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DEGLI STUDI  
DI PARMA



Istituto Nazionale  
di Ricerca per gli Alimenti  
e la Nutrizione

UNDER THE HIGH PATRONAGE OF THE PRESIDENT OF THE REPUBLIC OF ITALY  
ITALIAN OFFICIAL WORLD DAY CELEBRATIONS 2009  
ACHIEVING FOOD SECURITY IN TIMES OF CRISIS

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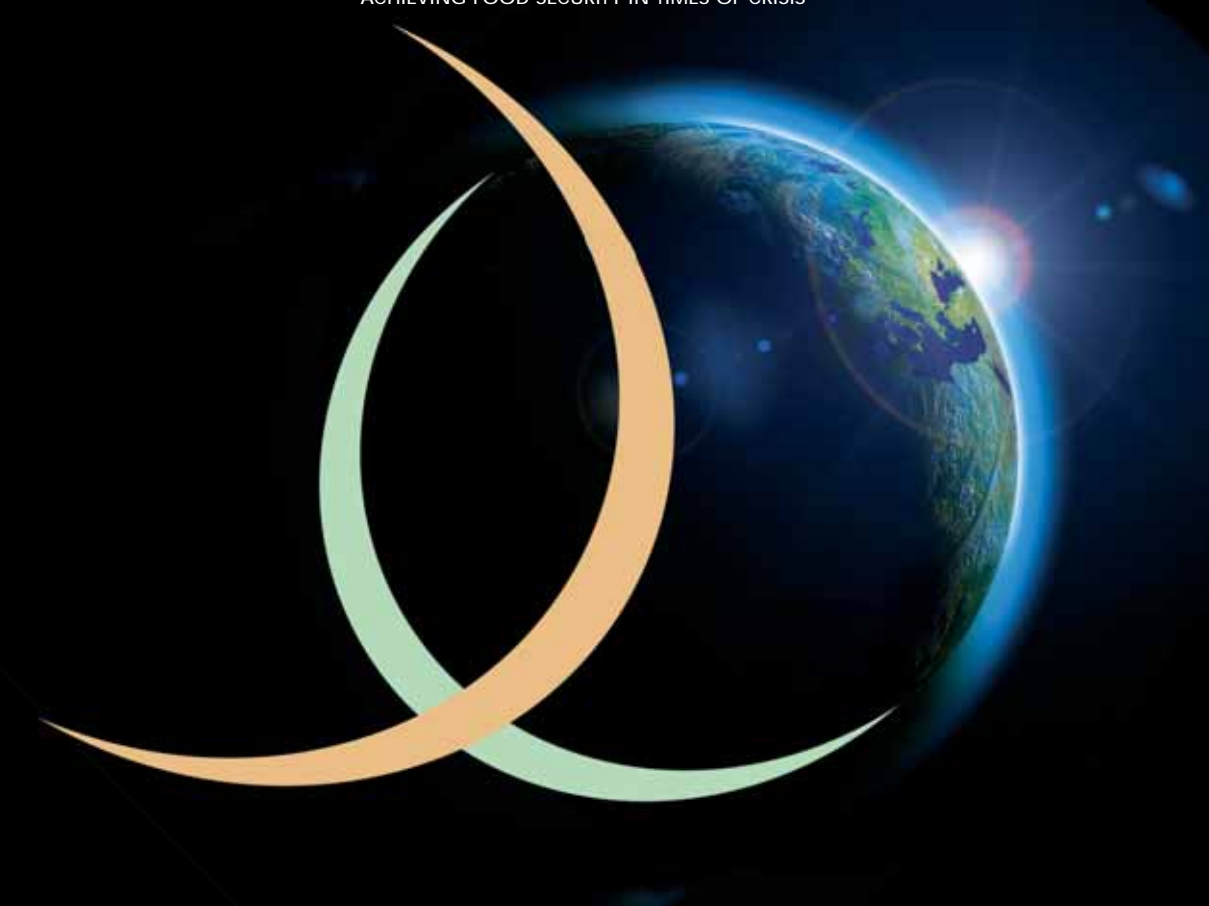


FOOD AND AGRICULTURE  
ORGANIZATION OF THE  
UNITED NATIONS



CIHEAM-IAMB

FORUM  
ON MEDITERRANEAN  
FOOD CULTURES



Tuesday, 3rd November 2009

3RD CIISCAM INTERNATIONAL CONFERENCE

**THE MEDITERRANEAN DIET TODAY  
A MODEL OF SUSTAINABLE DIET**

NEW FRONTIERS IN THE MEDITERRANEAN  
FOR FOOD SECURITY

PARMA Palazzo Soragna

## INTERUNIVERSITY INTERNATIONAL CENTRE FOR MEDITERRANEAN FOOD CULTURES STUDIES



The CIISCAM - Interuniversity International Centre for Mediterranean Food Cultures Studies - has been established on 25 July 2006 by the Sapienza University of Rome, the University of Calabria, the University of Gran Canaria, the University of Parma and the University of Tuscia. Its administrative office is at the Department of Medical Physiopathology of Sapienza University of Rome.

