

1 – Co-operation project provisional title
 Transnational eno-gastronomic itineraries for the promotion of a cultural food model based on the Mediterranean diet

2 – Project typology

<input type="checkbox"/>	Interterritorial
<input checked="" type="checkbox"/>	Transnational

Area LAG organized according to LEADER approach	
GAL LUOGHI DEL MITO	Lead partner
Local Action Groups from Apulia region	
Local Action Groups from UK	
Local Action Groups from Germany	
Local Action Groups from Sweden	

PROJECT DESCRIPTION

The aims of the project

The transnational co-operation project “Trans-national eno-gastronomical itineraries for the promotion of a cultural food model based on the Mediterranean diet proposed by LAG Luoghi del Mito (as Lead partner) represents the development of the project presented by the three LAG of Puglia region and a Swedish GAL in the Leader + 2000-2006 “The showrooms’ network in rural areas”.

The above mentioned partners intend to orient the project “The showrooms’ network in rural areas” towards Northern Europe, to strengthen the present partnership through the co-operation of other Northern Europe LAG and to develop the project by a new wider promotional strategy to increase the importance of the Mediterranean food culture.

The aim of the project is to define and, at the same time, increase the existing relationship between the Mediterranean cultural food model (in particular “made in Italy” of Puglia Region) and promotion of the territory (at a cultural, and touristic level etc).

According to 3.13 Asse III PSR Puglia “Increasing tourist services”, the project aims to provide services for rural tourism, promoting supporting networks and, in addition, to increase the attractiveness of rural areas.

Moreover, with reference to 3.2.1 “Basic services for the economy and rural population” the project’s aim is to teach cultural and recreational services in particular to school age youths. The didactic-cultural activity will concern, in particular, the rediscovery of the value of rural activities, agricultural produce and education on nutrition.

The aim is to advertise the typical values of the Mediterranean culture and **food model** in rural areas of Northern Europe to defend and to strengthen it not only as a secret for long life but also for its historical value, cultural function in handing down gastronomical traditions to future generations and for its promotion of touristic eno-gastronomical itineraries of the same cultural food model.

Promotion of the Mediterranean diet is not only for diffusion and promotion of the products of this model but also for promotion of a territorial cultural model derived from a marriage

between history, culture, archaeology and the natural environment (touristic eno-gastronomical itineraries) linked to food products and moreover in general to a **lifestyle**.

Each LAG area involved in the co-operation project is characterized by its own speciality : Wine, extra-virgin Olive Oil, oven products , bread, pasta and so on. Beside these specialities in the LAG areas involved , there are other important territorial products;handcrafts and even the beauties of the historical-cultural landscape.

Also in the Northern Europe LAG areas there are possible exchanges of goods within the cultural food model of the Mediterranean diet.

The general aim of the project is to promote eno-gastronomical itineraries and products connected to them (for the LAG of “Apulia” region also through the mark “Prodotti di Puglia”) recognizing the basic task of the rural, food and cultural tradition: to spread the eno-gastronomical culture in the selected target countries, to promote the territory and the productive landscape in its entirety (productive, historical, cultural, environmental excellence) to spread the history of the excellence of production, to guarantee quality to the customer by the exploitation of the origin of denomination, and to arrange events and carry out common communication and marketing strategies.

The objective is to provide a unique, complete and different cultural and touristic product (culture,art, archaeology, eno-gastronomy, nature).

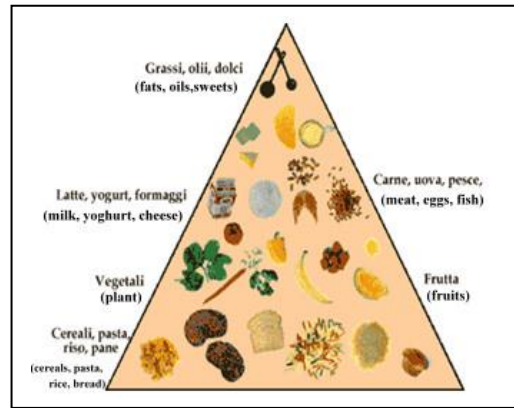
Promoting wine, oil, bread and other products identifies the Mediterranean diet, its history, landscape, and the different territories involved through a combined, integrated and common strategy of evaluation.

Below is an illustrative example :

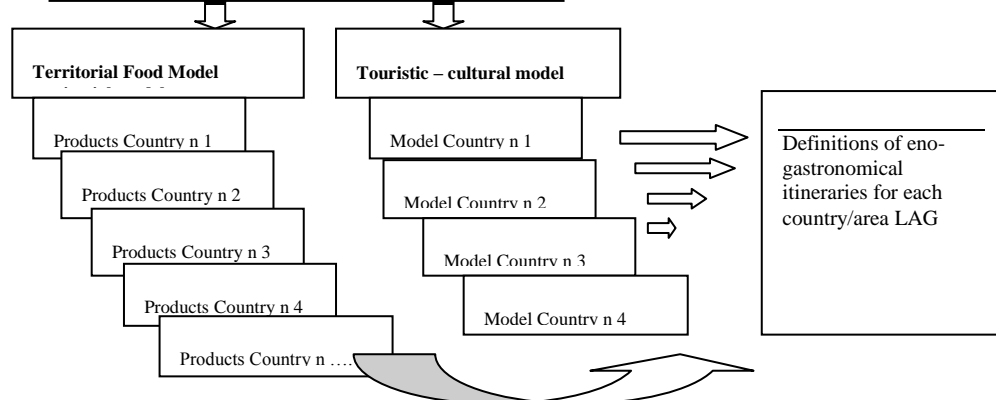
PROJECT DESCRIPTION

"Trans-national eno-gastronomical itineraries for the promotion of the cultural food model based on the Mediterranean diet "

