

## **Mediterra 2012**

The Mediterranean Diet  
for sustainable regional development

# **Executive Summary**





## **Mediterra 2012**

The Mediterranean Diet  
for sustainable regional development

**A CIHEAM Report**

Paris, Presses de Sciences-Po, March 2012

**Produced in partnership with**

**IEMed.**  
European Institute of the Mediterranean

Fundación  Dieta Mediterránea

Launched in 2010 in partnership with the European Institute of the Mediterranean (IEMed) and the Mediterranean Diet Foundation (FDM), the construction of this Mediterra report has mobilised a vast scientific network of 49 international experts with profiles as diverse as they are complementary. As was the case in previous editions, this new edition of the CIHEAM's report proposes assessment criteria and analyses both for the general public and for the community of actors operating in the Mediterranean region. It is intended both as learning material and as a catalyst for decision-making.

### **The fare of the Mediterranean seas**

Considered from the geographical point of view, the Mediterranean is first and foremost a sea, or rather a *"succession of seas"*, to use the phrase so aptly coined by historian Fernand Braudel, for whom any qualifier associated with the Mediterranean should be conjugated in the plural. Despite its small area – it accounts for just under 0.7% of the surface area of the world's oceans, the Mediterranean has always been that *"liquid continent with solid contours"*, where the shores are never more than a few hundred kilometres apart at the outermost points. Indeed, it is not by chance that this sea derives its name from *"mediterraneus"*, which means "in the midst of lands".

And that is also what makes the Mediterranean absolutely unique as the region where three continents meet – Europe, Africa and Asia, a dynamic interface and a melting pot of civilisations conducive to migrations and voyages and thus prompting the intermingling of peoples, the trading of goods and the circulation of ideas. Geography textbooks produce delightful descriptions of the region, discussing the configuration of its shores, its longitudinal extension, its three northern peninsulas (the Iberian, Italian and Balkan peninsulas) and its countless islands, which invite the voyager to their many ports of call. It is also a region of incomparable landscapes, where histories, societies and natural environments are closely blended. Shaped by the hand and the mind of man, the Mediterranean is thus also a region that has been "lived in". To the extent that memory and project seem to be two constantly recurring watchwords for the Mediterranean. In short, it is a complex world, steeped in history and thus in transformations, ruptures and geopolitics. Changing yet enduring, in movement yet eternal – such are the paradoxes raised by the Mediterranean, that teeming hub of time-blended cultures. Indeed, it is diversity, not unity, that is the salient feature of the Mediterranean region. Hence the need to emphasise the constant intertwining of history and geography when it comes to apprehending the phenomena at work in the Mediterranean, a sea that is enclosed yet very open to the world.

All of these specific features are frequently expressed in strong culinary traditions. Although the existence of Mediterranean values or of a Mediterranean identity may be debatable, the relationship with food, gastronomy and thus the land of the people of this region is clearly a consistent link and one which is further strengthened by cultural attachment to the family, sharing and sociability. Food and the flavours of local fare are a language common to the peoples of the various countries on the Mediterranean shores: they are rarely indifferent to what is served on their plate.

Although this is true the world over, it is particularly the case in the Mediterranean region, precisely because Mediterranean foods have evolved there and have blended over time, producing the wide variety of cuisines we know today. This historical and intercultural dimension is one of the Mediterranean's greatest assets, which is reflected first and foremost in the dishes served. A mythology has thus gradually evolved around the Mediterranean diet – a term, it will be recalled, that is derived from the Greek “*díaita*”, which denotes a localised lifestyle based on both behavioural and culinary patterns.

### ***A new journey to be taken***

Mediterranean food is thus the subject of numerous debates and studies with a variety of objectives, one of the target fields being health and nutrition. However, the scientific analyses that are also being conducted on consumer behaviour cannot be ignored – consumers who, both in the Mediterranean countries and elsewhere, are today frequently faced with the dilemma of having to reconcile tradition and modernity, or, to put it simply, having to reconcile agricultural and industrial products. The fact is that the spectacular increase in the number of mouths to be fed in the region in the past few decades has made it imperative to produce and market foodstuffs. It simply is not enough to examine the Mediterranean diet without placing it in the context of the major issues at stake in the region. Strategies for meeting health and nutrition challenges cannot be reasoned out unless the challenges are regarded in conjunction with those of population trends, the environment, the economy, innovation and public action.