The Centre has the scope to gather together a whole of different competences in the study of the Mediterranean diet, as an expression of a style of life in continue evolution, and to function as a stable link between the multiple facets of the Mediterranean food system.

The Centre operates as a multidisciplinary and multicultural structure of liaison among participants with the purpose to develop an interuniversity international network open to collaborations with research institutes, the food system (production, transformation, distribution, etc.), and the international agencies of the United Nations.

The CIISCAM has the aim to study and to advance Mediterranean food cultures as a primary heritage for the food security in the Mediterranean and the achievement of a balanced nutritional well being.

### Objectives:

- To promote, realize and coordinate researches in the field of food science, with particular regards to Mediterranean food cultures;
- To foster cooperation among participant universities and research institutes, consortiums and industries that work in this field, at national and international levels;
- To start initiatives of training, scientific dissemination and interdisciplinary collaboration;
- To set up collaboration agreements with other research groups.

The CIISCAM intends to deepen the knowledge on the Mediterranean diet and its evolution throughout time in order to widen the dialogue among different cultures that have in food a common root.

### SCIENTIFIC COMMITTEE

Director: **Carlo Cannella**,  
Sapienza University of Rome  
**Davide Cassi**, University of Parma  
**Lluís Serra Majem**, University  
of Las Palmas of Gran Canaria  
**Nicolò Merendino**, University della Tuscia  
**Vito Teti**, University of Calabria  
Coordinator, **Sandro Dernini**,  
Forum on Mediterranean Food Cultures

AN OPEN MIND INTERNATIONAL CONFERENCE

## THE MEDITERRANEAN DIET AS MODEL OF SUSTAINABLE DIET

We are placed in an interdependent living planet, where one billion people are undernourished worldwide.

This conference is made by a group of scientists and friends, with open minds, going to discuss creatively and go forward, with consensus, to highlight the overall sustainable benefits of the Mediterranean diet to be shared with all people living in the Mediterranean area. Its purpose is to reduce the rapid erosion of their "lifestyle and food habits".

The Mediterranean diet is acknowledged as an intangible cultural heritage to be safeguarded and enhanced within the today globalization process.

Within the 2015 Millenium Development Goals, towards the Milan-Expo, the CIISCAM conference wishes to be a contribution to advancement of the goal's achievement of nutrition security for all, by promoting in the entire Mediterranean area, the Mediterranean diet and its high biodiversity and nutritional well being values.

The 2009 CIISCAM international conference in Parma is the continuation of the debate started in 2002, in Calabria, with the 1° Euro-Mediterranean Forum on Food Cultures, and relaunched, in 2005, with The Rome Call for a Common Action on "Food" in the Mediterranean, issued at the Sapienza University of Rome.

The Mediterranean diet, understood as a lifestyle in continue evolution through time, is a complex system of shared knowledge related to food and people, a result of a particular environmental historical multifaceted geographic region.

In the Mediterranean there is a spread awareness of the social, cultural, health and economic dimension of 'food',



shared by all Mediterranean people. "Food" is identity for the Mediterraneans, a time-place of dialogue and exchange, very important for its cultural, social and economic value that has in each single Mediterranean region. It is important to recall that food is the main good traded in the Mediterranean and, the upcoming establishment of the Mediterranean Free Trade Area, previously planned for the year 2010.

The complexity of the interdependent themes that this CIISCAM conference is going to address, within the radical transformation of the contemporary global scenario, requires a multicultural and multisectoral rethinking capable of generating new forms of dialogue, at different specialist levels, towards a wiser use of available human and natural resources. There is a need of new paradigms of reference for a holistic approach, with an effective direct participation of local communities.

The CIISCAM, with its 3rd international conference, intends to highlight the distinctive historical and evolving role of the Mediterranean Diet in influencing nutrition security and health, taking into high consideration that data show that Mediterranean-rim countries have already started to erode their healthy food habits and lifestyles.

In the Mediterranean Sea there is a spread awareness of the social, cultural, health and economic dimension of 'food', shared by all Mediterranean people. The diversities of the Mediterranean food cultures as well as many elements of the Mediterranean diet are currently under the risk of extinction for the effects of globalization, the homogenization of lifestyles, the losing of awareness, meanings, understanding and appreciation, which lead to the erosion of the Mediterranean heritage and to the lack of interest among younger generations about their own heritage. The Mediterranean diet, recognised as one of the healthiest dietary pattern, through the variety of its food cultural heritage, is an unexplored resource in biodiversity and nutrition. The diversity of Mediterranean food cultures, expressed by the wide food variety of the Mediterranean diet, should be recognised as a resource for a sustainable development to be safeguarded and enhanced, in both industrialized and developing countries, to achieve good health and nutritional well being for all in the Mediterranean.

The purpose of the 2009 CIISCAM conference in Parma is to produce an international scientific consensus position on a new revised Mediterranean diet pyramid, with no copyright, moving from the current concept of the Mediterranean diet as just a model of healthy eating, that reduces mortality and morbidity, to an updated well-being lifestyle concept of the Mediterranean diet(s) as a sustainable well-being model, with country-specific, and culturally appropriate versions.

