



المنتدى العربي للبيئة والتنمية  
ARAB FORUM FOR  
ENVIRONMENT AND DEVELOPMENT



**ARAB ENVIRONMENT 2015  
SUSTAINABLE CONSUMPTION**

*Saving the Environment through Changing Consumption & Production Patterns*

8<sup>th</sup> Annual Conference of the Arab Forum for Environment and Development (AFED)  
Phoenicia Intercontinental, Beirut, Lebanon  
16 - 17 November 2015

**THEMATIC SESSION**

**Sustainable Food Systems - *The Case of the Mediterranean Diet***

**The Mediterranean Diet: Driver of sustainable food systems in  
the Mediterranean area**

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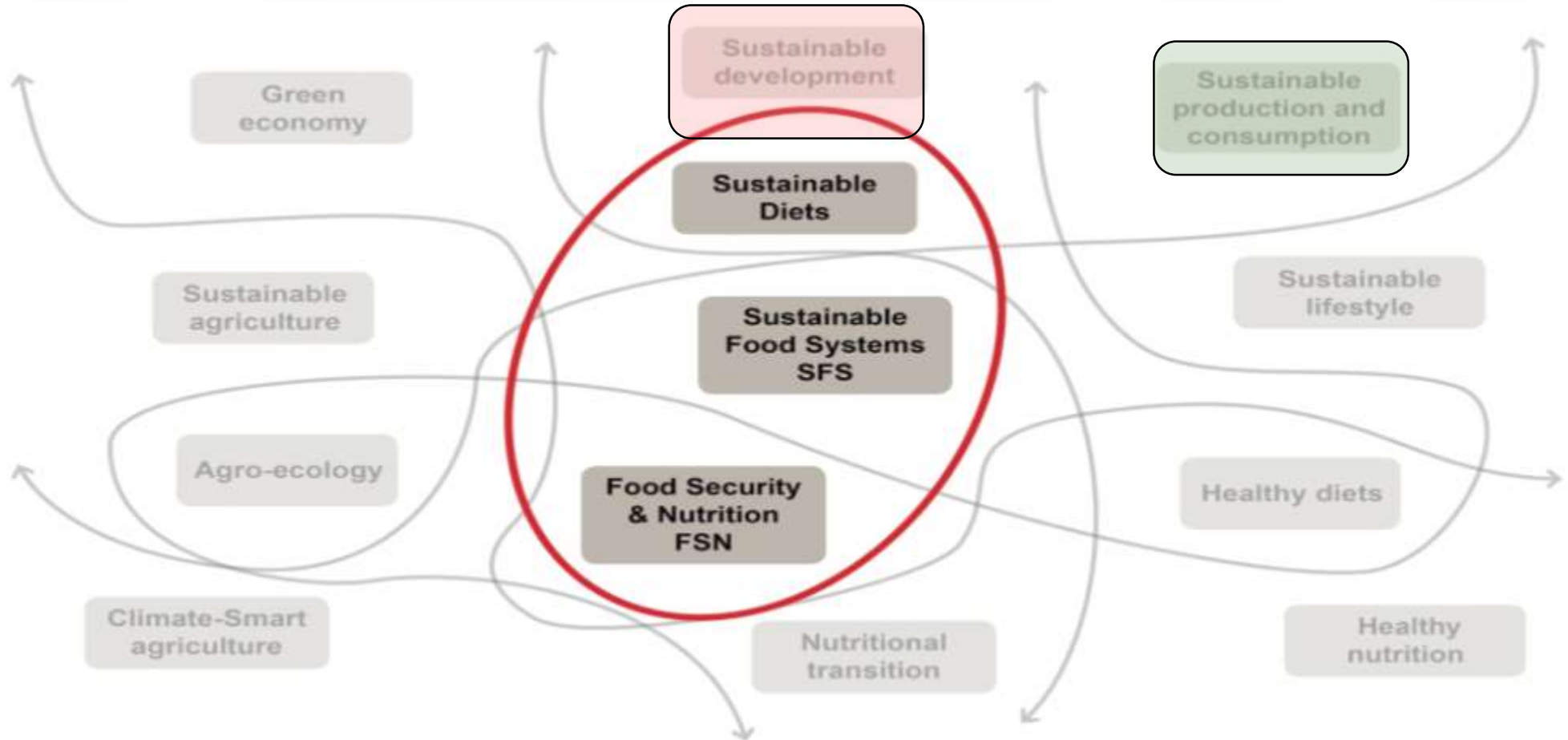




