



MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet

The project "**Mediterranean Diet and Enhancement of Traditional Foodstuff - MedDiet**" is a strategic project funded by European Union in the framework of the ENPI CBC Mediterranean Sea Basin Programme (www.enpicbcmcd.eu). The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean.

The MedDiet objective is to increase awareness of the importance of the Mediterranean Diet, as an integral part of the Mediterranean lifestyle, and as a vehicle for development, stability and solidarity in the Mediterranean basin. The project promote the benefits of preserving the production and consumption patterns of the Mediterranean Diet to consumers – particularly younger generations at risk of losing healthy Mediterranean alimentary habits – and to SMEs, such as restaurants.

MedDiet organizes "National Capitalization Event" in BIEL, November 6, 2014



On Thursday November 6, 2014, was organized in BIEL, Beirut, a symposium entitled "National Capitalization Event" in the presence of a large number of prominent figures and partners representatives. Under the auspices of His Excellency the Minister of Education and Higher Education, Dr. Elias Bou Saab, and on the sidelines of the 4th Beirut Cooking Festival, the "Mediterranean Diet and Enhancement of Traditional Foodstuff – MedDiet", was presented as one of the most strategic project funded by the European Union, under the ENPI CBC Programme.

Following the Lebanese national anthem, Mr. Mohammad Choucair, Chairman of the Association of Mediterranean Chamber of Commerce, Industry (ASCAME) and of the Federation of Lebanese Chambers (FCCIAL) inaugurated the event with his welcome note.

The speeches of H.E. Angelina Eichhorst, European Union Ambassador, given by Mr. Marcelino Mori, H.E. the Minister of Agriculture, Mr. Akram Chehayeb, given by the Director General Mr. Louis Lahoud followed.

After the speech of the Ministry of Agriculture, MP, Mr. Serge Torsarkissian representing H.E. the Minister of Tourism, Mr. Michel Pharaon, gave a speech which was followed by the speech of H.E. Dr. Elias Abou Saab, given by Mr. Mohammed Jamal, President of the Educational Region.

The event included signing on a declaration to uphold and sustain the Mediterranean Diet followed by the distribution of certificates to 37 Lebanese Restaurants that were assessed and audited by the Bureau Veritas Liban.



MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet



A presentation by the MedDiet Project Manager, Eng. Elie Massoud, about the project's objectives and the main achievements realized since its inception.

Mr. Massoud explained the importance of the project in safeguarding traditional food, along with the importance of this diet to decrease the rate of chronic diseases, such as diabetes, cancer, cholesterol and obesity.

He explained that the Mediterranean Diet is a way to promote *“social interaction, since communal meals are the cornerstone of social customs and festive events. It has given rise to a considerable body of knowledge, songs, maxims, tales and legends”*.

He concluded by saying that Mediterranean Diet is a real way of life, which roots are in the knowledge of the land and its strength in many traditional foods, with a great economic significance.

Ms. Flora Jabbour, Bureau VERITAS delegate, touched on the quality accolade introduced by the international company and which came into effect in six Mediterranean countries so far, including Spain, Italy, Greece, Egypt, Tunisia, and Lebanon.

In Lebanon, MedDiet is being implemented by the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon.

This event is part of the capitalization activities of the MedDiet project whose aim is to maximize the diffusion of project results and instruments at national and Euro-Mediterranean level and to promote their effective use.





MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet

Quality, healthiness of products and excellences of the territory. The recipe of deputy Minister Olivero for enhancing Mediterranean Diet



On November 15 2014, a national capitalization event was held in Imperia (Italy) in order to put in place immediate actions for the promotion and the protection of Mediterranean lifestyle, maximizing the visibility offered by Expo 2015. This was the main concept emerged during the meeting coordinated by the National Olive Oil Towns Association and moderated by the journalist of Agrisole and Il Sole 24 Ore, Giorgio Dell'Orefice, to which also Deputy Minister for Agriculture, Food and Forestry Andrea Olivero participated.

*"With the enhancement of Mediterranean Diet, the focus is set on a unique sustainable development model in the world that sees a perfect conjugation of products' quality and healthiness with the richness of the area – affirmed the **Deputy Minister Andrea Olivero** - our task is to promote, even on a daily basis, the promotion and preservation of this model which will be fully visible in occasion of Expo 2015, claiming for a collective thinking on the topic of food in terms of common good can convey the values of community and belonging, dialogue and cooperation."*

By bringing the greetings of the Imperia Chamber of Commerce to Deputy Minister Olivero and to all participants, the president Franco Amadeo focused on the importance of the synergy between the various stakeholders taking part at the Forum and underlined in particular the crucial role of educational programs targeted to students.

