

CALL FOR PROJECTS

2026



**JACQUES
MARTEL**
FOUNDATION

Protect & Hand down the future

A TASTE OF OUR TERRITORIES.

Promoting local
food heritage



info@jfmartel.org

www.jfmartel.org

A Taste of our Territories: Promoting local food heritage

For a long time, food has been deeply rooted in local traditions, shaped by climate, terroir, biodiversity, history, and craftsmanship passed down through generations.

Today, globalization is profoundly transforming dietary habits: tastes are becoming increasingly standardized, and as a result, certain culinary traditions are disappearing.

Committed to regional identity, culture, and traditions—as well as the development of healthy and sustainable food systems—the Jacques Martel Foundation is launching a call for projects aimed at promoting local heritage through taste.

To shine a light on a product, a recipe, or a specific expertise is to celebrate far more than just a culinary practice: it is to keep a heritage alive. A living heritage of which cuisine is one of the most poignant and widely shared expressions.



FONDS

JACQUES MARTEL

Aims

We believe that promoting local heritage through taste offers numerous benefits for the region and its local community.



Cultural wealth

Preserving and reviving collective memory, passing down culinary practices, and nurturing a culture of 'terroir' to combat the standardization of tastes.



Local impact

Promoting local products and encouraging the development of short supply chains.



Social connection

Creating spaces for exchange and connection, fostering intergenerational dialogue, and raising awareness of health and environmental issues.

This call for projects aims to support the protection and transmission of local food identity.

It builds upon previous initiatives supported by the Jacques Martel Foundation.



In 2025, the focus was on raising awareness among younger generations about the importance of healthy, seasonal, and sustainable food.

In 2026, the Jacques Martel Foundation seeks to build on this momentum by reviving a rooted, living, and sustainable food memory. Bringing (forgotten) flavors back to life and strengthening their connection to regional identity and history.



Projects may specifically aim to help rediscover an iconic taste, product, or recipe; raise awareness of the region's food identity; encourage local, healthy, and sustainable dietary practices; or create opportunities for gathering, passing down knowledge, and sharing around this theme.

The selection committee will pay close attention to projects that are structural, inspiring, and unifying.



Who can apply?

This call for projects is open to **French non-profit organizations** (associations reconnues d'intérêt général) working in the field of heritage promotion, with a specific focus on taste and food-related issues.



Submitted projects must :

- Promote local food heritage and taste
- Offer an approach rooted in the region's specific characteristics, fostering the transmission of expertise and showing the potential to inspire other regional initiatives
- Encourage responsible and sustainable consumption
- Have a clearly defined regional impact



Scope of projects

Type of eligible projects :

- Projects centered on culinary expertise and local recipes ;
- Agricultural and short supply chain projects (involving endemic or iconic species) ;
- Educational projects focusing on sustainable food and food memory ;
- Projects related to local edible marine resources ;
- Cultural projects and unifying events ;
- Conservation and research projects.



Funding

A total budget of **10,000€** is allocated to this call for projects. Each project may receive financial support of up to a **maximum of 5,000€**.

The amount awarded will be tailored to the specific needs of each project and distributed according to a schedule defined in the grant agreement.

This funding is intended to contribute to the costs inherent in the project's implementation.



Projects may involve a co-financing arrangement.



Evaluation Criteria & Application Process

Projects will be evaluated based on :

1. Educational value,
2. Originality,
3. Expected regional impact.

Each application must include :

- A detailed project description (objectives, target audience, methodology, and timeline).
- A detailed projected budget.
- Expected outcomes and impact.
- An introduction and contact details for the project team.

**Applications must be sent by email to info@fjmartel.org
no later than April 30, 2026.**

Announcement of Results

Projects will be evaluated by the Jacques Martel Foundation's selection committee.

The selection results will be announced on June 1, 2026.





CONTACT

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We hope this call for projects will inspire a wide range of initiatives, and we look forward to discovering your proposals for reviving a shared food memory.

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