## Presentation outline

- ❑ Relations between **diets, food systems and food security** in the context of sustainability
- ❑ The Mediterranean diet: Intangible Cultural Heritage of Humanity of **UNESCO**
- ❑ The Mediterranean Diet as a **case study of CIHEAM-FAO** for assessing diets and food consumption patterns sustainability
- ❑ **Med Diet Expo 2015 Call**: Time to act for promoting the Mediterranean diet as a sustainable dietary pattern
- ❑ **Med Diet 4.0**: 4 sustainability dimensions and 4 benefits
- ❑ Mediterranean diet and **typical/traditional agro-food products**: Case of Apulia region, Italy
- ❑ Some proposals for a **research and policy agenda** on the Mediterranean diet

# Sustainable Diets, Sustainable Food System (SFS) and Food Security and Nutrition (FSN)



## The Mediterranean diet

- The Mediterranean diet (MD) was inscribed, in November 2010, by UNESCO on the Representative List of the Intangible Cultural Heritage of Humanity.
- The nomination was supported by Italy, Spain, Greece and Morocco but the MD is a common and shared Mediterranean cultural heritage.
- Cyprus, Croatia and Portugal joined in 2013.

The screenshot shows the UNESCO website interface for the Mediterranean diet. The page is titled "Mediterranean diet" and indicates it was inscribed in 2010 (01.098) on the Representative List of the Intangible Cultural Heritage of Humanity. The countries listed are Spain, Greece, Italy, and Morocco. The page includes a description of the diet as a set of skills, knowledge, practices, and traditions ranging from the landscape to the table, and a list of documents related to the nomination.

**UNESCO** | Education | Natural Sciences | Social and Human Sciences | **Culture** | Communication and Information | Media Services

UNESCO | Culture | Intangible Cultural Heritage | Lists and Register | Inscribed elements

**Lists and Register**

Inscribed elements

How to inscribe?

Files under process (2013)

Files under process (2014)

Pending files (banking)

**ICH Worldwide**

Africa

Arab States

Asia and the Pacific

Europe and North America

Latin America and the Caribbean

UNESCO World Heritage Sites

**Mediterranean diet**

Inscribed in 2010 (01.098) on the Representative List of the Intangible Cultural Heritage of Humanity

**Countries:** Spain, Greece, Italy, Morocco

**Identification** | **Slideshow** | **Video**

**Description**

The Mediterranean diet constitutes a set of skills, knowledge, practices and traditions ranging from the landscape to the table, including the crops, harvesting, fishing, conservation, processing, preparation and, particularly, consumption of food. The Mediterranean diet is characterized by a traditional model that has remained constant over time and space, consisting mainly of olive oil, cereals, fresh or dried fruit and vegetables, a moderate amount of fish, dairy and meat, and many condiments and spices, all accompanied by wine or red wine, always respecting habits of each community. However, the Mediterranean diet (from the Greek *dieta*, or way of life) encompasses more than just food. It promotes 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, myths, tales and legends. The system is rooted in respect for the territory and biodiversity, and ensures the conservation and development of traditional activities and crafts linked to fishing and farming in the Mediterranean communities, which Sotir in Spain, Koroni in Greece, Civitavecchia in Italy and Chefchaouen in Morocco are examples. Women play a particularly vital role in the transmission of expertise, as well as knowledge of dishes, traditional practices and celebrations, and the safeguarding of techniques.

