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30 MARS 2012

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"KROUSANIOTISSA"

AGRICULTURAL & HOUSE
TECHNICAL COOPERATIVA OF THE
KROYSONA WOMEN

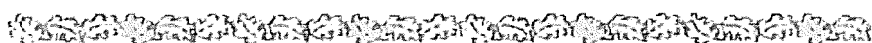


2009



"KROUSANIOTISSA"

AGRICULTURAL & HOUSE TECHNICAL COOPERATIVA
OF THE KROYSONA WOMEN



AGRICULTURAL & HOUSE TECHNICAL COOPERATIVA OF THE KROYSONA WOMEN

The agricultural & house technical cooperativa under the name 'Krousaniotissa' was founded in September 1999 in Krousonas, a town situated in the Malevisi region, in the foothills of the mountain Psiloritis. Being the 1st agricultural women's corporation that has ever been established in the Prefecture of Heraklion, it has set example for the other women of the region to take a hand in such associations, and follow the path blazed by the women of Krousonas.

It is composed of 17 energetic women, who prepare and pack high quality products, always in accordance with the traditions and the customs of Crete. Products are based on local, authentically traditional recipes, with the use of top-quality selected raw materials and do not contain any conservatives. Production is mainly manual and takes place in modern facilities, in accordance with the globally accepted principles of HACCP, so that safe

So today, our products have gained the wide acceptance of the consumers and can be found in selected stores throughout Greece (Athens – Thessaloniki – Patras - Lamia), as well as in selected supermarkets. It should also be noted that the Corporation is one of the founding members of the Social & Economic Development Partnership of Crete "Krikos", which has been established in the framework of the Community Initiative EQUAL. It is comprised of social organizations, whose objective is to bring out and promote social entrepreneurship through organized efforts.

The corporation has been honored by the presence of important members of the political and cultural life and has been advertised by the local media.

Our members actively contribute to the local society in cultural, social and economic level. They undertake sponsorships for charities and participate in every cultural event. The association provides every social gathering with traditional products which are made from local raw materials, such as the virgin olive oil of Krousonas, raisin, wine honey, nuts, and fresh fruits. Many of these goods are produced in Livadi, a plateau above Krousonas in 1000-meter altitude, and they are integral components of the Mediterranean Nutrition. Our corporation, having fully evaluated the indisputable benefits of the Mediterranean Diet,

foods are made available to the consumers. It is for all these reasons that our products are so widely successful.

The progress of our association is based on the revitalization and the infusion of our nutritional heritage. Our wide range of traditional products are interrelated with all aspects of life. *Xerotigano* – a appetizing, crisp, spiral pastry made of dough, 'immersed' in very hot olive oil and, afterwards, in syrup made of honey- and *xobliasto* – a decorated 'koulouri' – are prepared especially for joyful events, weddings, engagements and christenings. *Kourabiedes* and *melomakarona* are a must for the Christmas supper, whereas *Kalitsounia* (*anevata* & *lichnarakia*) and *tsourekia* (rolls with leaven) cannot be absent from the Easter meal. Rusks, sweets with syrup, oriental sweets, chortopitakia & tiropitakia (pies with greens and cheese), noodles, various biscuits, cookies, pastry, liqueurs (based on a local alcoholic drink, 'raki', mixed with honey, cinnamon, clove, thyme etc) are also some of our products that tastefully accompany the everyday life of local people.

Our goal is to utilize our knowledge of tradition, by producing and launching in the market a range of healthy, high-quality, handmade products that meet the modern consumers' needs.

tries -via the everyday interaction with the civilians- to raise the awareness of the local community regarding its valuable contribution.

