

PRESS RELEASE

European Islands for Sustainable Agriculture: When Sustainability Meets Taste

The EU MESA Project Promotes Sustainable Food Products from Crete, Sardinia, and Mallorca on the German Market

With a closing event on October 5, 2026, at the CUPRA City Garage Berlin, the EU project MESA put the spotlight on sustainable agricultural and food products from Crete, Sardinia, and Mallorca. A press conference, masterclasses, B2B meetings, networking opportunities, and product tastings brought together producers and companies from the three European Mediterranean islands with industry professionals and the media.

Hamburg, [October 8, 2026] – On October 5, 2026, the closing event for the EU project MESA (Mediterranean Islands for Sustainable Agriculture) took place at the CUPRA City Garage Berlin. The press and B2B event included a press conference, masterclasses, B2B meetings, networking, and product tastings. Producers and companies from Crete, Sardinia, and Mallorca presented their sustainably produced products and engaged in discussions with representatives from retail, the food service industry, and the media.

MESA is a three-year, European Union-funded project that showcases sustainably produced, high-quality agricultural and food products from the Mediterranean islands of Crete, Sardinia, and Mallorca on the German market. The goal is to raise awareness of sustainable production methods and highlight their contribution to mitigating climate change and adapting to its consequences, as well as to environmental protection and animal welfare.

MESA Event in Berlin on October 5, 2026

During the press conference, George Assonitis and Sofia Sotiriou presented the MESA project on behalf of INSULEUR, the network of the chambers of commerce of Rethymno in Crete, Cagliari-Oristano in Sardinia, and Mallorca. Following this, representatives from the Greek, Spanish, and Italian embassies welcomed the guests: Alexandros Papaioannou, Ambassador of the Hellenic Republic in Berlin; Giorgios Giakoumakis, President of the Rethymno Chamber of Commerce (Crete); Lucinio Muñoz Muñoz, Economic and Commercial Counselor at the Spanish Embassy in Berlin; Pilar Muñoz Juncosa, Trade Officer at the Economic and Commercial Office of the Spanish Embassy in Berlin; and Chiara Gargano è Addetta, Trade Officer at the Italian Embassy in Berlin.

In three masterclasses, professionals from the gastronomy and trade sectors had the opportunity to try products and deepen their knowledge: The olive oil tasting was led by Carmen Sánchez García, an expert in extra virgin olive oil. Nicole Wolbers, an expert on sparkling wine, presented three wines representative of the islands. Dishes with typical products were presented by chefs Ager Urigüen Uribe and Marc Hanke. Afterward, more than 60 producers and companies from all three islands were available for B2B discussions and networking, offering their products for tasting.

From Visibility to Concrete Contacts

INSULEUR – Network of Insular Chambers of the European Union

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Since 2024, the campaign has systematically built connections between businesses on the European islands and German buyers from retail, import, the foodservice industry, and the media through trade show appearances, press relations, tastings, masterclasses, B2B meetings, and digital communication. This has provided the islands' sustainable agriculture with additional visibility and concrete market opportunities. The project kicked off in 2024 with a trade show appearance at INTERNORGA and activities in Munich; in 2025, it was further expanded at ANUGA in Cologne; and in 2026, it included an appearance at BIOFACH in Nuremberg as well as the closing event in Berlin. Project results to date:

- more than 600 trade visitors at ANUGA
- 148 industry participants in B2B and gastronomy-related activities
- 18 online ads in Germany
- approximately 2.07 million ad impressions
- More than 451,000 digital views and impressions
- Over 18,000 followers and subscribers

European Islands for Sustainable Agriculture

The Mediterranean islands of Crete, Sardinia, and Mallorca are far more than just travel destinations: Their communities live in harmony with nature and rely on sustainable practices to preserve the islands' rich biodiversity. Healthy soils are the key to sustainable agriculture. The MESA project promotes soil regeneration and biodiversity through organic farming, crop rotation, and reduced use of chemicals. This makes the soils healthier and the ecosystem more resilient. Another key focus is water management. All three islands are threatened by drought. The MESA project promotes efficient irrigation and water conservation to reduce waste, conserve resources, and maintain productivity.

About MESA

MESA (Mediterranean Islands for Sustainable Agriculture) is a three-year, EU-funded project that showcases sustainably produced, high-quality agricultural products from the Mediterranean islands of Crete, Mallorca, and Sardinia on the German market. The goal of the MESA project is to raise awareness of sustainable agricultural and food products, as well as the production methods used on the three Mediterranean islands and their contribution to climate, the environment, and animal welfare. The project is managed by INSULEUR, the network of chambers of commerce in Rethymno (Crete), Cagliari-Oristano (Sardinia), and Mallorca. For more information, visit www.sustainagrislands.eu, as well as on Facebook (@sustainagrislands), Instagram (@mesaproject2), and YouTube (@mesa_Project).

Here you may [download](#) the catalog, brochure, logo, and graphics.

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