It is necessary to refer more to a Mediterranean LIFESTYLE of which diet is only a part. It should include physical and social activity, recreation and rest. It may be possible to construct a Mediterranean food lifestyle index to assess such a holistic aspect, which could also include the diet score of 8-10 items which has been used successfully to correlate with improved morbidity & mortality.

The current perception of the Mediterranean diet is focuses principally on its functional health benefits, related to the consumption of a balanced quantity of different nutrients, distributed within a pyramid structure, instead of being associated more to the everyday Mediterranean life style of eating and living, in which "food" has health, aesthetic, cultural, social and religious values - factors that should be perceived together for a nutritional well being and education renewal. It is necessary to rethink the frameworks under which educational initiatives are developed and addressed to increase diversified food consumption patterns as well as to improve a larger consumption of fresh fruit and vegetables and physical activity behavior.

Such a change of route in food lifestyle, starting from Greece, Italy, Morocco and Spain, that have requested to the UNESCO the acknowledgement of the Mediterranean diet as an intangible cultural heritage, needs the development of new effective community-based nutritional well being education approaches, that will take into high consideration the experience from the too many food education communication campaigns conducted in the past, at international, national and local levels, that have produced not so many tangible impacts.



PREPARATORY WORKSHOP  
(CLOSED TO THE GENERAL PUBLIC)

## CONSENSUS ON A NEW PICTORIAL REPRESENTATION OF THE MEDITERRANEAN DIET PYRAMID

Monday, 2 November 2009  
PARMA

### HOST

**Davide Cassi**, CIISCAM, University of Parma  
**Carlo Cannella**, CIISCAM  
Sapienza University of Rome  
**Attilio Corradi**, Dean,  
School of Medicine Veterinary, University of Parma  
**Erasmus Neviani**, Dean,  
School of Agriculture, University of Parma

### CO-CHAIRS

**Elliot Berry**, Hebrew University  
**Denis Lairon**, University of the Mediterranean,  
Aix-Marseille 2

### PARTICIPANTS

**Marie Joseph Amiot-Carlin**, UMR Inserm  
476/INRA, Marseille  
**Anna Bach**, Mediterranean Diet Foundation  
**Rekia Belahsen**, Chouaib Doukkali University,  
El Jadida, Morocco  
**Alfonsina Bellio**, CIISCAM-University of Calabria  
**Roberto Capone**, CIHEAM-IAMB  
**Sandro Dernini**, CIISCAM,  
Forum on Mediterranean Food Cultures  
**Lorenzo Donini**, Sapienza University of Rome  
**Giuseppe Maiani**, INRAN, Rome  
**Lluis Serra Majem**, CIISCAM  
University of Gran Canaria  
**Mario Mancini**, University Federico II of Naples  
**Rosangella Marchelli**, University of Parma  
**Xavier Medina**, ICAF  
(International Commission on Anthropology of Food  
**Nicolò Merendino**, CIISCAM-University of Tuscia  
**Martine Padilla**, CIHEAM-IAM Montpellier  
**Vito Teti**, CIISCAM-University of Calabria  
**Antonia Trichopoulou**, University of Athens  
**Effie Vasilopoulou**, University of Athens

## PROGRAM

Tuesday, 3 November 2009

- 9.00: Welcome  
**Gino Ferretti**, University of Parma  
**Vincenzo Bernazzoli**, President,  
County of Parma  
**Davide Cassi**, CIISCAM, University of Parma  
**Carlo Cannella**, Director CIISCAM,  
President of INRAN
- 9.30 Opening Remarks  
**Catherine Geslain-Lanéelle**, Executive  
Director, EFSA  
**Daniele Rossi**, Coordinator European  
Food for Life Platform  
**Cosimo Lacirignola**, Director,  
CIHEAM-IAM Bari  
**Representative** of the Italian Minister of  
Agriculture, Food and Forestry Policy
- 10.15: Session I:  
**THE NEED OF A REVISED  
MEDITERRANEAN DIET PYRAMID**
- Co-Chairs:  
**Denis Lairon**, University of the Mediterranean  
Aix-Marseille II  
**Elliot Berry**, Hebrew University, Jerusalem
- Speakers:  
**Marie Joseph Amiot-Carlin**, UMR Inserm  
476/INRA, Marseille  
**Rekia Belahsen**, Chouaib Doukkali  
University, El Jadida, Morocco  
**Mario Mancini**, University Federico II  
of Naples  
**Lluis Serra Majem**, CIISCAM-  
University of Gran Canaria  
**Antonia Trichopoulou**, University of Athens

