

Worldwide Perspectives on Geographical Indications

Montpellier, France, 5-8 July 2022

Mediterranean Diet: multidisciplinary approach to a new territorial strategy

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Mediterranean Diet (MD)

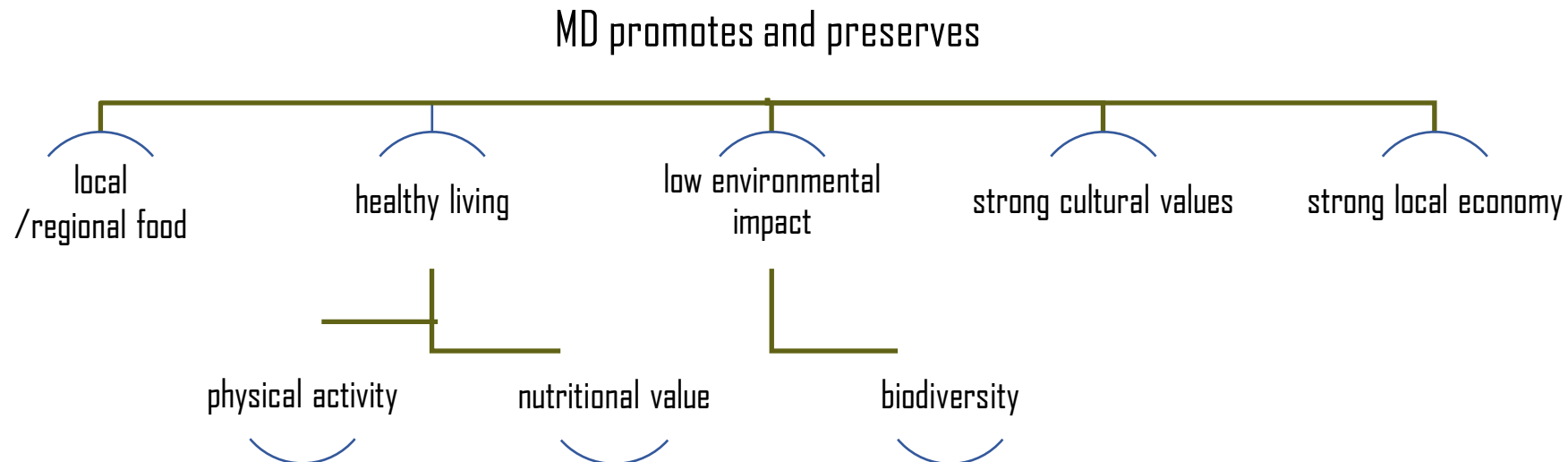
A way of living based on common knowledge, technology, tradition, symbols and rituals:

- ✓ Mediterranean produce (production, processing and cooking of meat, fish and vegetables);
- ✓ Food consumption: sharing and communicating around the table;
- ✓ Festivities, celebrations, landscape, architecture, arts and daily utensils;
- ✓ Respect for diversity, hospitality, neighbourliness, intercultural dialogue and creativity.!



Mediterranean Diet (MD)

- ✓ FAO classifies MD as a sustainable way of life, endangered by massive food production and globalization.
- ✓ UNESCO inscribed MD on the Representative List of the Intangible Cultural Heritage of Humanity (Cyprus, Croatia, Spain, Greece, Italy, Morocco and Portugal).

