

MEDWHEALTH

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Development of new wheat-derived foods of the Mediterranean diet with improved nutritional and health value: *MEDWHEALTH* project

FROM SEED TO PASTA IV

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INTRODUCTION

The prevention of **non-communicable diseases** (NCDs) is a priority issue in the 2030 Agenda. In 2017, 71% of world mortality was attributable to NCD-type pathologies, mainly cardiovascular diseases, cancer, chronic respiratory diseases and diabetes. The WHO has identified, among the main causes of the incidence of these diseases, the lifestyle and eating behaviors, which have undergone profound changes in recent decades. The spread of the behaviors of consuming ready meals, rich in sugars and fats and poor in essential nutrients, is considered one of the primary causes of the increase in the incidence of NCDs. In this scenario, it is desirable **to promote correct eating behaviors such as the Mediterranean Diet**, defined as the "Intangible Cultural Heritage of Humanity" by UNESCO.



• LEBANON MOROCCO ALGERIA

Objective and contents

The **MEDWHEALTH** project, funded by **PRIMA Foundation** (Horizon 2020) Grant Agreement n. [2034], aims to develop durum wheat-derived products typical of Mediterranean Diet with improved nutritional value and new technological properties.

13 innovative wheat-derived foods of the Med-diet with low glycaemic index and high protein content developed by local

women's cooperatives and industrial enterprises.



Innovative plant materials:

- Svevo HA (high amylose), a durum wheat line with superior health and nutritional value.
- **Soft Svevo,** a durum wheat with a soft kernel, that has been released in Italy with the name Faridur in July 2020 (collaboration with Dr. Pasquale De Vita, CREA-CI and dr. Craig Morris, USDA).
- Barley cv. Chifaa is a naked barley variety released in Morocco in 2016 that shows good nutritional value and high β-glucans content.
- Lentil elite line 6002/ILWL118/1-1. Lentil genotype with elevated content of proteins.



- Evaluation of the health effects associated with the consumption of MEDWHEALTH products developed in the Project. For this purpose, clinical studies will be conducted on subjects with low or moderate symptoms of chronic metabolic and inflammatory diseases.
- An economic analysis will be carried out to evaluate the production costs and environmental impact of the new products.

WP2- Production and characterization of raw materials

WP3- Production and characterization of low glycaemic fuctional foods

WP4- Evaluation of health promoting effects of new WP5- New product value chain assessment, consumers' willingness to pay for healthy and **NP6- Dissemination and public engagement**

IMPACTS AND EXPECTED RESULTS

- To reduce the incidence of some non-communicable diseases
- To increase the competitiveness along the entire agri-food chain, providing new market opportunities
- To spread the dietary styles designed for health
- To progress the socio-economic conditions in the countries involved.
- To improve the participation of women in the workforce



WP1- Project management



