



A project developed under the support of:



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



Local products and gastronomy

Catalan culinary heritage safeguarding project

Best practice selected initiative to transfer to CHARTS & ECTN European regions

LABPATC
Laboratori de Patrimoni i Turisme Cultural



European Union key documents for 2014-2020

*** Green Paper on promotion measures and information provision for agricultural products: a reinforced value-added European strategy for promoting the tastes of Europe.** Published in July 2011 by the European Commission and communication and communication of March 2012 for the European Parliament, the Council, the European Economic and Social Council and the Committee of the Regions to promote the implementation. The quality of agrofood products with labels as Protected Guarantees of Origin (DOP) and Protected Geographical Indications (IGP), Guarantees of Origin (DO) and culinary heritage was two of the key topics.

*** European Parliament Resolution on the European gastronomic heritage: cultural and educational aspects** (2013/2181(INI)). Adopted in February 19, 2014 . This resolution recommends to the Commission some cultural actions strategies based on food products, gastronomy heritage, sustainable food tourism, and synergies with the Council of Europe (i.e. Cultural routes related to foodscapes) and UNESCO (Conventions and programs related to culture – World Heritage as cultural landscapes, Immaterial Cultural Heritage, and Creative Cities for Gastronomy - , communication – Memory of the World - and environment – Biosphere Reserves and Geoparks -)



Lists and Register

Inscribed elements

- * Inscribed on USL
- * Inscribed on the RL

Register

Files 2014

Files 2015-2016

Pending files

Mechanism to encourage multinational files

◀ Back to the full list

<http://www.unesco.org/culture/ich/en/RL/00884>

Mediterranean diet

Inscribed in 2013 (8.COM) on the Representative List of the Intangible Cultural Heritage of Humanity

Country(ies): Cyprus, Croatia, Spain, Greece, Italy, Morocco, Portugal

Identification

Slideshow

Video

Description

The Mediterranean diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food. Eating together is the foundation of the cultural identity and continuity of communities throughout the Mediterranean basin. It is a moment of social exchange and communication, an affirmation and renewal of family, group or community identity. The Mediterranean diet emphasizes values of hospitality, neighbourliness, intercultural dialogue and creativity, and a way of life guided by respect for diversity. It plays a vital role in cultural spaces, festivals and celebrations, bringing together people of all ages, conditions and social classes. It includes the craftsmanship and production of traditional receptacles for the transport, preservation and consumption of food, including ceramic plates and glasses. Women play an important role in transmitting knowledge of the Mediterranean diet: they safeguard its techniques, respect seasonal rhythms and festive events, and transmit the values of the element to new generations. Markets also play a key role as spaces for cultivating and transmitting the Mediterranean diet during the daily practice of exchange, agreement and mutual respect.



ICH Worldwide

- Africa - ▼ ok
- Arab States - ▼ ok
- Asia and the Pacific - ▼ ok
- Europe and North Am ▼ ok
- Latin America and the Caribbean ▼ ok

Lists of States Parties

UNESCO conventions and programs related to food heritage

Current initiatives



Barcelona holds the secretariat of the **Foundation of the Mediterranean Diet**, in the list of safeguarding of **Intangible Cultural Heritage**, including actions with Mediterranean cuisines, as Catalan cuisine

Montseny and Terres de l'Ebre are **Biosphere Reserves of UNESCO** and the **Central Catalonia** is on the list of **Geoparks**. Adding value to food products and Catalan cuisine are factors of local development



The University of Barcelona and the University of Girona are linked to the UNESCO Chair in Culture, Tourism, Development (2001). The UOC has earned the headquarters of the UNESCO Chair Food, Culture, Development.

Every two years the UB and IBERTUR #gastrotourBCN organize an academic event on tourism and heritage tonearm. In June 2014, in collaboration with CHARTS project brought together 390 participants from 49 countries.

GASTRONOMIA





UNESCO conventions and programs related to food heritage

Current initiatives



Cuina Catalana – Safeguarding Project of Culinary Heritage of Catalonia is a candidate project to the **Register of Best Safeguarding practices of Intangible Cultural Heritage**

Vic-Osona is candidate to be **Creative City of Gastronomy**, a category in the UNESCO Network of Creative Cities



Sent Sovi is candidate to be **Memory of the World**. The Catalan cuisine recipes from the fourteenth century would involve cooking the first texts to be internationally recognized by UNESCO.