Our association strongly supports the inclusion of the Mediterranean Nutrition to the Intellectual Cultural Legacy Representative Catalogue of UNESCO. Being a vital cell of the local community, important part of our mission is to contribute to the preservation of the Mediterranean Nutrition and its promotion as a comprehensive cultural property

Address: Krousonas, 70001, Heraclion, Crete, Greece

Tel: ++302810-711989

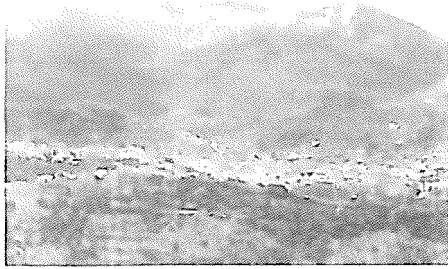
Fax: ++302810-711989

Communication: Katerina Fasoulaki



" KROUSANIOTISSA "

CRETE - KROUSONAS



Crete is a place unique in Greece, situated at the southernmost point of Greece and Europe. Lying on the crossroads of the three ancient Continents – Europe, Asia and Africa – has inherited something from each: From Europe, its cosmopolitan air, from Asia, its reserved traditional character, from Africa, its palm trees and the hot south wind.

Crete is gifted with diversity and multiplicity by nature everything is in abundance: tall, proud mountains, calm seas, fertile valleys, rich vegetation, and gentle climate.

Crete is the birthplace of :the Olympian Zeus, the painter Dominique Theotokopoulos or El Greco as he became later known, the poet Vintsentzos Kornaros who wrote "Erotokritos", the writer of the famous "Zorba" Nikos Kazantzakis, Eleftherios Venizelos who is still considered the bigger politician of newer Greece and many other famous personalities.

Heraklion prefecture that lies between the mountains Psiloritis and Dihti, is the most populated in Crete, and also the cultural administrative and commercial center of the island. Not only the coastline but also the mountainous regions of this prefecture, have been inhabited since the Prehistoric Period. Therefore, the area is one



of the richest in sights in Crete with the amazing palaces from the Minoan Period of Knossos, Phaistos, and Mallia. The reason of maintenance and increase of the population in the other municipalities-cities of the prefecture should be ascribed to the constant economic rise of the area as well as of the entire island.

Krousonas is situated 25 Km from Heraklion, near the mountain of Psiloritis, in the one of most fertile vales of prefecture "Malevizi". It's identification point is the combination of deep vales and high mountains, within a few kilometers. This village exist with thiw name for at least seven hundred years and thiw is a fact proved by historical elements.

KROUSONAS MALEVIZIOM CRETE, TK 70001, HERAKLION CRETE

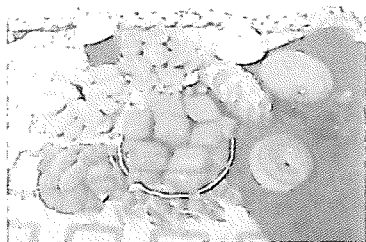


" KROUSANIOTISSA "

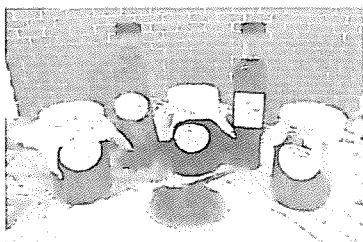
AGRICULTURAL & HOUSE TECHNICAL COOPERATIVE
OF THE KROUSONA WOMEN



Facilities



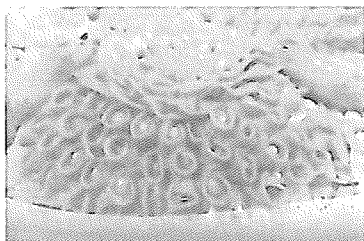
kalitsounia melomakarona



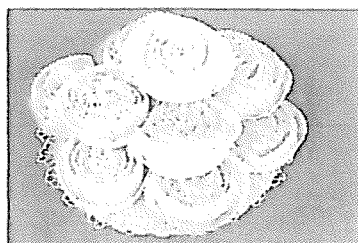
Sweets with Syrup



various biscuits



Plounisto koulourai



xerotigara

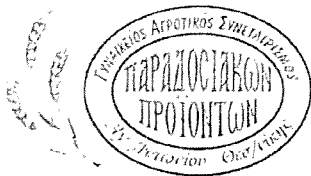


working



laboratory

KROUSONAS MALEVIZIOU CRETE , TK 70001 , HERAKLION CRETE



**ΓΥΝΑΙΚΕΙΟΣ ΑΓΡΟΤΙΚΟΣ ΣΥΝ/ΣΜΟΣ
ΠΑΡΑΔΟΣΙΑΚΩΝ ΠΡΟΪΟΝΤΩΝ**

ΑΓΙΟΥ ΑΝΤΩΝΙΟΥ

τηλ.2396041807, fax.2396024507

Email: agantoni@otenet.gr

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ASSOCIATION FEMININE DE L'
AGRICULTURE ET DES PRODUITS
TRADITIONAUX DE ST ANTOINE