3RD CIISCAM INTERNATIONAL CONFERENCE

## THE MEDITERRANEAN DIET TODAY A MODEL OF SUSTAINABLE DIET



- 11.30: COFFEE BREAK
- 11.45: Session II:  
**MEDITERRANEAN DIET  
AS A MODEL OF SUSTAINABLE DIET**
- Co-Chairs:  
**Barbara Burlingame**, FAO, Nutrition  
and Consumer Protection Division  
**Sandro Dernini**, CIISCAM,  
Forum on Mediterranean Food Cultures
- Speakers:  
**Stefano Padulosi**, Bioversity  
International  
**Martine Padilla**, CIHEAM-IAM  
Montpellier  
**Xavier Medina**, ICAF (International  
Commission on Anthropology of Food)  
**Vito Teti**, CIISCAM-University of Calabria
- 13.15: Conclusion  
**Attilio Corradi**, Dean, School of  
Medicine Veterinary, University of Parma  
**Erasmus Neviani**, Dean, School of  
Agriculture, University of Parma  
**Carlo Cannella**, Director of CIISCAM  
and President of INRAN

3RD CIISCAM  
INTERNATIONAL CONFERENCE



### SESSION 1

## THE NEED OF A REVISED MEDITERRANEAN DIET PYRAMID

Introduction by Denis LAIRON and Eliot Berry

The traditional Mediterranean diet is the heritage of millennia of exchanges of people, cultures and food-stuffs all around the Mediterranean basin. It was the basis of food habits until the mid twentieth century in all countries of the regions but it is now progressively disappearing due to the widespread dissemination of Western-type economy, urban and technology culture as well as production and consumption globalization. Since the Seven Countries study in the 1950's and based on data collected in Greece, Italy and Yugoslavia we know which foods were more or less frequently consumed in this area. This led to define the traditional Mediterranean diet pattern rich in plant foods (cereals, fruits, vegetables, legumes, tree nuts, seeds and olives), with olive oil as the principal added fat source, along with high to moderate intakes of fish and shellfish, moderate to low consumption of egg, poultry and dairy products (cheese and yoghurt), low consumption of red meat (mainly sheep and goat), pastries and saturated fat, and moderate intake of alcohol mainly as wine during meals. It was also the diet chosen by mainly poor rural societies. The pioneer Seven Countries study and numerous more recent surveys and/or intervention studies have established in several countries the health benefit associated with adherence to this traditional (pre-1960 Cretan) Mediterranean diet pattern, as far as obesity, metabolic syndrome, type 2 diabetes, cardiovascular disease, some neuro-degenerative diseases and cancers are concerned. This healthy traditional Mediterranean diet pattern has

been popularized in 1995 using the world famous pyramid representation which graphically highlights the foods to consume daily, weekly or less frequently. Within the scientific community concerned, there is a large consensus on what is the traditional Mediterranean diet pattern but questions are raised about the need to update the present recommendations based on this model considering the new life-style, dietary, environmental and health challenges facing the new generations, different countries and sectors of the population. The following questions arise which need to be addressed among others i) consumption of fresh, minimally-processed, local and seasonal foodstuffs, ii) balance between energy-dense and nutrient-dense foods in relation to reduced energy expenditure and the obesity epidemic, iii) availability, sustainability, accessibility and cost of recommended foods, iv) adaptation to various geographical, socio-economic and cultural contexts, v) and other issues raised by the participants. It is thus the responsibility of scientists to identify the sound questions, to discuss them with an open mind and to propose consensus responses to serve as a basis for a renewed communication to the public, health professional and stakeholders. Expecting the recognition of the Mediterranean diet pattern as an intangible heritage of humanity by the UNESCO, and considering the worldwide interest in the Mediterranean diet pattern, we hope to contribute to a much better adherence to this healthy dietary pattern in the Mediterranean and other countries in the next future.



SESSION 2

## MEDITERRANEAN DIET AS A MODEL OF SUSTAINABLE DIET

Introduction by Barbara Burlingame and Sandro Dernini

The notion of a sustainable diet would have been curious a few hundred years ago, when people obtained the majority of their foods out of their ecosystems. Biodiversity was valued and utilized; ecosystems and agro-ecological zones produced the foods that they had produced for millennia. Traditional knowledge and practices ensured the conservation and sustainable use of food biodiversity within healthy ecosystems. Agriculture, diets, and nutrition have changed so dramatically in recent decades, that now, the concept of a sustainable diet seems novel.

In their 1986 paper, Gussow and Clancy explored the notion of “sustainable diets”, recommending foods to be consumed for both their nutrient contents and with respect for their ecosystems. The concept was borrowed from “sustainable agriculture,” as an activity that is not wasteful of natural resources and that produces food for local and seasonal consumption. The sustainable diet was likely derived from “human ecology”, a term developed by Ellen Swallow Richards in the mid-to late 1800's and applied to the earliest university curricula in human nutrition.

With modern agriculture and globalization of foods, the concepts of the sustainable diet and human ecology have been neglected in favour of intensification and industrialization of agricultural systems. The outcome has been huge increases in global food production, but this has not led to global improvements in nutrition. The confounding result, according to latest FAO estimates, is that the number of undernourished people has increa-

sed to more than one billion. This number reflects dietary energy supply only, while micronutrient malnutrition is exists on an even larger scale.