The food model in different territories and selection of the standard products for each LAG



The territorial food model in the different cultures (location, village festivals, handcraft traditions , eno-gastronomical itineraries)



Cultural promotion and strengthening of the territories rural identities ; Increasing the rural territories attractiveness

The specific aims of the project are :

- OS1. Creation of the Management team;
- OS2. Definition and clarification of the Mediterranean cultural food model at local level

OS3 Realization of promotional activities at a local and European level

Estimated action for co-operation activities

In detail, predicted co-operation activities :

OS1. Constitution of the Steering Committee;

Before starting promotional activities in the chosen countries the project presumes the creation of a Steering Committee between all the LAG of Puglia region involved in the project aimed at :

- Promoting the social, cultural and economic evaluation of the Mediterranean cultural food model through trans-national eno-gastronomical itineraries.
- Connecting the promotional activities between the LAG components of the partnership through a single and connected strategy;
- Establishing a permanent network between LAG and the target trade of the countries involved (distributors, buyers, importers, eno-gastronomical world operators abroad, restaurateurs, journalists etc.) but also schools etc.

The LAG countries will underwrite an **agreement protocol** to govern the relationship between them and to connect promotional activities through common proceedings.

Therefore concerning current action, it will organise :

- 1.1 Subscription to the Protocol Agreement;

- 1.2 Realization of a coordinated plan of communication and image;
- 1.3 Production of basic promotional materials (publications , brochures, teaching materials for schools etc on the features of the DM);
- 1.4 Meetings in order to share trans-national eno-gastronomical itineraries for promoting the Mediterranean cultural food model.

OS2. Definition of the cultural food model based on the Mediterranean diet

The first phase of the project presupposes research in each LAG country partner with the aim of :

- individualizing typical local products of high quality in order to promote the Mediterranean food culture, with particular reference to authenticity and naturalness of the products, derivatives and flavour
- Individualizing trans-national eno-gastronomical itineraries for the promotion of the cultural food model.

During this phase particular attention will be paid to the identification of elements between typical products and rural areas in order that the image of these products exalts authenticity, taste, naturalness and also the relationship with handcrafts, natural tourism, cultural richness, and so on .

Activities concerning OS2:

2.1 Analysis/research for the definition of the cultural food model at a local level

2.2 Analysis/research for the individualization and the creation of naturalistic, eno-gastronomical itineraries (gastronomic festivals and traditions, transhumance , equestrian tourism, bike tourism and so on).

2.3 Sharing studies at a local level of each LAG through meetings, focus groups , thematic workshops;

OS3. Realization of promotional activities

Promotional activities s will be realized at a local and European level. In particular the following activities will take place:

Promoting at local level

Publication research/study on the local cultural food model of each LAG/Country and on the defined eno-gastronomical itineraries ;

Creation of the eno-gastronomical itineraries ;

Creation of information centres by adapting existing buildings , to create reception and tasting rooms , shop windows for products and by creating communication tools (internet sites, brochures, information leaflets, touristic guides);

An advertising campaign through the realization of promotional material for each country involved (brochures, leaflets etc);

Preparation of exhibition and sale points for commercial products along the itineraries;

A promotional campaign advertising in specialist magazines, press notices etc.

Promotional and sensitizing campaigns in schools through:

- Technical-didactic workshops etc;
- Handing out of snacks (with ingredients and typical products of the DM) as local products.

Promoting at European level

- A conference for the presentation and promotion of the project in each partner country and at least in three representative towns of Northern Europe;
- Preparation of commercial products exhibitions and sales points along the defined trans-

How to integrate the co-operation project within the Territorial Strategic Document

The trans-national co-operation project “ Trans-national eno-gastronomical routes/ itineraries for the promotion of the cultural food model” proposed by LAG Luoghi del Mito is according to the aims and strategy of the DST “Luoghi del Mito”: “Exploiting the productive , cultural and natural potentialities of its own rural area, through the vertical and horizontal connections between sectors, the strengthening of the current enterprise and the growth of local culture” and is consequently in accordance with the same aims of the PSR.

Moreover , it accords with 3.13 Axe III PSR Puglia “Development of touristic activities” (services for rural tourism , supporting networks and attractiveness of rural areas) and with 3.2.1 “Basic services for economy and rural population” (teaching, cultural and recreational services chiefly for school-age youths. Cultural teaching activities will concern in particular the rediscovery of rural agricultural labour, of its products and food education).

For this reason, it is particularly important to have the opportunity to exchange experiences and co-operate initiatives between rural areas with common obligations and the same challenges, in order to strengthen the integration of rural developmental strategies in a national and trans-national environment.