



22nd Summer Academy
Final Conference of
GOODFOOD Project
N. Makri – 16-20 June 2024



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Fishing Boat of Captain Stavros Asbestaris and Tassos Karamantoulas

- ▶ In port of Rafina, we are welcomed by two fishermen, Tassos and Stavros, who was the president of all the fishermen in Rafina.
- ▶ Lack of fish
- ▶ Plenty of tiny and micro plastics because of the biodegradable bags in the sea
- ▶ Sea farms (many fish, antibiotics, many “accidents” when the fish have diseases)
- ▶ Fish from abroad to fulfill the market demands but with preservatives





Impressions

- ▶ Very hospitable and polite people anticipating to host us
- ▶ Open to meet new people and new ideas
- ▶ Generous with information
- ▶ Conservative view and fear of diversification
- ▶ Very experienced and knowledgeable

Proposals

Strategies/Activities

- ▶ Improvement of the quality of the nets
- ▶ Create an international competition for inviting stakeholders for sustainable materials
- ▶ Labeling the fishes that are caught in the larger area of Rafina
- ▶ Labeling the fishes that are caught in a sustainable way
- ▶ Exploitation of tourism (fishing, snorkeling, cooking, bird watching)
- ▶ Give an overall experience of fishing with history of the port, the species, storytelling etc.
- ▶ Networking with environmental associations, schools, universities

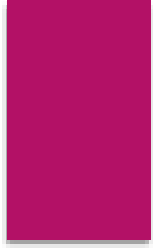
Organic Farm – Ευ Ζην



- ▶ Family business run mainly by Agriculturalist Spiros Tsagkaratos established in 2020
- ▶ It is Certified for Organic Fruit and Vegetable Production. In the field of production, its infrastructure concerns the fruit garden - netted garden of 8 acres, a vegetable garden of 12 acres and soon a greenhouse of 1.5 acres.
- ▶ Its 23 acres produce fruits (cherises, apples, strawberries, peaches) and vegetables (lettuce, spinach, carrots, tomatoes, sweet potatoes, pumpkin, zucchini, broccoli, leek etc)
- ▶ Sustainable planting (vegetables planted in the shadow of fruit trees)
- ▶ Delivery of their products directly to the houses of their clients once a week
- ▶ Selling their products also in the open market twice a week
- ▶ Situated near the Marathon lake







Impressions

- ▶ Welcome drink (apple juice, refreshing and energetic) in a reusable bottle
- ▶ Very hospitable and polite people
- ▶ The Agriculturalist (agronomist) was knowledgeable and innovative, generous with information and combined professional skills with personal choices
- ▶ Sheltered space for the tour
- ▶ Delicious homemade pies and salads
- ▶ Emphasis on the seasonal products and their quality

Proposals

Activities

- ▶ Self-picking fruits, enhancing the trust between farmers and clients
- ▶ Bird watching
- ▶ Guided tours to the lake of Marathon and archaeological site

Proposals

Strategies

- ▶ Learning courses about organic farming, food preservation, cooking
- ▶ Eco therapy/ social farming
- ▶ Cooperation with Universities
- ▶ Encourage existing clients to refer a friend
- ▶ Open farm day

The logo for Zeginis Winery is centered on a dark purple background. It features a stylized 'Z' with a leaf inside, followed by the word 'EGINIS' in a large, bold, serif font. Below this, the word 'WINERY' is written in a smaller, spaced-out, sans-serif font, flanked by two horizontal lines.

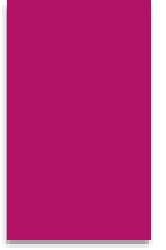
ZEGINIS

— W I N E R Y —

- ▶ A family medium-scale winery
- ▶ Vineyards in Ramnous – a historic sanctuary of the goddess Nemesis
- ▶ 40.000 bottles/per year – 200.000 litres/per year
- ▶ Varieties: Savatiano, Agiorgitiko, Chardonnay, Grenache Rouge, Merlot









Impressions

- ▶ The premises were not welcoming (no signs and no indication of the winery, no info about opening times)
- ▶ Plenty of parking area
- ▶ The interior was spacious, nice style, clean and comfortable
- ▶ The display of the bottles was well arranged
- ▶ The labeling of the bottles was professional
- ▶ The furniture and setting was appealing
- ▶ The leaflets were professional

Impressions

Positive

- ▶ Feeling of traditional, familiar small/medium-scale winery
- ▶ Plenty of parking area
- ▶ The interior was spacious, nice style, clean and comfortable
- ▶ The display of the bottles was well arranged
- ▶ The labeling of the bottles was evocative

Negative

- ▶ The premises were not welcoming (no signs and no indication of the winery, no info about opening times)
- ▶ The furniture and setting was appealing
- ▶ The rest area was not appropriate
- ▶ Hospitality was poor (no welcoming from the owner, there was nobody when we arrived)
- ▶ The labeling needs to have more info about how the wine is produced (soil, exposure, plants/hectare etc)
- ▶ No marketing skills of the presenter (brief tours, wine tasting, glasses were denied)
- ▶ Presenter was not flexible, not open to change with strict policies

Proposals

Activities

- ▶ Market research for existing tourists' demands
- ▶ Market research for their big clients
- ▶ Food and Winery tours
- ▶ Networking with the local market and pairing with the food
- ▶ Educational tours for students
- ▶ Internship for students (marketing)
- ▶ Students as ambassadors

Proposals

Strategies

► Brand name “**Marathon: a secret paradise**”:

- ❖ history
- ❖ landscape
- ❖ biodiversity
- ❖ wetlands
- ❖ winery
- ❖ healthy food
- ❖ sports

Will attract:

Eco tourism - Agrotourism