Good Practice

Local Products & Gastronomy

Promoting Local Products and Gastronomy for food tourism and regional development

This presentation forms a part of the CHARTS project Web based toolkit on Good Practice title and accompanied by Guide, Brochure and DVD video clip. It is developed with co-funding support from European Regional Development Fund and made possible by the INTERREG IVC programme 2007-2013.
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 - )
Catalonia Context

- UNESCO and food Heritage in Catalonia
- Council of Europe and Cultural Routes related to gastronomy
- Catalan Culinary Heritage Project
- Tourism and Gastronomy
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
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

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.
UNESCO conventions and programs related to food heritage

Current initiatives

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.
Culture and Heritage Added value to Regional policies for Tourism Sustainability

Book .........
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
UNESCO conventions and programs related to food heritage

Current initiatives

**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.
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.
DO Wines and Cava and DOP Olives Oil Tree are studying to be candidates to Iter Vitis and The Routes of the Olive Tree in a project in collaboration with the European Institute of Cultural Routes.
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.
Catalan culinary heritage safeguarding project

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.
Catalan culinary heritage safeguarding project

Operational Goals

✓ 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.
Catalan culinary heritage safeguarding project

Operational Goals

- 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.
Best Practices to transfer

Catalan Culinary Heritage Project

The project **Catalan Culinary Heritage** 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.
Best Practices to transfer

Catalan Culinary Heritage Project

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

Corpus of the Catalan Cuisine
Best Practices to transfer Quality Labels

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.
Best Practices to transfer

Handicrafts related to kitchen and table

Brand of traditional Catalan crafts related to culinary heritage developed 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 Singulares” (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 Singulars” (Areas of Unique Trades).
Best Practices to transfer

Handicrafts related to kitchen and table

The aim of the Project is to combine tradition and Innovation

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

14 areas with traditional Unique Artisan Jobs related to food

5 Crafts Interest Zones
Best Practices to transfer

Catalan Cuisine Brand

“Marca Cuina Catalana” (CatalanaCuisine 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 cookers and producers.

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.
Best Practices to transfer

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
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 catalan 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.
Best Practices to transfer

Gastroteca.cat

✓ Produts
✓ Where to buy
✓ Where to eat
✓ Recipes
✓ Routes
✓ Activities
Best Practices to transfer

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.
Best Practices to transfer
Gastronomy Tourism

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.
Best Practices to transfer Gastronomy Tourism

Initiatives in 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.
Best Practices to transfer

Gastronomy Tourism

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.
Best Practices to transfer
Fish Tourism: fisherman for one day
Best Practices to transfer

Palamós Fishing Museum and Fish Gastronomy Place
‘L’Espai del Peix’ (Fish Place) is a gastronomic experience that forms part of the Fishing Museum where you can learn how to identify, prepare and cook fish, from the point of view of traditional seafood cuisine. There are courses, show-cooking, workshops and tastings of typical fish dishes.