**Documents**

- Nomination form: English/French
- Consent of communities: French/Italian
- Consent of communities: Italian/French/English
- Consent of communities: Greek/French/English
- Consent of communities: French/Spanish





## Mediterranean diet: UNESCO's intangible cultural heritage of humanity

*The Mediterranean diet constitutes a set of skills, knowledge, practices and traditions ranging from the landscape to the table, including the crops, harvesting, fishing, conservation, processing, preparation and, particularly, consumption of food...the Mediterranean diet (from the Greek diaita, or way of life) encompasses more than just food. It promotes social interaction, since communal meals are the cornerstone of social customs and festive events.*

**Mediterranean Diet Pyramid: a lifestyle for today**  
Guidelines for Adult population

Serving size based on frugality and local habits



Wine in moderation and respecting social beliefs



2010 edition

s = Serving



Fundación  
Dieta Mediterránea

ICAF  
International Commission on the  
Anthropology of Food and Nutrition



Predimed  
Prevention with Extra Mediterranean



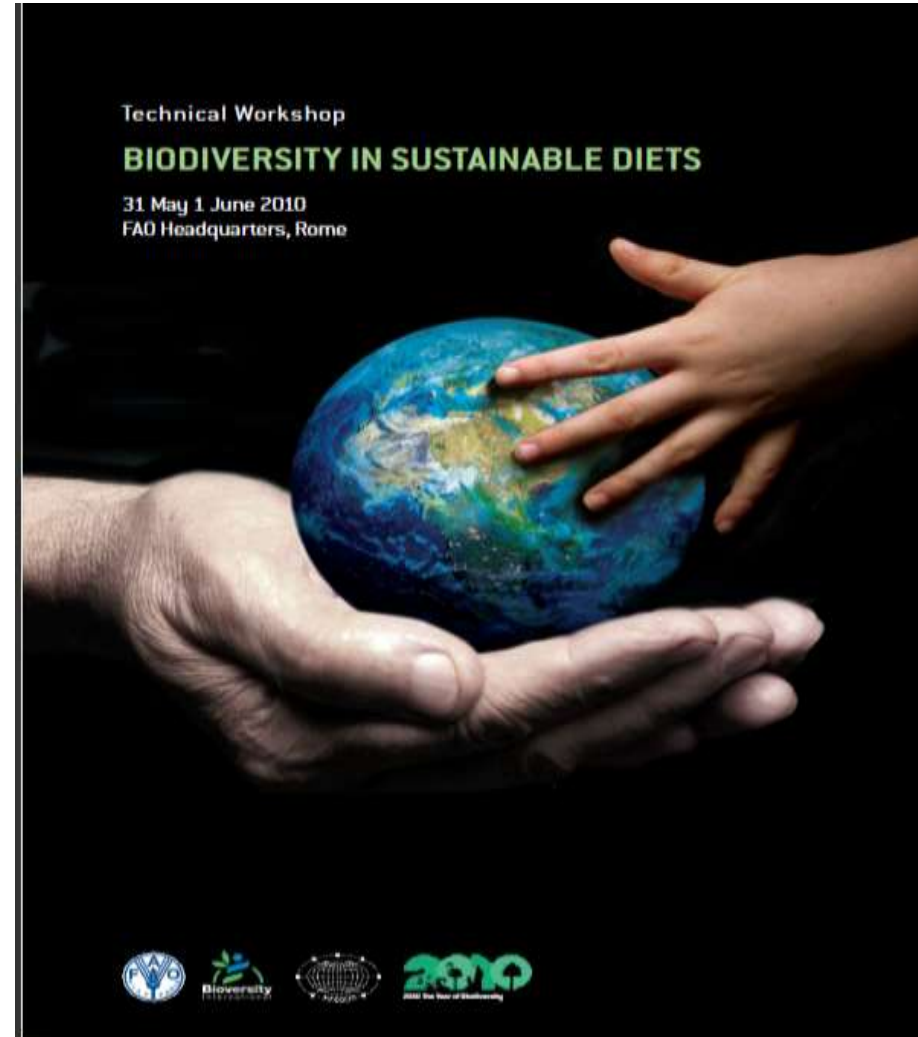
Ciiscam



# The Mediterranean Diet: a case study for assessing diets sustainability

The Mediterranean diet has been identified by **FAO** and **CIHEAM** as a case study for the assessment of the sustainability of dietary patterns in different socio-cultural contexts and agro-ecological zones:

