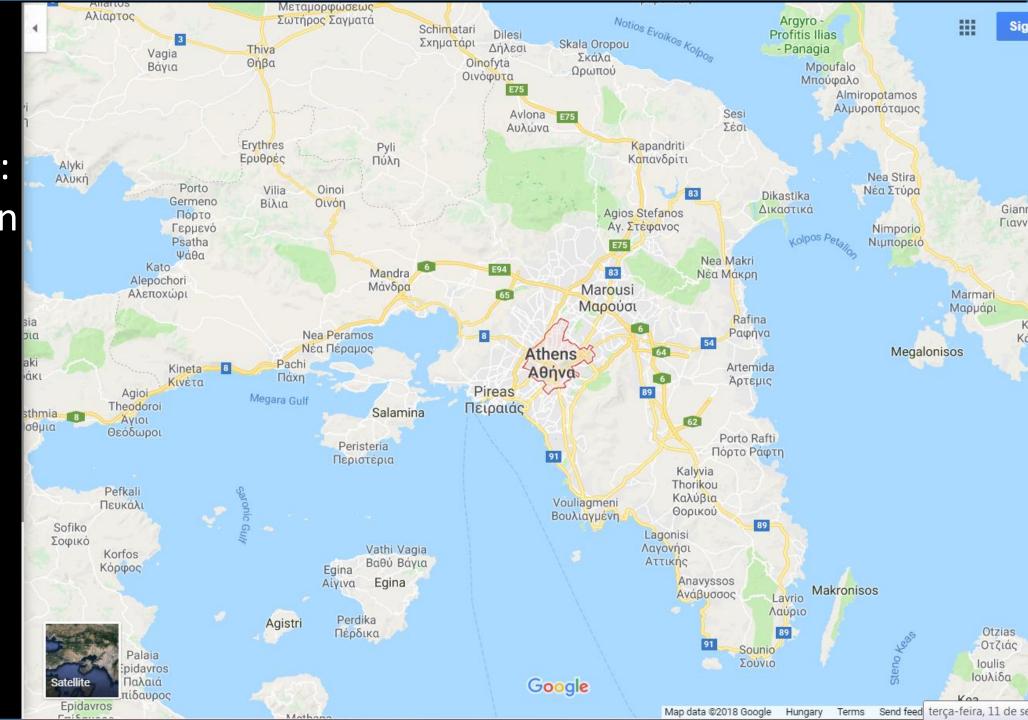
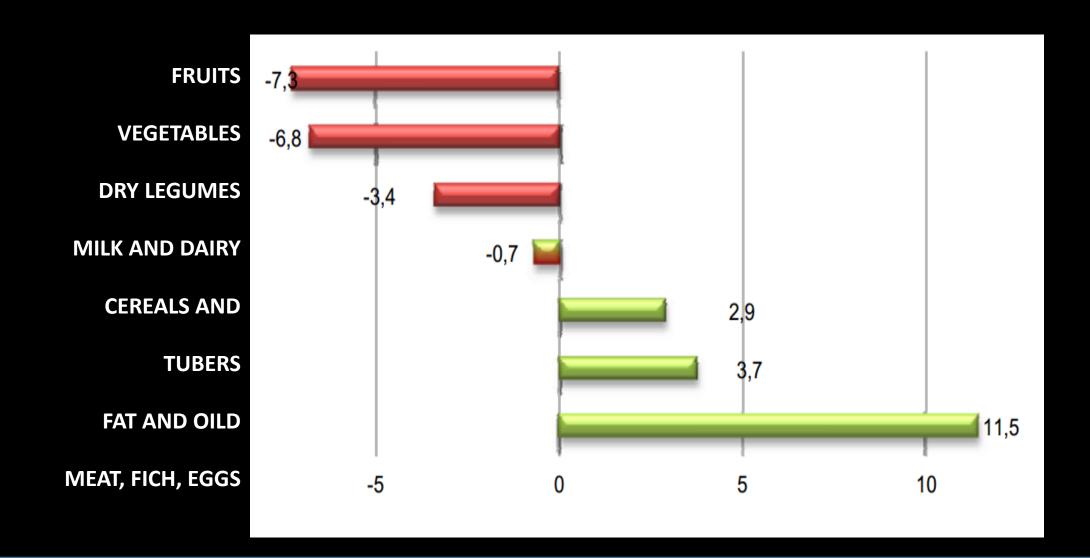
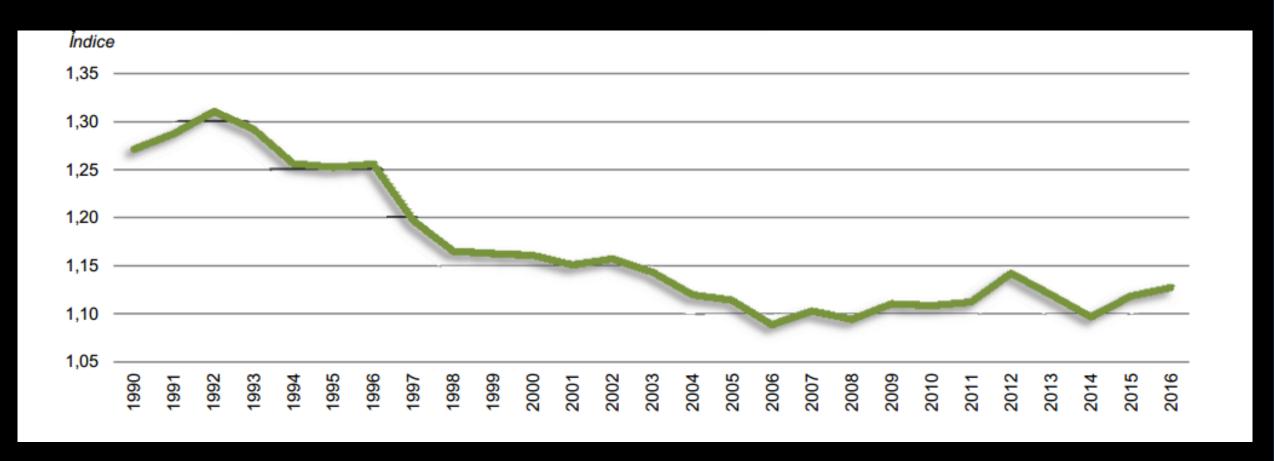
April 20, 2018: Mediterranean Legume innovation Networking in Athens, Greece