Several and diversified are in fact the MedDiet project objectives aiming at a common result that promotes and enhances the Mediterranean lifestyle: in particular, the aim is to improve the sustainability of food consumption patterns, to become more aware of the lifestyle necessary to prevent diseases related to a lacking diet, to learn about the benefits of the Mediterranean Diet for children, young people and consumers, to contribute to the improvement of know-how among farmers, food producers and restaurants offering an authentic "Mediterranean Diet" brand, but also establish a greater political capacity for institutions to protect the Mediterranean Diet.

*"Among the actions that will follow in the coming weeks by the working groups - explained the **President of the National Olive Oil Town Association and of Re.COMed, Enrico Lupi**, by concluding the convention - there will also be the identification of a shared legal system for the promotion and protection of the Mediterranean Diet, but not only. Much work has already been done since the beginning of the MedDiet project, especially in terms of initiatives for the improvement of knowledge - such as the development of an Italian food pyramid, a list of best practices on eating and cooking Mediterranean in Italy and a digital library concerning studies related to the benefits of the Mediterranean Diet for health - and food education initiatives targeted to school children as well as to adult consumers."*



MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet



Soon, an action on the certification of over 300 MedDiet branded restaurants - 40 of which in Italy – will take place in the six countries where the project started, and last but not least, to spread the culture of this healthy model linked to food traditions of our territories, even outside the borders of the Mediterranean. The use of the tools provided by the web – ad hoc created website and App - but especially the opportunity to be present as protagonists in Expo 2015 will help us achieving this ambitious goal."

Among the initial greetings, besides the President of the Imperia Chamber of Commerce Franco Amadeo, also the Councillor for Agriculture of the Liguria Region Giovanni Barbagallo and Alessandro Pischedda of the Technical Secretariat, ENPI CBC Med Managing Authority.

This event is part of the capitalization activities of the MedDiet project whose aim is to maximize the diffusion of project results and instruments at national and Euro-Mediterranean level and to promote their effective use.

The MedDiet model: new ways to promote Mediterranean agrifood products within international markets

The Greek MedDiet Capitalization event was held from January 31 to February 2 in Athens, in the framework of the 2nd session of EXPOTROF, and was implemented **by the Cultural Foundation "Routes of the Olive Tree"**.

The event was inaugurated with an Info Day entitled «The MedDiet model: New ways to promote Mediterranean agrifood products in international markets».

The Info Day included interventions on the following themes:

- «*The MedDiet project and its objectives*» (Mr. D. Maniatis, President of the Messinian Chamber of Commerce and Industry);
- «*The MedDiet tools and their valorization-Mediterranean Diet Quality Label for restaurants*» (Mr. N. Katsaros, former President of EFET-Hellenic Food Authority- and Scientific Consultant of the National Center for Scientific Research "Demokritos");
- «*Brand: a factor of extraversion and progress*» (Mr. N. Karageorgiou, President of the Greek Association of Branded Products Manufacturers);
- «*Gastronomy networks*» (Mr. G. Pittas, Board member of the Hellenic Chamber of Hotels and in charge of the project "Greek breakfast");
- «*Routes of the Olive Tree AGORA: an innovative proposal for the promotion of quality Mediterranean Diet products in international markets*»-Mr. G. Karampatos, Executive Director of the Cultural Foundation "Routes of the Olive Tree".





MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet

The Info Day closed with the signing of the Mediterranean Diet Declaration by individuals and executives.

Followed food tasting of quality Messinian products offered by the enterprises STELLA MARE, AGROVIM, Zevgolatio pasteli KAPA EVMELEIN and Beverage manufacturer KALLIKOUNIS.

The Info Day was attended by a large number of entrepreneurs, nutrition experts, representatives of organisms, Greek ambassadors-members of the “Routes of the Olive Tree” network (Mr. G. Georgountzos and Mr. G. Kontovounisios), representatives of the Ministry of Culture (former Head of the Directorate-General for International Relations and Contemporary Culture), the Region of Attica (Regional Counsel Ms. K. Paliou), the Messinian Association of Athens (Mr. G. Moundreas) etc.