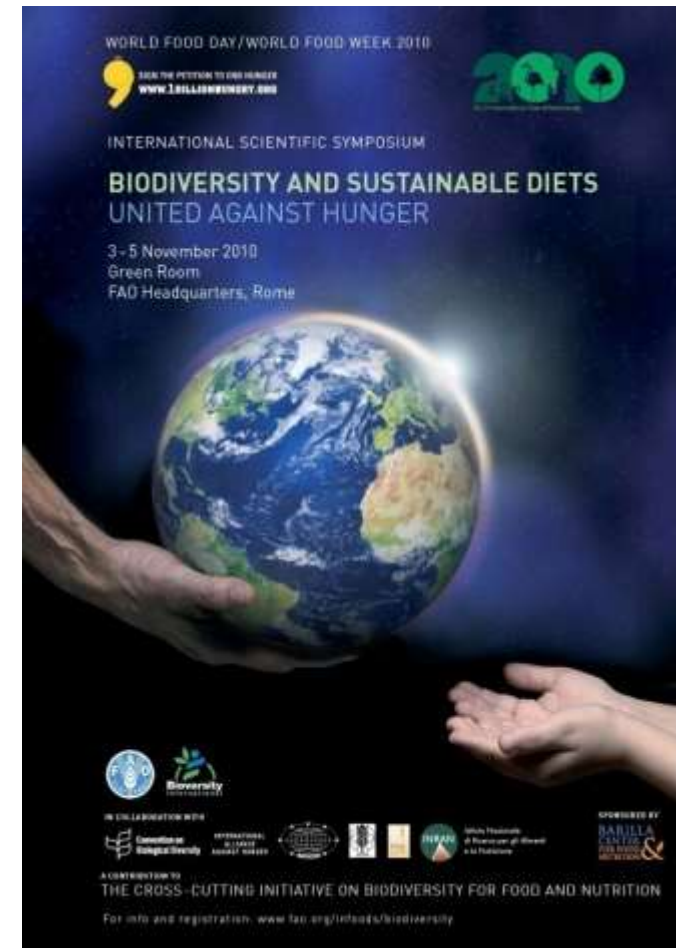
- ✓ Given its health and environmental benefits, and
- ✓ because it concerns a vast number of countries





## Sustainable diets: Definition

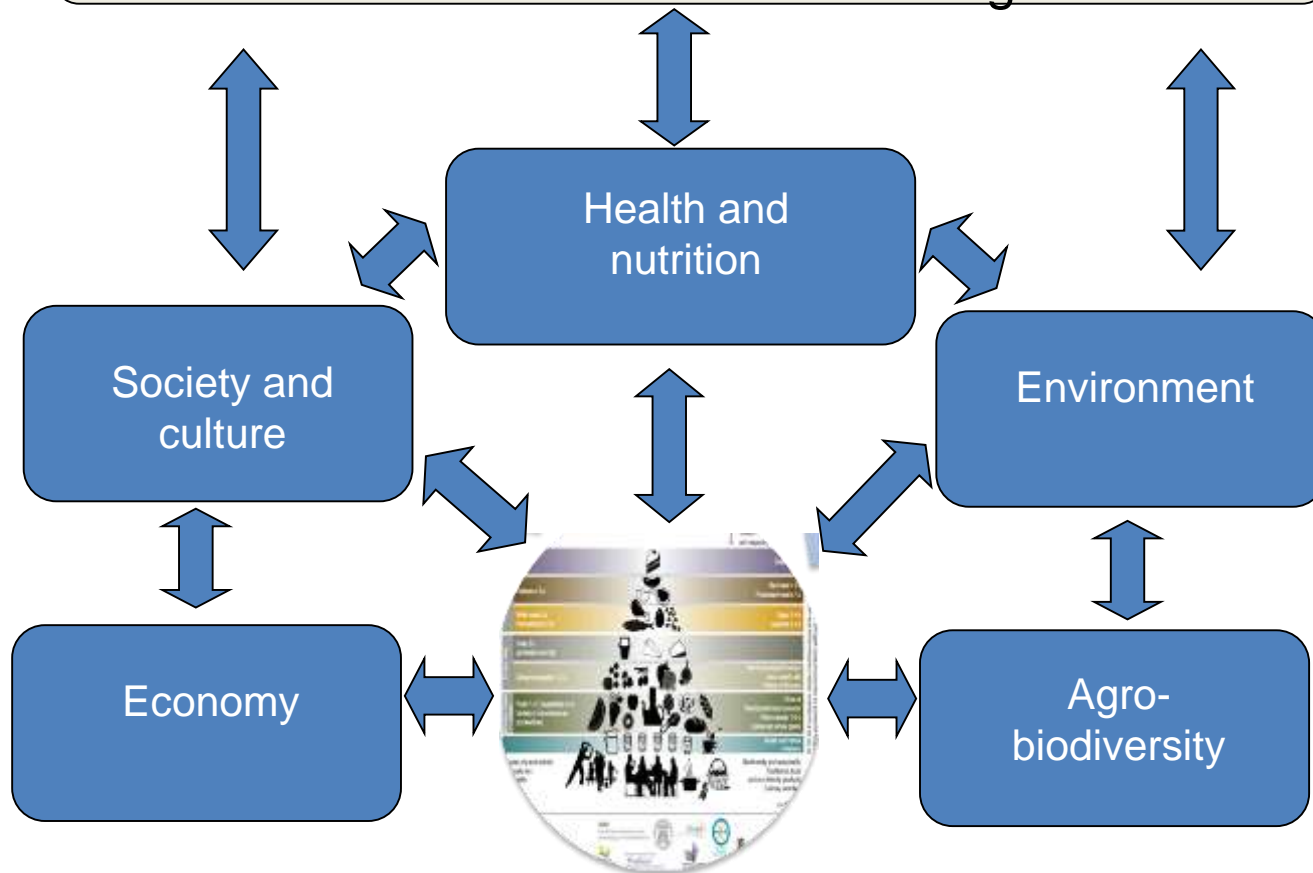
“...are those with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and **respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy**; while optimizing natural and human resources”.