Since food issues are factors of various pressures (on resources, on societies) and sometimes even of tensions between States, the world is rediscovering the importance of agriculture. Policymakers proclaim their intention to make agriculture a priority in public action at the local, national and international level. And with the new awareness of environment and health problems individuals seem to be paying more attention to their behaviour and consumption patterns. In the Mediterranean region, the development models to be promoted will have to reintegrate agricultural, dietary and environmental variables, for in this constantly evolving area agriculture and food are areas of strategic importance for societies, economies, regions and cultures.

To observe the Mediterranean Basin, and more specifically the southern and eastern shores, is to discover a condensed version of the world food issue, which can be summarised in a question that is as simple in appearance as it is complex in reality: how can a growing population be fed in a context of marked water and land resource constraints, where the organisation of national agro-food chains and the regional integration of agricultural systems are still weak? Faced with this question, which is crucial for the future of the region, production and consumption must be considered in tandem. The food chain is indeed a complex system, where all of the links are interdependent.

The present report thus does not propose to revisit the agricultural, food and rural dynamics of the Mediterranean region; rather, it suggests a new itinerary that cuts across these fields, taking the reader up and down the criss-crossing roads and lanes that lead from landscape to table.

## ***The Mediterranean diet – between concern and hope***

Exploring the roads suggested by the Mediterranean diet proves to be a fascinating experience. The journey from landscape to table reveals the challenges of harvesting, storage, transport, distribution, promotion and nutrition. To these are added, of course, the major issues of the sustainability of resources, social and environmental responsibility, biodiversity and societal changes, which place the Mediterranean diet at the core of the current debate on the need to implement “green economy” models in the Mediterranean region.

The Mediterranean diet, that is to say, all of the agronomic, sociocultural and culinary practices of the Mediterranean countries, would indeed be an essential factor for the sustainable development of the region. However, despite the geohistorical heritage that forms the basis of the vitality and wealth of Mediterranean cuisines, the assertion of that diet in actual fact still belongs more to the realm of ambition than to that of reality.

It has admittedly spread far beyond the borders of the Mediterranean countries and is widely celebrated in other societies throughout the world where consumers are aware of the dietary connotation of the products involved. But, apart from the fact that this worldwide dissemination tends to focus on the nutritional and health aspects of the Mediterranean diet, it also illustrates how the region has been unable to make these aspects one of the salient features of its promotion at the national level. Although the region’s products have special appeal in non-Mediterranean countries, the fact is that the Mediterranean diet has actually highlighted shifting patterns within the region itself.

First of all in the consumption field, since, as the result of the acceleration in nutrition transition, populations have often abandoned certain traditions and adopted dietary patterns which depart from the principles of the Mediterranean diet – to such an extent that some authors now even question the very existence of that diet. And patterns are also changing in the geopolitical field, since the Mediterranean diet, which epitomises the universal assets of the region, is above all the embodiment of the riparian countries’ inability to join forces in order to promote all of its dimensions more effectively.

Yet there are many reasons to believe in the diet’s mobilisation potential at a time when Mediterranean societies are expressing new aspirations and a reminder is needed of the levers available for stimulating togetherness. For the present report by no means intends to present the Mediterranean diet as a global model – far from it. On the contrary, the idea is to highlight the opportunities it offers, not only “from farm to fork” but “from landscape to table”, for contributing to the sustainable development of the Mediterranean area. Having been recognised as a nutrition reference model by the World Health Organisation in 1994 and added to UNESCO’s list of the Intangible Cultural Heritage of Humanity in 2010, the diet can also be regarded as a lever for changing the course of human and economic development in the countries of the region.

## ***Multidisciplinary expertise for a cross-cutting report***

To trace the route of this journey, the approach must be both scientific and political.

- It must be scientific, because the Mediterranean diet raises major questions concerning nutrition, product quality, research and innovation, and the construction of a food model, but also concerning the preservation of biodiversity and natural resources. Furthermore, it involves travelling through the eras of history and pointing to the demographic and sociocultural changes that have taken place in the region.
- And it must be political, because to discuss the subject of the Mediterranean diet is to prompt a debate on social responsibility in production, distribution and consumption, but also to promote preventive nutrition for human health, to question how food chains are organised, to explore both the commercial opportunities and the legal risks, to scrutinise the globalisation of trade or to debate public action in the food domain (education, local authorities, regulations, etc.).