GASTRONOMIA

UNESCO conventions and programs related to food heritage

Current initiatives



Priorat-Monsant-Siurana is in the Spanish tentative List to be World Heritage site as Cultural landscape, as an example of Mediterranean agricultural inner mountain landscape



GASTRONOMIA

Catalan
restaurants with
Michelin stars
(Guide 2014):
A total of 54
establishments,
65 stars.



45 restaurants with 1 Michelin star (new establishments as 41 Grados or Tickets) y **7 restaurants with 2 stars.**

Two restaurants in Catalonia with 3 Michelin stars: Sant Pau, by Carme Ruscalleda y el Celler de Can Roca, by Roca's brothers



El Celler de Can Roca awarded this year as the **second best restaurant in the world**. **Jordi Roca**, head of the sweet kitchen chosen as the **best pastry chef in the world** by the British magazine 'Restaurant'.



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Candidate Project

Register of Best Safeguarding Practices - UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

LABPATC
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***«A country's cuisine is its
landscape in a pot»***

Josep Pla, Catalan writer

***«La cuina és el paisatge posat
a la cassola»*** Josep Pla, escriptor

Catalan culinary heritage safeguarding project

General goals

To create and to implement a coordinated policy, a legal framework and a strategy for the safeguarding and promotion of Catalan culinary heritage with community involvement and participation that could be used as reference for other World regions.

Operational goals

- * Promotion of a transversal and inter-sectorial action to coordinate policies, a legal framework and a strategy with actions to develop and implement a Safeguarding Management Plan for Catalan culinary heritage who involve culinary heritage and agro-food professionals, public administrations, private organizations, primary and secondary schools, cookery schools, universities and research centres, local media, and, especially the community.
- * Promotion of value-based education by integrating Catalan Culinary Heritage and relate cultural and natural heritage within the curriculum with and active participation of families and other collectives in school educational processes to include direct inter-generational transmission of knowledge and traditions.
- * Awareness of society that Catalonia has a strong culinary heritage with a long tradition and great creativity, which continues until today.
- * Compilation of research, recipes collections and all existing material to analyse and disseminate the history and social and cultural reality of Catalan cuisine
- * Involving markets, museums and heritage preservation centres as a focus open to community to know the project.
- * Promotion of the local Catalan and Aranese language in teaching as a vehicle for the expression of intangible cultural heritage related to Catalan Culinary Heritage.
- * Ensuring project continuity by consolidating a staff unit, working groups and searching for external support.
- * Promoting a quality and sustainable gastronomy tourism.
- * Opening of the project to more external collaborators.
- * Collaborating with other regions to share and exchange best practices and experiences.

Some Best Practices to Transfer

The project is an international model for the safeguarding activities, some experiences could be relevant in other contexts such as:

- * **Methodology of participative culinary heritage inventory** used for the edition of *Corpus de la Cuina Catalana* (Corpus of the Catalan Cuisine) in 2006 and the revised versions of *Corpus del Patrimoni Culinari Català* (Corpus of the Catalan Culinary Heritage) in 2008 and 2011. This methodology was presented at International Conference "Compiling a food heritage inventory: existing knowledge, situation, methods and perspectives" (Tours, France, 2009). The project continues including the participation of community through collective and individual contributions.
- * **Development of control and protection for quality of agrofood products with labels as Protected Guarantees of Origin (DOP), Protected Geographical Indications (IGP), Guarantees of Origin (DO), Integrated Production (PI), Environmentally Friendly Agricultural Production (PAE) and Marca Q programmes.** These labels are reserved for typical products from specific regions, with their own distinctive character and unique flavour, qualities fostered by the close connection between produce, environment and human skills. Artisanal food and drinks could also controlled with artisan food cards and registers for of homemade food companies. Artisan fishing is also controlled.

C



CORPUS DEL PATRIMONI CULINARI CATALÀ
INSTITUT CATALÀ DE LA CUINA

El receptari imprescindible

 La Magrana


CUINA CATALANA

CLÚSTER CATALÀ D'ELABORADORS
DE PRODUCTES GOURMET

CLÚSTER CATALÁN DE ELABORADORES
DE PRODUCTOS GOURMET

CATALAN CLUSTER OF GOURMET
PRODUCT MANUFACTURERS



cataloniagourmet

www.cataloniagourmet.cat



Productes Gourmet
Productos Gourmet
Gourmet Products

Llonganissa de Vic IGP
Llonganissa Trufada
Fuet de Vic
Llonganissa de pagès

Salchichón de Vic IGP
Salchichón Trufado
Fuet de Vic
Longaniza de Payés

Salchichón of Vic IGP
Salchichón TRUFLED
Fuet de Vic
Salami Country Stile



cataloniagourmet

www.cataloniagourmet.cat



CASA RIERA ORDEIX
— DES DE 1952 —



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Casa Riera Ordeix, elabora des de 1852 la Legítima Llonganissa de Vic, en els Assecadors de Fusta Originaris del Segle XIX, dins la Ciutat Medieval de Vic.