In addition to the problems of undernourishment, obesity and its associated chronic diseases are rising. This, coupled with the alarming pace of food biodiversity loss and ecosystem degradation, makes a compelling case for re-examining agricultural systems and diets. While good nutrition should be a goal of agriculture, it is imperative that concerns of sustainability not be lost in the process. Many dietary patterns can be healthful, but they can vary substantially in terms of their resource cost. The Mediterranean Diet has been characterised, analysed and promoted through a variety of methods within a number of scientific and applied disciplines. It continues to be recognized and appreciated as a sustainable diet – in the Mediterranean Region – even if its practice is diminishing. In 2008, the Report of the FAO Regional Conference for Europe made important statements about sustainable diets, e.g., “that the goal of increased global food production, including bio-fuels, should be balanced against the need to protect biodiversity, ecosystems, traditional foods and traditional agricultural practices.” The importance of the Mediterranean Diet for the rest of the world lies not in its specific foods and nutrients, but in the methods used to characterize/analyse it and philosophy of sustainability at its core. These same methods can be used to characterise sustainable diets in other eco- and food systems, to identify the necessary new paradigms of reference for the solution of the many challenges that face humankind, with more than one billion hungry people worldwide.

## THE MEDITERRANEAN DIET AS AN INTANGIBLE CULTURAL HERITAGE

The year 2007 witnessed the launch, promoted by the Mediterranean Diet Foundation, of a strategic proposal for a multi-national effort driven by the governments of Spain, Italy, Greece and Morocco to candidate the Mediterranean diet for inscription on the UNESCO List of Intangible Cultural Heritage.

On 4 February 2008, the candidacy to UNESCO of the Mediterranean Diet as an intangible cultural heritage received the full support of 7th CIHEAM Conference of Mediterranean Ministers of Agriculture and Fisheries, held in Zaragoza.

This strategic proposal to candidate the Mediterranean diet for inscription on the UNESCO List of Intangible Cultural Heritage had the purpose to identify and to carry forward a set of common objectives and actions to create a critical mass of awareness, expertise, resources and political goodwill necessary for the development of joint activities to reduce the increasingly rapid erosion of the Mediterranean food life style by increasing public understanding and awareness on the health, social and cultural benefits of the Mediterranean diet as expression of a whole cultural system.

The Mediterranean diet as a whole life style makes visible our cultural identity and diversity, providing a direct measure of the vitality of the culture in which is embedded.

The Mediterranean diet is an expression of a Mediterranean style of life in continue evolution throughout time. Mediterranean diet as intangible cultural heritage is transmitted from generation to generation, and it is constantly recreated by communities and groups in response to the change of their environment and their history. It provides a sense of identity and continuity for the Mediterranean people.

Therefore, the diversity of Mediterranean food cultures, expressed by the wide food variety of the Mediterranean diet, was thought to be preserved and enhanced as a resource for an effective sustainable development in the entire Mediterranean region.

There is an urgent to reach a consensus position in the Mediterranean scientific community of reference on how to move together with a common strategy in highlighting the paramount strategic value of this candidacy to UNESCO.

Mediterranean diet” has to be understood, beyond as a healthy diet, as a sustainable community cultural system

## THE STRATEGIC NEED TO PRESERVE THE DIVERSITY OF MEDITERRANEAN FOOD CULTURES AS AN OUTSTANDING SUSTAINABLE RESOURCE FOR ALL MEDITERRANEANS.

The Mediterranean diet(s) is an outstanding resource, not yet been fully acknowledged and enhanced within the Euro-Mediterranean Partnership, for the achievement of an effective sustainable development in the Mediterranean.

Now, within the new framework of the Union for the Mediterranean, in particular in 2010 with the co-chairmanship of Spain, Mediterranean diet should receive more support by taking also in consideration the last reports of the Sustainable Impact Assessment of the EuroMediterranean Free Trade Area, in which a decline in the Mediterranean's healthy diet patterns was already forecasted. In the report Mediterranean Strategy on Sustainable Development, issued in 2005 by the United Nations Environment Programme is stated as follows: Mediterranean agricultural and rural models, which are at the origins of Mediterranean identity, are under increasing threat from the predominance of imported consumption patterns. This trend is illustrated in particular by the decline of the Mediterranean dietary model despite the recognized positive effects on health. The prospective scenario for the expected impacts of trade liberalization, climate change and the lack of efficient rural policies offers a gloomy picture in some southern and eastern Mediterranean countries, with the prospect of aggravated regional imbalances, deeper ecological degradation and persistent or accrued social instability....Create a conducive regional environment to help countries develop policies and efficient procedures for the labelling and quality certification of Mediterranean food products and to promote the Mediterranean diet.

At the 26th FAO Regional Conference for Europe, held in June 2008, in Innsbruck, within the discussion of the item "promotion of traditional regional agricultural products and food: a further step towards sustainable rural development", it is reported that many delegations highlighted the Mediterranean Diet as rich in biodiversity and nutritionally healthy. The promotion of the Mediterranean Diet could play a beneficial role in the sustainable development of agriculture in the Mediterranean region.