*Mediterra* 2012 thus endeavours to provide insight from three major aspects in the various chapters of the report.

- Since the Mediterranean diet is a multidimensional concept, the report endeavours to deal with all of the issues involved in the problem as a whole, from economy to society, from the cultural to the commercial, from population trends to the environment, from consumption to economic intelligence, and from education to political action.
- Since the Mediterranean diet is a plural concept, the report reveals the controversies it creates with a view to furthering scientific debate. It compares viewpoints in order to illustrate both the brakes and the forces that the diet can generate in the debate on the implementation of sustainable food patterns.
- Since the Mediterranean diet is a mobilising concept, *Mediterra* highlights how it can play a role in the efforts to seek a more sustainable food system and greater regional cooperation. Furthermore, it shows how the diet can be a vector for implementing responsible development strategies by participating both in the action to combat climate change and in the efforts to mitigate food insecurities.

Despite the fact that unity is increasingly virtual – the evidence of real diversities – the feeling that the Mediterranean generates exchange and sharing as well as contacts and intermingling must not fade. The Mediterranean diet is a subject on which research and cooperation are at the service of responsible development in the countries of the region.

## *An itinerary in eight stages*

The report is divided into eight parts in view of the multidimensional aspect of the Mediterranean diet. Given the region's historical heritage and its place in the focus of researchers, it seemed obvious to take these considerations as a point of departure before developing the other aspects. Then, since the Mediterranean diet is first and foremost a human product, the report endeavours to analyse the transformations and even mutations of the Mediterranean societies that are its repository, establishing a discrepancy and perhaps even a departure from the various forms of the Mediterranean dietary heritage whereas in some cases other societies are following its path. The diet is indeed celebrated as a model that is beneficial for human health, and its appeal extends far beyond its original matrix.

However, it is one thing to produce balanced food successfully with response in certain countries farther afield, but the pressure it can place on resources is quite another matter. This is the subject of Part 3 of this report. Likewise, it was also considered important to analyse the repercussions that the development – or, for that matter, the discontinuation – of the Mediterranean diet can have on Mediterranean landscapes. Although Mediterranean food raises questions in terms of environmental sustainability, it also raises the issue of social sustainability. Part 4 analyses the action of the producers, distributors and consumers involved in the food system through the prism of their social responsibility.

Furthermore, since these actors on the Mediterranean food scene introduce technical and organisational innovations in order to make their activities more productive, we have focused on the subject in Part 5, which then also examines the monitoring of food quality and food safety, essentially in the European area. The products of the Mediterranean food system are of course essentially intended for marketing. Part 7 is thus devoted to analysing the place of these products in agricultural trade; it also discusses strategies for protecting these products on a market where “imitation” strategies also prevail. Although this latter point touches on public policies, it is essentially the final section of the report that is devoted to the policies pursued in order to promote the Mediterranean diet. The report discusses in particular dietary education and tourism, both of which can be very effective means of restoring dietary habits. And the cornerstone of these promotion policies, the inclusion of the Mediterranean diet on UNESCO's Intangible Cultural Heritage list, deserved to be the focus of the final chapter of the report.

## Detailed summary of the report

The *Mediterra* report is composed of 22 articles grouped in eight main thematic parts.

---

### Part 1

#### ORIGINS AND CONSTRUCTION OF THE MEDITERRANEAN DIET

---

##### Chapter 1

##### **The Mediterranean Diet: Designed for the Future**

***Joan Reguant-Aleix***

*(Adviser, Mediterranean Diet Foundation, Spain)*

Rooted in the Greek word *díaita*, lifestyle, the Mediterranean Diet tells of our know-how, our beliefs, our festivals, our symbolism, and our traditions as well as our creativity and ability to innovate. It also recounts and commentates our landscapes, our markets, our tastes and flavours, and the colours and aromas of our tables, where we gather to talk and where hospitality and sociability are always present. With its daily variations, the Mediterranean Diet is a dynamic, living diet, which, regardless of economic pressures, will always remain a fundamental pillar of the present and future Mediterranean region. This article reveals the timelessness of these factors.

---

##### Chapter 2

##### **History of Mediterranean food**

***Mohamed Yassine Essid***

*(Faculty of Human and Social Sciences, University of Tunis, Tunisia)*

Food is a form of living memory of bygone times. Enshrined in the meanders of history, Mediterranean food is like their daily case history. Since foods and culinary practices have been constantly enhanced as the result of migration, trade and conquests, the wealth of Mediterranean food thus acts as a prism of history, where religious prescriptions are amongst the principal influences. This chapter proposes a journey to the core of this millennial history.