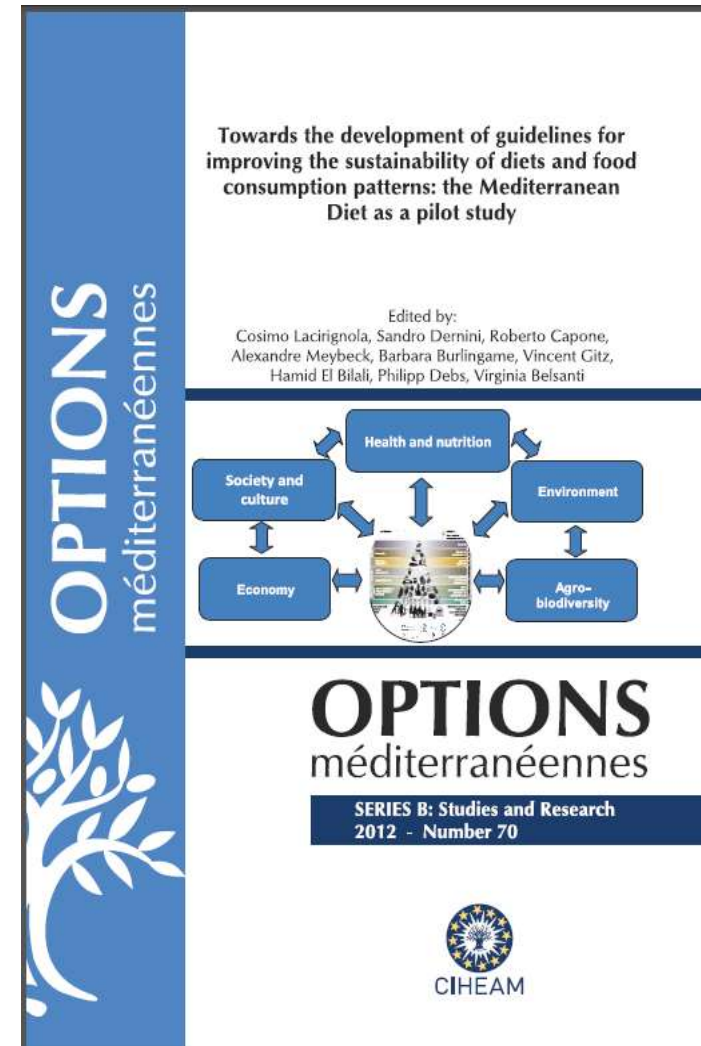


# Mediterranean diet sustainability: Our integrated approach

Enhancing the Sustainability of the Mediterranean Diet in the Mediterranean Region



Mediterranean Community Dietary Behaviour



## Erosion of the Mediterranean diet

⇒ Despite its growing popularity all over the world, the Mediterranean diet is now at risk in all countries of the Mediterranean, as a result of **globalization processes, changes in lifestyles, loss of biodiversity**, etc. which are leading to a growing erosion of the **Mediterranean food-related heritage**, represented by the Mediterranean diet

☛ This poses significant threats to the sustainability of the **transmission of the Mediterranean diet** to future generations.