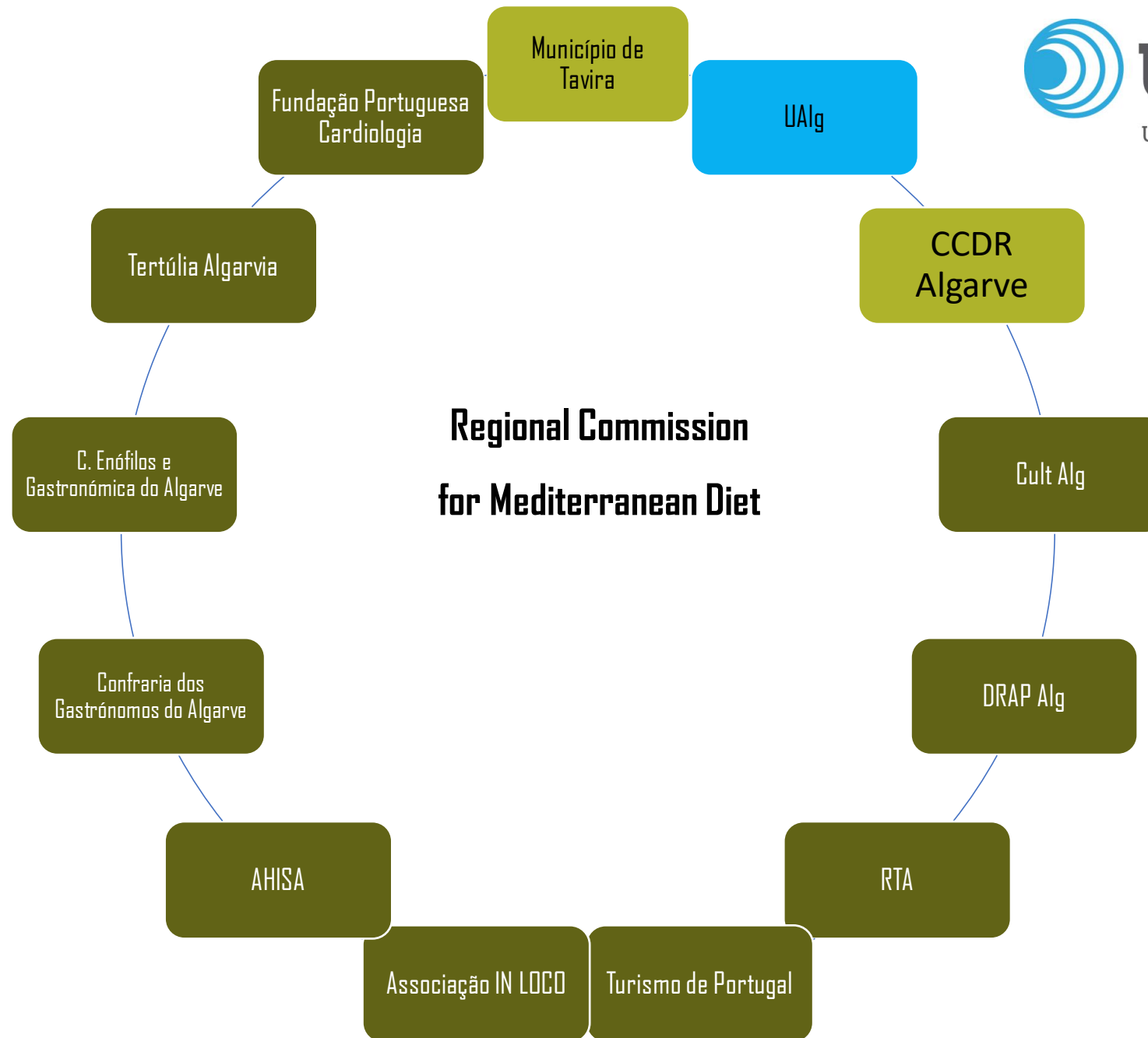


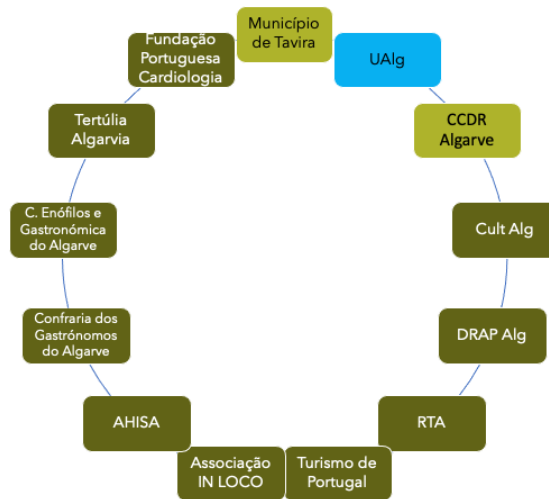


MD promotes a sustainable healthy life in a fair, sustainable society

- ✓ promoting connection between stakeholders
- ✓ enhancing local production, sustainable farming, and fishing
- ✓ protecting local products, through research and innovation
- ✓ valuing and protecting landscape and heritage
- ✓ community's empowerment on health and wellbeing associated with inclusive, sustainable development

In the Algarve, stakeholders assembled to ensure articulation to fulfil the Activity Plan for MD Safeguarding.