Toward the advancement of Mediterranean food cultures, joint networking activities should be developed in the Mediterranean area with the aim to stimulate the development of joint technological innovation projects and community-based research programs with the participation of local agro-food producers to improve diversified applications of their local crops in different Mediterranean-type food productions, as well as to promote the advancement of their local training capacities. A common action is also necessary, through communication and educational initiatives, to educate and to orientate the consumer in the direction of diversified food consumption habits, as well as to improve a larger consumption of fresh fruit and vegetables.

Safeguarding measures should be also created to resist to the growing speculative commercial exploitation on the brand name of "Dieta Mediterranea", as a dietary model for export, associated with marketing of Mediterranean Diet pyramids, made with USA copyrights.



RECTOR HALL  
UNIVERSITY OF ROME "LA SAPIENZA"

29 SEPTEMBER - 1 OCTOBER 2005



# 2005 YEAR OF THE MEDITERRANEAN



UNDER THE AUSPICES OF  
THE REPRESENTATION OF  
THE EUROPEAN COMMISSION

ITALIAN OFFICIAL CELEBRATIONS WORLD FOOD DAY 2005  
"AGRICULTURE AND INTERCULTURAL DIALOGUE".

## THE 2005 ROME CALL FOR A COMMON ACTION ON FOOD IN THE MEDITERRANEAN

In 2005, at the University of Rome Sapienza, on the occasion of the 3rd EuroMediterranean Forum on Food Cultures, it was issued The 2005 Rome Call for a Common Action on Food in the Mediterranean, in which the first support from the scientific community was expressed towards the proposal of the Mediterranean Diet Foundation to candidate the Mediterranean diet for inscription in the UNESCO list of the intangible cultural heritage of humankind. At the Forum, it was pointed out the underestimated cross-cutting dimension of "food" through the three social, cultural and human development axes of the Euro-Mediterranean partnership. The 2005 Rome call by stressing the pivotal role of 'food' in the economic, social and cultural sustainable development of the Euro-Mediterranean partnership, acknowledged 'food' as a 'total social fact' to be more accounted in the intercultural and interreligious dialogue in the Mediterranean. The identity of food was pointed out as an effective vehicle for learning about diversity and transmitting knowledge of the other and increasing mutual understanding and social cohesion. By stressing the need to act together to revitalize local capacities towards the increasing erosion of the diversity of Mediterranean food cultures heritage, the Call also recommended to reinforce the attention towards the young generations, who are in the Southern Mediterranean countries the highest majority of the population, and to the evolution of their Mediterranean style of life. By pointing out the need of a common updated definition of the Mediterranean Diet, at the Forum it was proposed to establish as a priority a cohesive common definition of the traditional Mediterranean diet to be presented as a shared perspective and strategy.

Among other recommendations, following key points were stressed:

- To fully acknowledge "food" as a pivotal element in the development of the future actions of the EuroMed Partnership, for its central and strategic cross-cutting dimension through the Declaration of Barcelona, with particular regard on the three social, cultural and human dimensions of the Euro-Mediterranean partnership.

- To fully acknowledge "food" as a vehicle for learning about diversity and transmitting knowledge of the other.
- To act together to revitalize local capacities to reduce the increasing erosion of the diversity of Mediterranean food cultures heritage as well as to reinforce the sustainability of the agro-food systems of all Mediterranean countries and the food security in the entire region.

- To remember that the ancient Greek word "diaita" means equilibrium, lifestyle. Therefore, the traditional Mediterranean diet is more than just a diet; it is a whole lifestyle pattern with physical activity playing an important role.

- To establish as a priority a cohesive definition of the traditional Mediterranean diet (so as to be equivalent to Mediterranean food or food culture) in order for all Mediterranean countries to present a shared perspective and strategy. The definition should refer to the traditional Mediterranean diet as a means of preserving cultural heritage. Main foods included in the common food basket are: an abundance of olive oil and olives, fruits, vegetables, cereals (mostly unrefined), legumes, nuts and fish, moderate amounts of dairy products (preferably cheese and yoghurt) and low quantities of meat and meat products. Wine in moderation is acceptable when it is not contradictory to religious or social norms. But the idiosyncrasy of the pattern is not only a list of foods (some traditional) but that it also refers to sustainability (mostly fresh, seasonal and locally grown products) as well as preparation techniques following traditional recipes and the way and context of eating them, which are also key components of the Mediterranean diet. It is emphasised that the Mediterranean diet is complete and usually does not need any kind of supplement or enrichment unless recommended for health reasons and for a few nutrients (folic acid and iodine).

- To consider that the global scenery in which is placed the complex reality of the Mediterranean, with its interdependent issues, requires an interdisciplinary and intercultural rethinking able to express a new paradigm of development for the Mediterranean.



## THE NEED OF A CONSENSUS POSITION ON A COMMON MEDITERRANEAN DIET STRATEGY

There is a need for a revised Mediterranean Diet & FOOD LIFESTYLE pyramid, with no-copyright, considering it as a tool for recommendations to the general public, incorporating the best available scientific literature, in addition to the basic traditional Med diet characteristics (eg: the need to recommend reduced energy intake or energy density to fit with modern life style with reduced physical activity, to define optimal alcohol/wine intake considering both CVD and cancer (not obviously the same).