---

## Chapter 3

### A dietary model constructed by scientists

**Sandro Dernini**

*(Forum on Mediterranean Food Cultures and  
Inter-university International Centre for the Study of Mediterranean Food Cultures, Italy)*

**Elliot M. Berry**

*(Braun School of Public Health, Hebrew University,  
Hadassah Medical School of Jerusalem, Israel)*

**Anna Bach-Faig**

*(Adviser, Mediterranean Diet Foundation, Spain)*

**Rekia Belahsen**

*(Faculty of Science, Chouaib Doukkali University, El Jadida, Morocco)*

**Lorenzo M. Donini**

*(Sapienza University of Rome, Italy)*

**Denis Lairon**

*(Inserm/INRA, Faculty of Medicine, Aix-Marseille University, France)*

**Lluís Serra-Majem**

*(University of Las Palmas de Gran Canaria, Spain)*

**Carlo Cannella**

*(†)*

While Mediterranean food is a heritage of history, the Mediterranean diet is also a construct of science. Over and above the diversity of Mediterranean products and dishes, the factors in Mediterranean food, but also in the Mediterranean lifestyle, which can be physiologically beneficial, must also be understood. It then becomes possible to define a sort of ideal architecture in the form of a pyramid, which has gradually been constructed since the early sixties. This chapter retraces this scientific path.

---

## Part 2

### FOOD AND SOCIOCULTURAL DYNAMICS

---

## Chapter 4

### Mutations in Mediterranean Societies

**Senén Florensa and Xavier Aragall**

*(European Institute of the Mediterranean, Spain)*

Regarded too long as a world that has stood still, Mediterranean societies are now changing profoundly. Indeed, they are undergoing demographic, cultural, economic and societal upheaval. In a context of globalisation, these accelerated mutations are affecting the values and lifestyles of the people concerned and are thus manifestly influencing their dietary practices. Such are the insights revealed in this chapter.

---

---

## Chapter 5

### **The Mediterranean Diet: consumption, cuisine and food habits**

**Isabel González Turmo**  
(University of Seville, Spain)

This chapter aims to examine the evolution of consumption patterns in the Mediterranean region over the last fifty years from the sociological and anthropological aspect. It broaches several questions : Who carries out the main functions (supplies, cooking, services) necessary to food supply? Who eats with whom? How are the developments in family structures affecting food intake (the number and types of meals)? How are modern and traditional foods combined? What about table manners, the hierarchies of family members and food hierarchies? Furthermore, the article provides information for considering the change in mentalities that is clearly reflected in people's eating habits.

---

## Chapter 6

### **The “Mediterraneanisation” of food fashions in the World**

**Martine Padilla and Giulia Palma**  
(CIHEAM MAI Montpellier)

There is a surprising paradox in Mediterranean food. Whereas the countries of the region are tending to depart from the traditional Mediterranean food pattern, the developed countries seem to be adopting it with growing enthusiasm. The effect of this geographical shift in Mediterranean food culture on consumers, producers and agro-food multinationals is not neutral, whether they are situated in the region or elsewhere in the world. This chapter endeavours to assess the extent of the “Mediterraneanisation” of food fashions, its effects and the strategies it induces on the part of the actors involved.

---

## **Part 3**

### **ENVIRONMENT AND BIODIVERSITY**

---

## Chapter 7

### **Can sustainable consumption protect the Mediterranean landscape?**

**Rami Zurayk**  
(American University of Beirut, Lebanon)

To produce food is also to design landscapes. If olive trees, vines and cereals form the triptych of the Mediterranean, it is precisely because the people of the region have made them their daily fare. But nothing is set in stone: developing consumption patterns and agricultural policy choices can obliterate the identity of these landscapes for ever. So what are the policy choices open to Mediterranean countries to guarantee that the various regions will retain the Mediterranean mark that is so beneficial to them? This article endeavours to build bridges between food production, environmental dynamics and the changes in consumption patterns.