Les Sis Generacions de la Família Riera han mantingut la Marca en les posicions més distingides de l'Alta Gastronomia a Europa.

Casa Riera Ordeix, elabora desde 1852 el Legítimo Salchichón de Vic, en los Secaderos de Madera Originarios del Siglo XIX, dentro de la Ciudad Medieval de Vic.

Las Seis Generaciones de la Familia Riera, han mantenido la Marca en las posiciones mas distinguidas de la Alta Gastronomía en Europa.

Casa Riera Ordeix, Since 1852 elaborates the Legitimate Salchichón de Vic, in the Wooden Dryers Originating from XIX century, located in the center of the medieval city of Vic

The Sixth Generations of the Family Riera, have maintained the brand in the most distinguished positions of the Haute Gastronomy in Europe.



Some Best Practices to Transfer

* **Brand of traditional Catalan crafts related to culinary heritage** develop by Artesania Catalunya – CCAM (Catalonia Crafts). This brand will encompass: the authenticity of the artisan product (labelling: made in Catalonia using traditional methods); “Empremtes de Catalunya”, a range of artisan products that represent symbols of Catalan identity, popular customs, art and history; and “Oficis Singualars” (unique trades). Register and identification of artisans are accredited by Craftsman Cards and Expert Artisan Diplomas. There are also defined artisans geographical areas recognized as “Zones d’Interès Artesanal” (Artisan Interest Zones) and “Zones d’Oficis Singualars” (Areas of Unique Trades).

* **“Marca Cuina Catalana” (Catalana Cuisine Brand)**, a guaranty brand for the preservation of Catalan culinary heritage. There are different categories according establishments: restaurants, fondes, hotel-restaurants, school kitchens and dining rooms, youth hostels and rural tourism establishments who show the brand in external signalisation and in menus.

* **Food clubs**, formed by cooks and producers. And

* **Catalan culinary heritage programme included in the curricula in primary and secondary schools**, with a pilot project developed for 2012-13 and a progressive implementation programme for the next courses.

Handicrafts
related to the
kitchen and the
table
837 artisans and
37 SME with the
brands of Quality
Handicraft Product



837 artisans representing 21 traditional
works related to the kitchen and the table

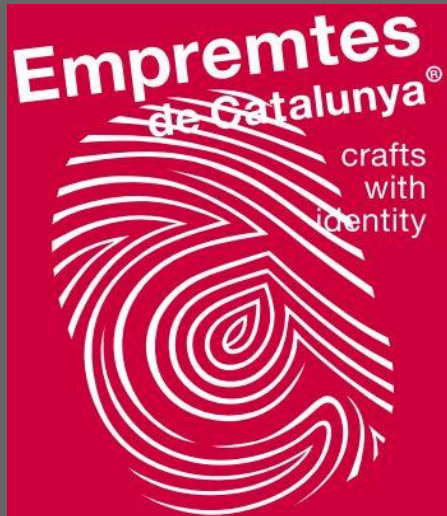
5 Crafts Interest Zones



14 areas with traditional Unique Artisan Jobs
related to food



The aim of the Project
is to combine tradition
and Innovation





CUINA CATALANA

Catalan cuisine guaranty brand

Fonda Gaig
Barcelona


A restaurant with
guaranty Catalan
Cuisine brand





GASTRONOMY HOTELS FOR FOODIES





Lodgment:
Max 60 rooms
Comfortable and quality
Open a minimum of 8 months by year

A photograph of a restaurant terrace at sunset. The terrace has a wooden pergola with a glass railing. Several round tables are set with white tablecloths, white plates, and glasses. The background shows a view of a town with blue and white buildings and a hillside under a sunset sky.