This Algarve Regional Commission for MD (CRMD) drew up the Activity Plan for MD Safeguarding, 2018-2021, designing a strategy for the valorisation of local products.



https://www.ccdr-alg.pt/site/sites/ccdr-alg.pt/files/artigos/20180326_ccdra_dm_plano_salvaguarda_atividades_mar_2018.pdf

- ✓ UAlg was among the team that prepared the UNESCO application and, from 2014 to present, a diverse staff team keeps working on MD.
- ✓ It participates in the nation wide *Grupo de Acompanhamento para a Salvaguarda e Promoção da DM* (2015-2017, 2019-), and *Centro de Competências para a Dieta Mediterrânica* (2018-).
- ✓ In 2019, Portuguese higher education institutions (HEI) signed a protocol to create the *Rede das Instituições de Ensino Superior para a Salvaguarda da Dieta Mediterrânica* (RIESDM).



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RIESDM promotes coordination and articulation among HEIs to share good practices in safeguarding the Mediterranean Diet and create a strategy for research, innovation and intervention at regional, national and international level.



<http://hdl.handle.net/10400.1/16695>



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The regional planning developed in the Algarve and the RIESDM plan 2020-2023 are currently being used as basis for the development of each regional plan.





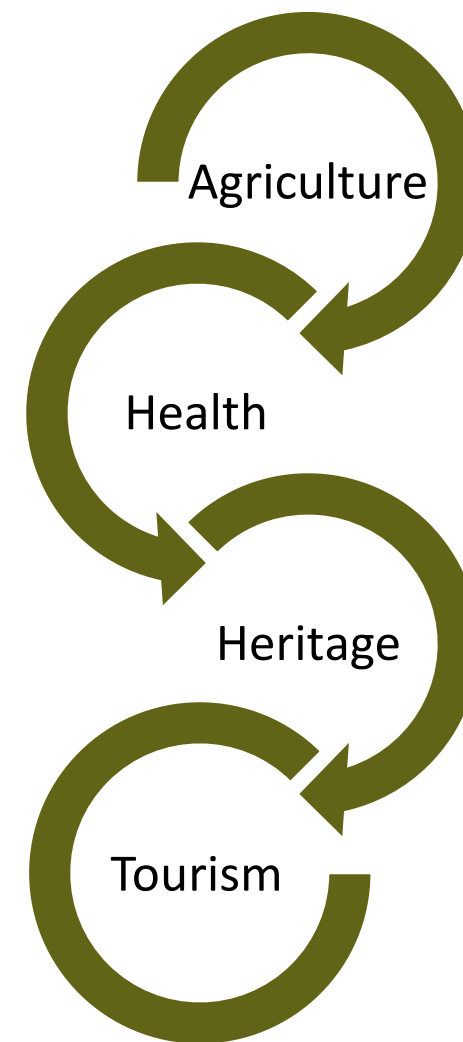
Considering the diversity that MD assumes in different Portuguese regions, deepening the knowledge about MD was in need to strengthen the national strategy for the promotion and MD safeguard, by raising the awareness of the characteristics associated with MD in each territory and enabling effective articulation within the main stakeholders.



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- ✓ Identification of the specific characteristics of MD in each of the country's regions to enable regional actors to plan and implement a strategy to strengthen its safeguarding.
- ✓ Debate MD (focus groups and work sessions) and agreement on how to apply this concept to the different regions.
- ✓ Planning each region's further work, promoting the creation of Regional CRDMs and preparation of each region's strategic documents for MD safeguarding and promotion.