---

## Chapter 8

### Natural Resources and Food in the Mediterranean

*Roberto Capone, Abderraouf Elferchichi, Hamid El Bilali, Nicola Lamaddalena and Lamberto Lamberti*  
(CIHEAM MAI Bari)

The Mediterranean region is land-poor and water-poor, but it is also rich in biodiversity. While Mediterranean food is acclaimed as a vector of well-being, can we be so sure that the products involved are so sparing of water and land resources and also of biological resources? It is thus imperative to examine things objectively using indicators for measuring the environmental footprint of that food. This chapter proposes to examine the sustainability of the Mediterranean diet.

---

## Part 4

### THE SOCIAL RESPONSIBILITY OF THE ACTORS INVOLVED

---

## Chapter 9

### Social responsibility in agriculture

*Catherine Rivoal*  
(Journalist, France)

Mediterranean products are the output of a very large number of farms of widely varying circumstances. The Mediterranean diet thus finds its resource in social realities, which must be analysed. For promoting a type of food must not go against people whose working conditions are still too often precarious, particularly in the case of women, or even an insult, when children are involved. The extent of seasonal migration must also be taken into account, a factor pivotal to Mediterranean agricultural systems. This chapter discusses the aspects of social responsibility that can be questioned with regard to the Mediterranean diet.

---

## Chapter 10

### Social responsibility in food distribution

*Luis Miguel Albisu*  
(Aragon Agro-food and Technological Research Centre, Spain)

Between traditional distribution channels and the modern retail trade, the foodstuffs trade is one with contrasting facets. Since forms of trade are conditioned by income levels, it is hardly surprising that the latter type of distribution is replacing the former in the EU Mediterranean countries, contrary to the situation on the southern and eastern shores. When it comes to the Mediterranean diet, it is interesting to analyse retail operators in terms of their social and environmental practices. Many firms in Europe are seeking to engage in a social responsibility dynamic promoting the improvement of working conditions and respect for the environment. But the southern and eastern Mediterranean countries are not excluded from this movement – on the contrary. This chapter shows that a virtuous circle is under way on either shore of the Mediterranean.

---

## Chapter 11

### Responsible Consumption

**Roberto Burdese**  
(*Slow Food, Italy*)

The consumer is king. Yet this consumerist formula does not conceal the fact that consumers can be a captive market for food fashions conveyed through advertising campaigns. But this is not a fatality. By their individual behaviour and involvement in certain social dynamics they can play a part in the development of products and of environmental and social practices in farming. Responsible consumption that counters passive consumption is now firmly on the agenda. To illustrate this phenomenon this chapter takes the concrete case of the Slow Food movement, which grew from local experiences in the Mediterranean into a global movement.

---

## Part 5

### FOOD PRODUCERS AND DISTRIBUTORS

---

## Chapter 12

### Producers' organisations and food supply

**Hiba El-Dahr**  
(*Consultant, France/Lebanon*)

Agricultural producers and their organisations are stakeholders in quality food marketing in the Mediterranean. Where food chain organisation is a major challenge for agriculture in the region, the question of governance and of the organisation of the agricultural input industries is now the focus of debate. The analysis observes various ways in which producers organised in Mediterranean agro-food chains contribute and also explores the *terroir* concept as a tool for structuring these food chains involving farmer organisations. Whether these organisations operate in the economic or the political sphere, their role is associated with the broader issue of development, where organised producers can then be perceived as major actors of change and innovation.

---

## Chapter 13

### Mediterranean food products: research and development

**Dimitrios Boskou**  
(*The Aristotle University of Thessaloniki, Greece*)

Although the Mediterranean diet is a heritage of history, it has constantly been developed through innovation. As modern research has developed, Mediterranean food has obviously also been the focus of new innovatory processes making it even more popular. Biochemistry, chemistry and biotechnologies are thus definite assets for the Mediterranean food industry. This chapter is a journey to the core of modern innovation involving the staples of Mediterranean food.

---

## Chapter 14

### **Market strategy of the agro-food firms: the Turkish experience**

**Ahmet Ali Koç**

*(Akdeniz University, Antalya, Turkey)*

Turkey is one of the major producers of typically Mediterranean agricultural commodities. More specifically, it is the world's leading producer of hazelnuts and apricots, the second largest producer of cucumbers, pistachio nuts, watermelons, figs and lentils and the third largest producer of chick peas, walnuts and olives. This original position and the country's situation as a Mediterranean third-country in the process of EU accession negotiations warranted a chapter that would shed light on Turkey and in particular on the strategies that Turkish agro-food industries are pursuing to conquer the domestic market, the Mediterranean region and the world.