Included in the Catalan Cuisine brand:
40% proximity products
40% recipes of Catalan Cuisine
51% Catalan wines

Descobreix els Hotels Gastronòmics

Costa Brava

Ca L'Arpa
www.calarpa.com

El Far Hotel Restaurant
www.elfar.net

Es Portal Hotel
www.esportalhotel.com

Hotel Casamar
www.hotelcasamar.net

Hotel El Molí
www.hotelelmoli.es

Hotel Empordà
www.hotelemporda.com

Hotel La Plaça de Madremanya
www.laplacamadremanya.com

Hotel Hostal La Quadra
www.laquadra.com

Hotel Restaurant Empòrium
www.emporiumhotel.com

Hotel Rural Niu de Sol
www.hotelruralpalau.com

**Sant Pere del Bosc
Hotel & Spa**
www.santperedelboschotel.com

Costa Daurada

La Boella
www.laboella.com

Hotel Antiga
www.hotelantiga.com

Pirineus

Hotel Ca l'Amagat
www.hotelcalamagat.com

Hotel Can Boix
www.canboix.cat

Hotel El Monegal
www.monegal.com

Hotel Prats
www.hotelprats.com

Hotel Restaurant Andria
www.hotelandria.com

Hotel Restaurant Els Caçadors
www.hotelsderibes.com

Hotel Vall Ferrera
www.hotelvallferrera.com

Hotel Muntanya & Spa
www.hotelmuntanyaspaprullans.com

Paisatges Barcelona

Ca la Manyana
www.calamanyana.com

Hostal Estrella
www.hostalestrella.com

Mas Albereda
www.masalbereda.com

Costa Barcelona

Fonda Europa
www.casafondaeuropa.com

Hostal de la Plaça
www.hostaldecabriels.com

Terres de l'Ebre

Hotel Diego
www.hotelrestaurantdiego.com

*Hotels certificats i en procés de certificació



Generalitat de Catalunya
Agència Catalana de Turisme



Food and cooking clubs of Catalonia



Pioneer initiative in Spain

Clubs of restaurants, producers and food establishments with local character with a gastronomy offer centred in a local cuisine of quality







JORNADES GASTRONÒMIQUES de la GALERA de les TERRES DE L'EBRE



ALCANAR, L'AMETLLA DE MAR, L'AMPOLLA, SANT CARLES DE LA RÀPITA



www.terresdelebre.travel/jornadesgalera

Disseny i impressió: Gràfics Daurada S.L. - Foto: Joan Gil Raga











Some Best Practices to Transfer

* **Gastroteca.cat** is an interactive website at the service of farmers, producers, distributors, cooks, gourmets, food and drink tourism organisers, experts and consumers. Moreover, the organisation also seeks to foster biodiversity, as well as cultural, geographic and regional differences, defending culinary heritage and promoting local products and traditional methods. It set up to promote catalane culinary heritage and support the marketing of local food products and to promote both Catalan cuisine and food and wine tourism in Catalonia. The site provides updated information about such produce: who makes it, where to buy it, how to cook it, restaurants, food and wine routes, fairs and markets, news... There are interesting associated initiatives as *“Compra a pagès”* a guide to purchasing from farmers who sell their produce directly to consumers.



Produts
Where buy
Where eat
Recipes
Routes
Activities

Generalitat de Catalunya
www.gencat.cat

gastroteca.cat
L'aparador de la gastronomia i els productes agroalimentaris locals

Español | English | Mapa web | Contacte | Compartir

Int | Presentació | Parlem de nosaltres | Vídeos | Butlletí | Campanyes | Enllaços

Cerca

PRODUCTES | ON COMPRAR | ON TASTAR | RECEPTES | RUTES | AGENDA | NOTÍCIES | MAPA CERCADOR

Fideus amb pop i pèsols
Aquí teniu un deliciós plat de temporada fet amb pèsols de Lliaveners! Per llegir-ne els dies!
• La recepta
• Més receptes amb pèsols de Lliaveners

Compra a pàges La Guia | Recepta destacada | e-Comerç destacat | Producte destacat | Restaurant destacat

Actualitat

20/12/2011 - Les herbes essencials de Can Rich, premiades a Hong Kong
[Més informació]

03/10/2011 - Rere les passes de l'Arxiduc: itinerari per la Menorca Artesana
[Més informació]

20/05/2011 - Diversos capdavanters en l'aplicació de la garrova en l'alta cuina.
[Més informació]

13/05/2011 - 10 raons per no deixar de menjar peix
[Més informació]

[Veure tots](#)

Agenda

28/4-29/4
V Jornada gastronòmica del pop
Municipi: Mont-roig del Camp (Baix Camp)
[Més]