#### (Un)balance in the Mediterranean diet (2016)



#### Compliance to the Mediterranean diet index is disapearing





# Childhood obesity is high in home of Mediterranean diet

By Mark Lieber, CNN

① Updated 1455 GMT (2255 HKT) May 29, 2018









#### **News & buzz**



Mystery dinosaur skeleton sells for \$2.4 million



San Francisco bans sales of flavored tobacco products





Many people don't know how to cook legumes!
The cost for poor family to switch from cheap available food
Time to prepare meal needs minimised
Children often times don't like pulse texture or flavour

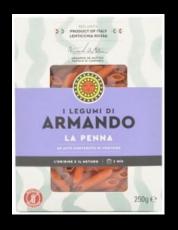








### Pulse New Product Launches in Europe















#### FOOD MILES IN KM FOR THE MAIN EU IMPORT OF PULSES

40% of lentils
24% of kidney beans
9% of chickpeas are
imported from CANADA
DISTANCE 6.600 KM

38% of chickpeas are imported from MEXICO DISTANCE 5.900 KM

22% of kidney beans are imported from CHINA DISTANCE 6.800 KM

21% of kidney beans are imported from ARGENTINA DISTANCE 12.800 KM

#### ENVIRONMENTAL PYRAMID





## Knowledge gaps

- Production
- Education
- Consumption
- Financial incentives





# au·then·ti·ci·ty

- noun, def:
  - 1. Transparency.
  - 2. Alignment to what is.
- 3. Matching outer expression + inner experience.





#### July, 2019: Next Mediterranean LIN in Porto, Portugal