---

## Chapter 15

### **Traditional Mediterranean Products: markets and large-scale retail trade**

**Fatiha Fort**

*(Faculty of Higher Agronomic Studies, Montpellier University, France)*

It can be perfectly feasible to combine tradition and modern methods, and Mediterranean food is no exception here. The promotion of traditional products is by no means incompatible with the large-scale retail trade in Mediterranean countries – in fact, it is mainly that trade that has boosted the market for these goods. Whether firms' own brands, distributor brands or regional collective brands, there are tools for differentiating supply and positioning it firmly in the minds of Mediterranean consumers, since it is they who must be the primary focus for economic and environmental reasons.

---

## **Part 6**

### **LAW AND TRADE**

---

## Chapter 16

### **Legal protection of Mediterranean Products**

**Annarita Antonelli**

*(CIHEAM MAI Bari)*

**Hélène Ilbert**

*(CIHEAM MAI Montpellier)*

Product designations are becoming the order of the day. The EU has pioneered this field and has the most advanced system in the world. This has of course generated imitations and counterfeits, which must be combated. A further challenge for EU and Mediterranean third countries is to find a means of making their measures to identify products compatible, since the countries on either shore of the Mediterranean have embarked on this process at very different paces. Would a common Mediterranean label be a conceivable solution for the regional market? This chapter discusses these legal, institutional and geo-economic issues.

---

## Chapter 17

### **Agricultural Globalisation and Mediterranean products**

*José Maria García Álvarez-Coque*

*Victor Martínez-Gómez*

*(Technical University of Valencia)*

*Josep Maria Jordán Galduf*

*(University of Valencia, Spain)*

Agricultural commodities are subject to the dynamics of regional and world trade. This chapter is more than an analysis of the current agricultural trade situation; it examines how Mediterranean products and the countries which produce them fare in terms of trade. But this trade is based on multilateral or bilateral political frameworks (WTO, association agreements), which define the constraints to be taken into account. Since, in a context of de facto liberalisation, some of the rural regions involved can be vulnerable, thought needs to be devoted to solutions for accompanying this process of agricultural trade liberalisation in order to avoid a zero-sum game.

---

## **Part 7**

### **HEALTH AND FOOD SAFETY**

---

## Chapter 18

### **Protecting European consumers from food-related risks**

*Anne-Laure Gassin, Davide Arcella, Ariane Titz, Finn Sheye, James Ramsay and Céline Kalaitzis*

*(European Food Safety Authority)*

Although essential to life, food can also be a vital danger, and it is thus imperative that control systems guarantee food quality. In Europe, the European Food Safety Authority (EFSA) fulfils that mission. Although this agency operates within the European framework, it nevertheless develops cooperation relations with the neighbouring States including the Mediterranean countries. In addition to the function of monitoring quality, it also promotes dietary recommendations and gauges developments in consumer food patterns. This chapter presents all of the EFSA's missions.

## Part 8

### PUBLIC POLICIES AND MEASURES

---

#### Chapter 19

##### Redesigning Dietary Education

**Habiba Hassan-Wassef**  
(Consultant, Egypt)

Whereas parasite epidemics are becoming less and less lethal, some non-transmissible diseases are developing as the result of new lifestyles. The fact is that food is a major cause of the rapid spread of these illnesses. To quote Nils Daulaire, the Director of the Office of Global Health Affairs at the U.S. Department of Health, “We’ve been fighting malaria. We’ve been fighting bacteria. We’ve been fighting viruses. Now we’re starting to get to a point where we have to battle with human nature.” Hence the need to reinvent innovative dietary education and programmes for promoting a healthy lifestyle. This article is devoted to these essential considerations.

---

#### Chapter 20

##### Food, Tourism and Regional Authorities

**Emilie Vandecandelaere**  
(Food and Agriculture Organisation of the United Nations)  
**Sébastien Abis**  
(CIHEAM General Secretariat)

The tourist and food industries create, and possibly also conserve, wealth in the Mediterranean Basin. Indeed these two pillars are eminently complimentary: boosted by the favourable image enjoyed by the Mediterranean diet, *terroir*, or regional-speciality, products can be cultural assets and tremendous identity markers in a strategy to propose a different type of tourism that is based on authenticity. By demonstrating that this tourism-food duo can form a component of the public policies of regional authorities and, by extension, a subject of cooperation at the regional level through decentralised forms of cooperation, this article proposes to suggest intersectoral avenues for reflection in the Mediterranean region.