There is a need also to make efforts to depart from particular contexts and make a pyramid proposal suitable for most all contexts (especially considering developing countries where all key Med foods are not necessarily available and/or affordable regarding prices or religious and cultural constraints.

Surveys have shown a dramatic increase of overweight and obesity in Southern Europe, higher than in their Northern European counterparts, especially among the lower socio-economic sections of society. Thus, the major challenge for public health is in applying the Mediterranean diet lifestyle to the different populations and determining the barriers to its implementation.

Therefore, it is urgent to move away from the perception of the Mediterranean Diet, as just an healthy dietary pattern, becoming more and more expensive, to come back to a Mediterranean lifestyle sustainable diet, grounded on a variety of local and seasonable foodstuffs.

This preservation strategy should strength education initiatives, awareness-raising and capacity-building projects and training in the management of the intangible cultural heritage, in order effectively to preserve and to advance the transmission of Mediterranean diet heritage through the present difficult time into the future, and resisting also to the growing financial speculation on the brand name "Dieta Mediterranea".

Today, the Mediterranean Diet should also be studied and acknowledged as a survival model to be used in other food cultural systems around the world to achieve food security and nutritional well being as recommended since the International Conference on Nutrition, held at FAO, Rome, in 1992.

In this contemporary context, as a qualitative problem-solving, arts and cultural living traditions should have a special role to play in addressing the large proportion of young people who are becoming the majority of the population in the Southern and Eastern Mediterranean countries.

# Ciiscam

Centro Interuniversitario  
Internazionale di Studi sulle Culture  
Alimentari Mediterranee



Department of Ecology and Economic  
Sustainable Development

Under the High Patronage of  
The President of the Republic of Italy  
ITALIAN OFFICIAL WORLD FOOD DAY CELEBRATIONS 2007  
The Right to Food

Under the Patronage of  
The City of Viterbo  
The Province of Viterbo  
The Agriculture Commission of the Region of Lazio  
The Chair of the Council of the Lazio Region  
The Ministry of Agriculture

1° INTERNATIONAL  
C.I.I.S.C.A.M. CONFERENCE  
INTERNATIONAL INTER-UNIVERSITY CENTRE  
FOR MEDITERRANEAN FOOD CULTURE STUDIES

## New Frontiers in the Mediterranean for Food Security

Mediterranean Diet and Well Being  
Food Safety and Quality  
Biodiversity and Nutrition

4-5 December 2007  
Rector Hall, via Santa Maria in Gradi, 4 Viterbo

in cooperation with



National Institute for Research  
on Food and Nutrition



Nutrition and Consumer  
Protection Division



FORUM ON  
MEDITERRANEAN  
FOOD CULTURES



Italian Official Celebrations  
WORLD FOOD DAY 2007

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## WORLD FOOD DAY 2009

Achieving Food Security in Times of Crisis

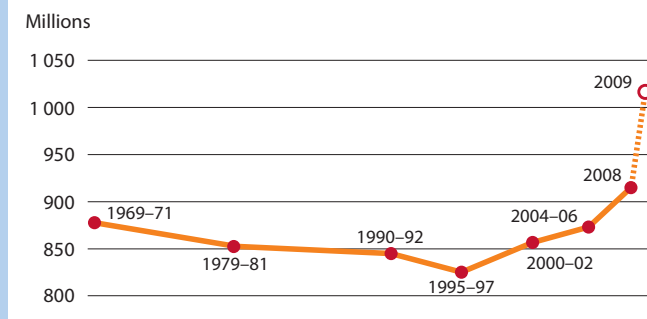
At a time when the global economic crisis dominates the news, the world needs to be reminded that not everyone works in offices and factories. The crisis is stalking the small-scale farms and rural areas of the world, where 70 percent of the world's hungry live and work.

With an estimated increase of 105 million hungry people in 2009, there are now 1.02 billion malnourished

people in the world, meaning that almost one sixth of all humanity is suffering from hunger.

Both public and private investments are needed, more specifically through targeted public investment to encourage and facilitate private investment, especially by farmers themselves.

Learning from the past: number of undernourished in the world, 1969-71 to 2009



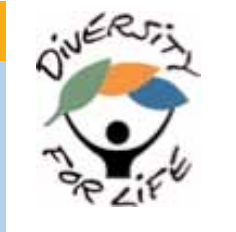
FAO. 2009. The State of Food Insecurity in the World 2009. Rome. Figure 5, p. 11.

On the occasion of World Food Week and World Food Day 2009, let us reflect on those numbers and the human suffering behind them. Crisis or no crisis, we have the know-how to do something about hunger. We also have the ability to find money to solve problems when we consider them important.

Let us work together to make sure hunger is recognized as a critical problem, and solve it. The World Summit on Food Security proposed by FAO for November 2009 could be fundamental for eradicating hunger.