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Food choice is probably the individual decision with biggest impact on biodiversity, multiculturalism and sustainable development in Earth.





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Promotion and enhancing the value of traditional products are activities that contribute to the sustainable development of the territory, and also to the preservation and maintenance of this national heritage, whose survey is the starting point.





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Although Portugal has already a long and detailed set of PGI and PDO products, results obtained in each regional group were submitted to content analysis, to identify those related to Geographic Identification.



Protected Geographical Indication



Protected Designation of Origin



Traditional Speciality Guaranteed



Country/ies of origin

Portugal

Type

Protected Geographical Indication (PGI)

Priority date

16/04/2004

File number

PGI-PT-A1543

Product type

Wine

Basis of protection

EU register

Status

Registered

Product category

Wine

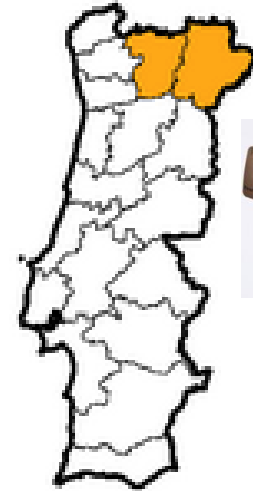
Legal instrument of protection at EU level

Article 107 of Regulation (EU) No 1308/2013

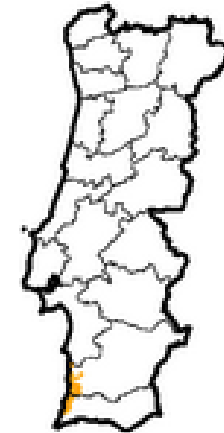
Medronho do Algarve PGI



Alheira de Vinhais PGI

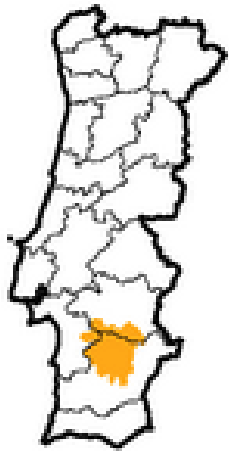


Batata Doce de Aljezur IGP



Citrinos do Algarve PGI

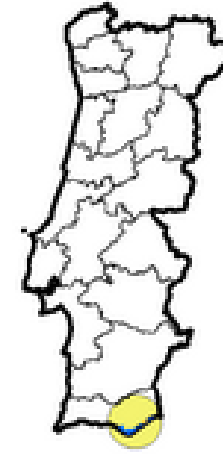




Azeite do Alentejo Interior PDO



Sal de Castro Marim / Flor de Sal de Castro Marim PDO



Flor de Sal de Tavira PDO



“Agriculture and food systems” strategic goals showed the different visions of regional products identification and characterization. Geographic Indication registration came up as a solution:

GI related strategic goals, initiatives and actions identified in each region



	Goals		Initiatives		Actions	
	N	%	N	%	N	%
Alentejo	8	67	12	80	14	54
LVT	11	92	7	58	11	50
Centro	10	83	8	67	6	27
Norte	8	67	8	88	9	38



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Strategic goals identified in each region

MD Dimensions	Strategic Goals
Agriculture and Food Systems	<ul style="list-style-type: none">• Foster the sustainability of production systems and promote knowledge about agricultural and food products.• Disseminate and raise awareness of the product's and production methods importance.
Heritage	<ul style="list-style-type: none">• Stimulate the preservation and sustainability of food genetic heritage, gastronomy, and traditional production systems.• Foster the appreciation and promotion of the cultural identity associated with food: knowledge, flavours, quality and its healthy character.
Tourism	<ul style="list-style-type: none">• Promote knowledge about the touristic potential of traditional produce.• Value and promote the notoriety and authenticity of regional gastronomy as the regions' ex-libris.
Health	<ul style="list-style-type: none">• Promote the dissemination of gastronomic heritage, in its diversity, authenticity, nutritional richness, and health benefits.



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The present results show that Geographic Indication Protection is highly regarded as a solution for the promotion and safeguard of Mediterranean Diet in Portugal

Thank you for your attention

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