26/4-27/4
II Jornada gastronòmica de la patata
Municipi: Sant Vicenç de Montalt (Vallès Oriental)
[Més]

21/4-3/6
XIV Campanyes gastronòmiques del peix de roca de Segur
Municipi: Segur (Baix Empordà)
[Més]

21/4-22/4
Jornades gastronòmiques de la Maduixa de la Vallada el Menorquí 2012
Municipi: Tàrragona, Sant Carles de Valldu, Cabell de Mar, Sant Jaume de Vilatorrada, Anys de Mar, Sant Pol de Mar, Argentona, Cabrera de Mar, Cabrils, Castell de Mar, Vilassar de Mar (Vallès Oriental)
[Més]

21/4-22/4
Campanyes del Xai: l'el·le a la Vall de l'Obra 2012
Municipi: Ripollès (Girona)
[Més]

[Veure tots](#)

Registreu-vos al butlletí
Informeu-vos de les nostres novetats:
Introduïu el vostre correu electrònic
[Registreu-vos]

Xarxa gastroteca.cat
[Facebook] [Twitter] [YouTube] [Google+]

Aplicatiu mòbil
Una nova forma de connectar-se a gastroteca.cat
[App Store] [Google Play]

Mapa Interactiu
Trobeu el que busqueu en el nostre mapa
[Mapa]



**CUINA CATALANA
PATRIMONI
DE LA HUMANITAT**

Catalan culinary heritage safeguarding project

A proposal to be
included in the
UNESCO Best
Practice Register
of Safeguarding
Immaterial
Cultural Heritage



Gastronomy Tourism

According Catalan Tourism 2011-2015 Strategic Plan main gastronomy tourism initiatives are:.

Catalonia Wine Tourism Programme (Enoturisme Catalunya). Catalonia boasts eleven wine designations of origin as well as the cava “DO”. The main objective is to promote and support the marketing of the wine tourism-related activities that Catalonia has to offer. Under this same line of action, the CTB has also promoted forums, benchmarking trips specialising in wine tourism, visits to wine and cava cellars, “cathedrals of wine”, wine routes and specialised companies through the organisation of workshops such as Buy Catalonia... This initiative is carried out by DG Tourism, CTB and INCAVI.

Oleotourism programme. The Department of Enterprise and Employment has identified the potential of Oleotourism with the aim of developing an attractive product linked to tourist activities of olive oil and the involvement of the private sector and the region. This initiative is focused on oil producers of the Protected Designation of Origin (Empordà, Garrigues, Siurana, Terra Alta and Baix Ebre-Montsià) and in two other areas of high production such as Bajo Llobregat and Noguera. The Olive Oil Tourism is a tourism product with great growth potential that can foster regional economic development and some inland regions and build a quality tourism. The study identified 92 producers with significant tourism potential, 40 of which have already articulated a tourist product.

Other initiatives in orchards (agri-tourism)

- **Citrotourism or citrus tourism.** It is an initiative that brings citrus fruits and countryside to visitors and tourists.
- **Fruitourism.** Is the the tourist experience to introduce the culture of swee fruit and transmit the values of irrigated agriculture in the fruit orchard.
- **Holeritourism** (from Holus, -eris = vegetable). New form of tourism specialising in horticultural products and visits to orchards. Activities as guided tours to know the seasonal products (mainly artichoke, chard, cherry or seasonal fruit), guided tours with a farmer (“Get in touch with your farmer”) and experiences of cuisine and tasting.

Other initiatives in the mountains

- **Shepherd tourism – Turn or be shepherd for a day** or for some days are tourism activities organized by shepherds of Catalan mountain areas where shepherding activities continues or has been recovered. Main experiences are tour round the natural areas with shepherd, herds (cow, sheep and goat, some of them of indigenous breeds) and the autochthonous shepherd's dogs, artisan cheese processing and woodcarving, pouches and sheep wool handicrafts.

Other initiatives in the coast

- **Fish tourism and fisherman tourism experiences.** In recent years, it has developed in Catalonia coast several proposals to bring artisan fish culture to the citizens and tourists. Fishing piers have been opened, and visits to the fish auction markets, visits to shoulder and tuna fish farms, fish museums and interpretation centres, and fishing tourism initiatives. Small-scale fishing, in vessels with 1 to 4 workers, make it possible to share the everyday experience of the fisherman in a very direct and personal way.



Pescaturismo. Pescador por un día











By Cesc Roca



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Thanks!!!

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