FAO 2009





## DIVERSITY FOR LIFE A GLOBAL CAMPAIGN FOR AGRICULTURAL BIODIVERSITY

In collaboration with a wide range of partners, Bioversity International is mounting a multi-year global awareness campaign in the lead up to 2010, the International Year of Biodiversity. The goal of the campaign, Diversity for Life, is to inspire people to use agricultural biodiversity to improve their nutrition, their livelihoods, and the health of the planet. The key target audiences are policymakers, schools and the media. Diversity for Life was prompted by a number of concerns. At no time in recent history has agricultural biodiversity been so threatened. According to research by Bioversity, by 2055, more than half of 23 crops studied—including wheat, rye and oats—will lose land suitable for their cultivation due to climate change. This loss will fall disproportionately on sub-Saharan Africa and the Caribbean, regions that have the least capacity to cope. The transfer of agricultural lands to biofuels production has further limited the amount of space available for producing food, thus contributing to the current food price crisis. Ironically, these trends threaten the very tool—agricultural biodiversity—that is most likely to offer a solution to the significant growth in poverty and food security that they will create.

The United Nations has declared 2010 to be the International Year of Biodiversity, guaranteeing a wealth of partners and opportunities for promoting the importance and value of agricultural biodiversity. At this critical time for humankind, we must ensure that agricultural biodiversity—so important to human health and well-being—receives the attention it requires during the International Year of Biodiversity and beyond.

Diversity for Life campaign offices around the world will oversee a range of activities to be carried out on a continual basis throughout 2010 and beyond. The activities include roundtables for policymakers, field trips for journalists, the development of teaching materials for schools, television and radio programming, exhibitions and fairs. Links between the various country-based activities and through those links to the global initiative, which also targets important international fora such as the Conference of the Parties to the Convention on Biological Diversity, will enable the sharing of messages, mechanisms and lessons learned and will enable a truly global reach for the campaign.

The Secretariat of the Convention on Biological Diversity has strongly endorsed the Diversity for Life campaign, which it sees as a major contribution towards meeting the goals of the International Year of Biodiversity.

2010 is an important milestone for Diversity for Life but it is not the end goal. Grave challenges will continue to face food and agriculture for the foreseeable future and, as long as they do, the effort to promote agricultural biodiversity as a means to address them must continue as well. The establishment of effective partnerships and mechanisms will enable the global movement that the campaign creates to prosper and grow after the International Year of Biodiversity has come to a close.

<http://www.diversityforlife.org/>



The Ark of the Well Being, [www.plexusforum.net](http://www.plexusforum.net), is a travelling exhibition recall project made by Plexus International, a non profit entity. Its purpose is to raise more attention on the increasing erosion of the natural and cultural heritage of humankind.

The project started in the 1990s from a series of international Well Being and Reconciliation symposia, held in Sardinia, organized by the University of Cagliari.

The Ark of the Well Being was presented in 1996, in Rome, on the occasion of the World Food Summit, within a special event "From Welfare to Well Being, Eating Art, Food for All, Get the Best from Your Food", organized with the technical collaboration of the FAO Food and Nutrition Division, and focused on the human right of the nutritional well being for all.

Since 2005, with the 2005 Rome Call at the Sapienza University of Rome, the Ark of the Well Being was staged as a permanent exposition within the CIISCAM international conferences.

50th Anniversary of the  
Universal Declaration of Human Rights  
The 1998 Open Call for Nutritional Well Being for All  
**3RD INTERNATIONAL WELL BEING  
AND RECONCILIATION SYMPOSIUM**  
September 1998, Carloforte, Sardinia, Italy

The International Community has repeatedly stressed that: "Hunger and malnutrition are unacceptable in a world that has both the knowledge and the resources to end this human catastrophe" and "We consider it intolerable that more than 800 million people throughout the world... do not have enough food to eat to meet their basic nutritional needs." As a group of concerned individuals, we issue this Open Call to all others who would join in giving life to these commitments. When we become serious about refusing to accept the unacceptable and not tolerating the intolerable, we can make an enormous difference in the lives of the poor and malnourished around the world.

60 Anniversary of the  
Universal Declaration of Human Rights  
**THE 2008 OPEN CALL FROM THE DOOR  
OF NO RETURN FOR SAFEGUARDING  
THE NATURAL AND CULTURAL HERITAGE  
OF HUMANKIND**  
May 2008, House of the Slaves, Gorée, Dakar, Senegal

As a group of concerned individuals, gathered together on the occasion of the Erosions and Renaissance Show, to safeguard the Door of No Return of the House of the Slaves of Goree, Senegal, from the increasing sea erosion, as a symbol of all growing "erosions" in the world, we issue a Call for the safeguard of our cultural and natural heritage. This call in particular is addressed to UNESCO, FAO, Biodiversity International, the World Bank and the Office of the High Commissioner for Human Rights. We underline also the urgent need for the development of a specific plan for safeguarding the House of the Slaves of Gorée.



SOTTO L'ALTO PATRONATO DEL PRESIDENTE DELLA REPUBBLICA  
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