## Med Diet Expo 2015 Call



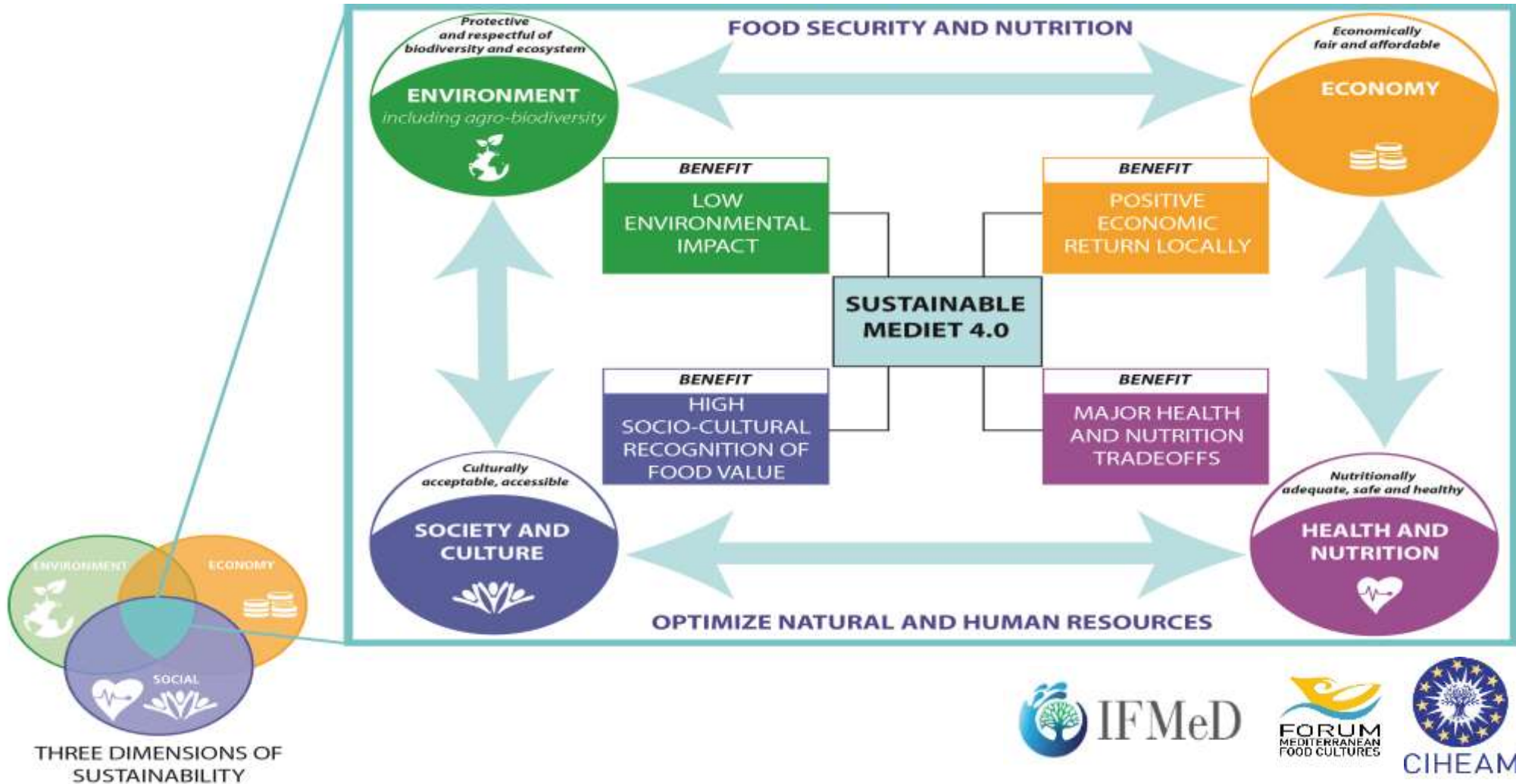
CIHEAM seized the opportunity of international momentum of Expo Milan 2015 to launch the ***MED DIET EXPO 2015 CALL: TIME TO ACT***. As a contribution to the **Charter of Milan** towards more sustainable food systems, the CALL invites:

- To acknowledge the Mediterranean diet as a significant part of Mediterranean food systems, from consumption to production, and not only just as a dietary pattern;
- To enhance sustainable food consumption and production in the Mediterranean area;
- To revitalize the Mediterranean Diet heritage, as a sustainable dietary pattern, as well as a contemporary sustainable lifestyle.





# MED DIET 4.0



# Mediterranean diet and typical/traditional agro-food products: Case of Apulia region, Italy

CIHEAM IAM BARI

REGIONE PUGLIA  
Area Politiche per lo Sviluppo Rurale

**Agricoltura e Qualità  
2013-2015**

SOCIETÀ CULTURA AMBIENTE ECONOMIA SALUTE NUTRIZIONE

SOSTENIBILITÀ

**Linee guida per la sostenibilità dei prodotti agroalimentari tipici di qualità pugliesi**

CIHEAM IAM BARI

REGIONE PUGLIA  
Area Politiche per lo Sviluppo Rurale

**Agricoltura e Qualità  
2013-2015**

**"Qualificazione e Valorizzazione  
delle Produzioni Tipiche  
di Qualità della Puglia"**

Source: Capone, 2015

**PIRAMIDE DELLA DIETA MEDITERRANEA  
PRODOTTI TIPICI DI QUALITÀ DELLA PUGLIA**

STAZIONALITÀ E SOSTENIBILITÀ

CONVIVIALITÀ

ECONOMIA SOSTENIBILE

ATTIVITÀ FISICA

MARCHIO DI SOSTENIBILITÀ DELLE PRODUZIONI TIPICHE DI QUALITÀ DELLA PUGLIA

FRUTTA MEDITERRANEA E LE CEREALI DI QUALITÀ

PANE, PASTA, CROSTACEI, OLIO D'OLIVA, PRODOTTI CASEARI

BEVANDA ACQUA

CIHEAM IAM BARI

REGIONE PUGLIA  
Area Politiche per lo Sviluppo Rurale

**Prodotti Tipici Pugliesi e Dieta Mediterranea**



## Way forward: what is needed?

- ❑ The Mediterranean diet should be considered as a **driver and lever for enhancing food system and consumption patterns sustainability** in the Mediterranean area.
- ❑ Promotion of the Mediterranean diet should go hand in hand with valorisation of **traditional and typical products** on which it is based.
- ❖ There is need for **awareness campaigns and nutrition education** to increase adherence to the Mediterranean diet especially among the young.
- ❖ The Mediterranean diet, common heritage of all Mediterranean people and countries, should be valorised as a tool for fostering **research cooperation and agricultural diplomacy** in the Mediterranean region.





## Proposals of CIHEAM

- CIHEAM, in collaboration with FAO, plan to implement in Mediterranean and Arab countries a pilot project for **assessing and improving the sustainability of diets and food consumption patterns**. The **Mediterranean diet** could be used as a **model** to describe, understand and enhance the sustainability of current diets in the context of sustainable food systems.
- CIHEAM, in collaboration with the International Foundation for the Mediterranean Diet (IFMeD), will use the **Mediterranean diet pyramid**, prepared in accordance with the innovative *Med Diet 4.0* approach, as an educational and communication tool to raise **awareness** of consumers about the Mediterranean diet and its multifaceted benefits.

# DIETA MEDITERRANEA

MODELLO DI  
ALIMENTAZIONE  
SOSTENIBILE

Roberto Capone  
Assistentato Principale CIHEAM Bari

Valeria Caporali  
Ufficio Stampa CIHEAM Bari



For more information about CIHEAM-Bari activities on the sustainability of the Mediterranean diet:  
**[dietamediterranea.iamb.it](http://dietamediterranea.iamb.it)**

***Thank you for kind attention***