The promotional event also included a 3-day interactive presentation entitled «Love yourself, love the Mediterranean Diet!» at the MedDiet stand where numerous visitors had the opportunity to be informed about the Mediterranean Diet Pyramid, the MedDiet project, Mediterranean gastronomic treasures etc.

This event is part of the capitalization activities of the MedDiet project whose aim is to maximize the diffusion of project results and instruments at national and Euro-Mediterranean level and to promote their effective use.

Join the MedDiet Project!

Embrace value of Mediterranean Diet as a unique lifestyle and cultural model.

Subscribe the [Declaration for Safeguard and Promotion of the Mediterranean Diet!](#)

For more information visit www.med-diet.eu



MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet

MedDiet embraces the Expo

The Mediterranean Diet shares Expo's topics as it identifies with the same values. In fact, the Mediterranean Diet is a model for the development of all those economies that take great care over man's health and that identify the basis on which it is possible to find an actual lifestyle in the culture of food and in a correct dietary education. In a context such as Expo's, the Mediterranean Diet not only finds a useful showcase through which it can project (divulgate, promote) the most deep-rooted flavours and meanings of its dietary tradition and culture, but also a space in which it can express its decisive contribution in answering the many questions on nutrition in the world. Therefore, through the values of a correct dietary education, it offers a model on which to build an intelligent, inclusive and sustainable growth of a quality agriculture.

The Mediterranean Diet as an emblematic model of "sustainable diet"

The Mediterranean area hosts many different culinary traditions, expressed with a huge variety of foods that together compose and define the significance of "Mediterranean diet", recognized everywhere in the world like one of the healthiest.

But Mediterranean diet is not just a nutritional model in itself.

It is a perfect representation of a cultural synthesis, constructed over many centuries, that puts together the values of a healthy sustainability, economical and environmental, that contributes to preserve the quality, the food safety and a valid management of the resources in diverse environments.

Up to a few decades ago, Mediterranean peoples obtained most of their products from their local areas. Biodiversity was implicitly accepted and utilized: every single area and ecosystem kept on producing always the same products. Knowledge and tradition were applied to maintain and sustain biodiversity in the different ecosystems. Globalization and homologation of lifestyles exposed the Mediterranean area to a loss of identity and appreciation toward the values typical of our alimentary culture, even though they contributed to diffuse different culinary cultures and ideas in the world.

The diffusion and absorption of other culinary cultures poses a risk of losing an identity made of wellbeing habits, respect for the environment and its resources.

The most recent studies regarding diet and wellbeing show that food quality is closely related with food diversity; thus a reduction of nutritional variety and a loss of productive biodiversity will lead to nutritional decay that is already taking place in the Mediterranean area. The spreading of those called "wealth pathologies" (obesity, diabetes, cardiopathy, tumors...) is an index that the Mediterranean area is taking the same dangerous direction as North Europe and North America. Food safety need to be considered more by our national healthcare system due to the heavy costs that are being faced due to the spreading of these nutrition related illnesses.



MedDiet NEWS

News and events about the Mediterranean Diet

M E D D I E T
Mediterranean Diet

In the last few years this issue has been raised at FAO (the Food and Agriculture Organization of the United Nations) conferences in order to establish and promote sustainable diets. The FAO has identified in the Mediterranean diet a role model for good health, sustainability and respect of ecosystems through a low environmental impact, able to improve the values of healthiness and safety in nutrition. The concept of sustainable nutrition goes together with the one of sustainable agriculture, implementing those diets that discourage waste and implement the consumption of low mileage and seasonal foods, in the best harmony with a natural equilibrium of ecology. Thus, the Mediterranean diet in the world is not only represented by specific foods and nutrients, but by a philosophy of sustainability that constitutes its essence.

Food safety, nutritional composition and food quality represent the fundamental aspects of human progress, socially and economically. If the daily routine doesn't help us to stress enough the importance of a good nutrition, respecting our uses, traditions and valuing our culinary heritage can give us back the awareness in our actions, and bring us back to nourish our bodies giving the right attention to the quality of our food and of our existence as well.

Disclaimer

This publication has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of Unioncamere and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme's management structures.

Statement about the Programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

General statement on the European Union

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

The MedDiet Project

The project "Mediterranean diet and enhancement of traditional foodstuff - MedDiet" is implemented under the ENPI CBC Mediterranean Sea Basin Programme (www.enpicbcmcd.eu). Its total budget is 4,99 million Euro and it is financed, for an amount of 4,49 million Euro, by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

