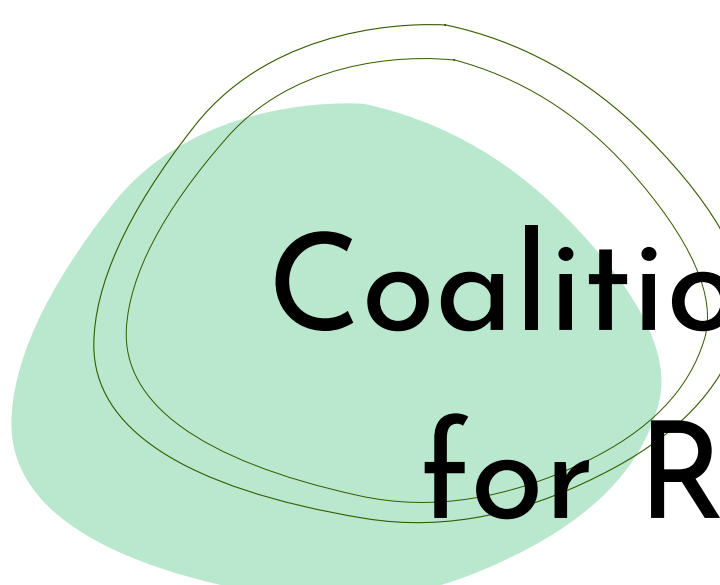
Metaxa Hospitality Group



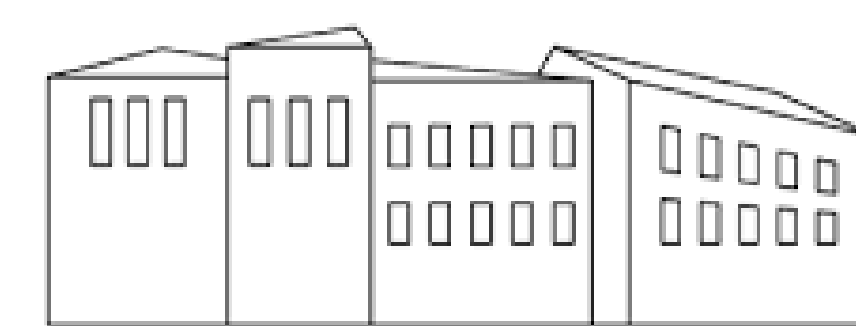
MANOUSAKIS WINERY



SENSORY EVALUATION
LABORATORY OF CRETE ACR



Coalition of Health Professionals
for Regenerative Agriculture



THE TANNERIES
HOTEL & SPA



MINOA
PALACE RESORT

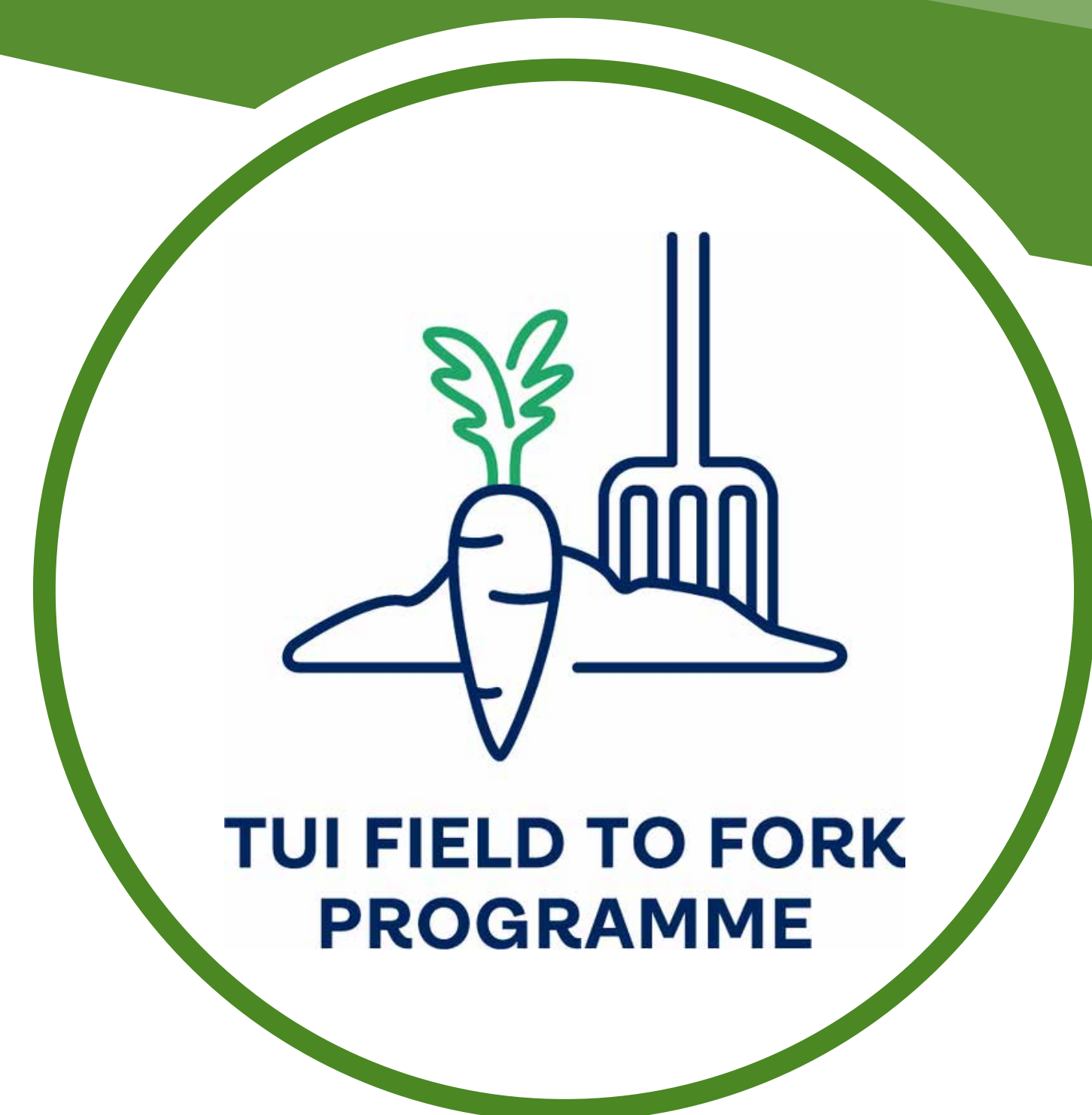


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CREATIVE MEDIA PRODUCTIONS

KICK-OFF EVENT

TUI FIELD TO FORK GREECE

UNITS OF METAXA HOSPITALITY GROUP



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TUI FIELD TO FORK GREECE KICK-OFF EVENT

"Regenerative food supply chains in hospitality services"

EVENT ORGANIZER



Sustainable Food Destination Organisation