---

#### Chapter 21

##### Policies and regulations in Mediterranean countries – complementarity and coherence

**Giulio Malorgio and Laura Solaroli**  
(University of Bologna, Italy)

The politics on our plates: in this chapter, what we find on our plates is examined in the context of agricultural and food policies, which are revisited both in the European area, where the CAP has been a ground-breaking policy, and in the Mediterranean third countries. The fact is that while efforts were for many years concentrated virtually exclusively on quantity, there is now growing concern for quality in these regions. But although policies converge to some extent, the Mediterranean region cannot yet be regarded as a political bloc in this field.

---

## Chapter 22

### **The Mediterranean Diet, intangible cultural heritage of humanity**

*Francisco Sensat and Joan Reguant-Aleix*  
(Mediterranean Diet Foundation, Spain)

The inclusion of the Mediterranean diet on UNESCO's Intangible Cultural Heritage list is the fruit of ceaseless efforts on the part of Spain, Greece, Italy and Morocco and has been a major event for all of the Mediterranean countries. It constitutes recognition not only of its health benefits, which have been highlighted by scientists, but also of its tremendous value as the millennial heritage and cultural reference of all of the peoples of the region. It is also an essential vector of the quality of development in environmental, economic, social and cultural terms. This chapter discusses the history of this process of recognition.

---





### *Publication Editor*

- **Francisco Mombiola**  
CIHEAM Secretary-General

### *Scientific and technical Editor*

- **Sébastien Abis**  
Administrator, CIHEAM General Secretariat

### *Drafting Committee*

- **Javier Albarracin**  
Head of the Department for Socio-economic Development, European Institute of the Mediterranean (IEMED, Spain)
- **Luis Miguel Albisu**  
Head of the Agro-Food and Natural Resources Department, Aragon Agro-food and Technological Research Centre (Spain)
- **Pierre Blanc**  
Lecturer and researcher, CIHEAM General Secretariat
- **Roberto Capone**  
Principal Administrator, CIHEAM – MAI Bari (Italy)
- **Panagiotis Kefalas**  
Principal Administrator, CIHEAM – MAI Chania (Greece)
- **Martine Padilla**  
Principal Administrator, CIHEAM – MAI Montpellier (France)
- **Joan Reguant**  
Adviser, Mediterranean Diet Foundation (Spain)



## Contact and information

**The report can be downloaded in free access from**

[www.ciheam.org](http://www.ciheam.org)

### **CIHEAM General Secretariat**

Sébastien Abis (Administrator)

11 rue Newton - 75116 Paris – France

+33 (0)1 53 23 91 00

[abis@ciheam.org](mailto:abis@ciheam.org)

### **Presses de Sciences Po**

Marie-Geneviève Vandesande (Director)

117 boulevard Saint Germain - 75006 Paris – France

+33 1 45 49 83 64

[www.pressessciencespo.fr](http://www.pressessciencespo.fr)

## About the CIHEAM

Founded in 1962 under the auspices of the Council of Europe and the OECD, the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) is an intergovernmental organisation comprising thirteen member countries from the Mediterranean Basin (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal, Spain, Tunisia and Turkey).

The CIHEAM is made up of four Mediterranean Agronomic Institutes (MAI) located in Bari (Italy), Chania (Greece), Montpellier (France) and Zaragoza (Spain) and a General Secretariat in Paris. Adel El-Beltagy currently chairs the CIHEAM Governing Board and Francisco Mombiela Muruzabal is Secretary-General.

In pursuing its three main complementary missions (specialised post-graduate education, networked research and facilitation of the regional debate), the CIHEAM has established itself as an authority in its fields of activity: Mediterranean agriculture, food and sustainable rural development.

In 2012, the CIHEAM celebrates its fiftieth anniversary with trust and hope. *Trust* is essential to partnerships, and the CIHEAM thus insists that it does not work “on” but “for” and “with” the Mediterranean region, aiming to disseminate the spirit of cooperation. *Hope* also, to continue along the same path as before while adapting to the new political and financial trends that are gradually emerging in the region. The CIHEAM views these challenges as tremendous opportunities for the future. Current events constantly demonstrate that agriculture, food and the sustainable management of natural resources are areas of common interest, which foster solidarity amongst peoples.