Εισαγωγή

Ο γυναικείος συνεταιρισμός του Αγίου Αντωνίου ιδρύθηκε τον Ιούνιο του 1999, από 26 γυναίκες του χωριού, με σκοπό να προσφέρει εργασία στα μέλη του και να ενισχύσει το εισόδημα τους, με την παραγωγή και διάθεση ποιοτικών, χειροποίητων παραδοσιακών προϊόντων, τα οποία παρασκευάζονται με μεγάλη φροντίδα και προσοχή. Παράλληλα, ο συνεταιρισμός συμβάλει στην ανάπτυξη της περιοχής και στη διατήρηση της παράδοσης και της πολιτιστικής κληρονομιάς.

Η ανάγκη για τα συγκεκριμένα προϊόντα καθορίστηκε από έρευνα αγοράς που έγινε πριν τη δημιουργία του συνεταιρισμού. Οι γυναίκες κατάφεραν να **προσθέσουν αξία** στα τοπικά αγροτικά προϊόντα και υλικά, καθώς και να διαφημίσουν το χωριό τους, αφού τα προϊόντα τους διαθέτονται με τη φήμη (ονομασία), «Γυναικείος Συνεταιρισμός Αγίου Αντωνίου». Ο συνεταιρισμός κατάφερε να επιβιώσει παρά τον ανταγωνισμό, διατηρώντας τις αξίες του, εφαρμόζοντας ποιοτικούς ελέγχους και πιστοποιώντας τις παραγωγικές διαδικασίες του. Επιλέχθηκαν αποτελεσματικά κανάλια διανομής, μία ορθή πολιτική τιμολόγησης, καθώς και οι πλέον κατάλληλοι τρόποι προώθησης των προϊόντων, λόγω του μικρού προϋπολογισμού για προβολή.



Ιστορικό

Το χωριό το Αγίου Αντωνίου βρίσκεται 35 χιλιόμετρα από την Θεσσαλονίκη, πολύ κοντά στον κεντρικό δρόμο για τη Χαλκιδική, έναν πολύ δημοφιλή τουριστικό προορισμό.

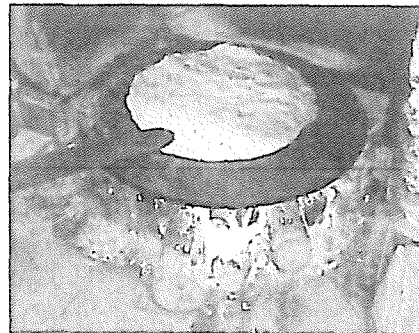
Στο χωριό ζουν περίπου 1.000 κάτοικοι, οι περισσότεροι από τους οποίους μέχρι πρόσφατα ασχολούνταν με τη γεωργία και πιο συγκεκριμένα με την καλλιέργεια σίτου και την

εκτροφή αγελάδων. Σήμερα, η κτηνοτροφία έχει εκλείψει και η καλλιέργεια της γης δεν αρκεί για να καλύψει τις ανάγκες των οικογενειών.

Η διαρκής μείωση του αγροτικού εισοδήματος οδήγησε τις γυναίκες στην παρακολούθηση σεμιναρίων, τα οποία είχαν ως σκοπό τη στήριξη του γυναικείου πληθυσμού των λιγότερο αναπτυγμένων περιοχών. Παρακολουθήσαν μαθήματα επιχειρηματικότητας, μάρκετινγκ, και παραγωγής τοπικών παραδοσιακών προϊόντων συνδεδεμένων με την πολιτιστική κληρονομιά.

Αρχικά είχαν επιφυλάξεις για την επιτυχία του εγχειρήματος, την παραγωγή δηλαδή παραδοσιακών φαγητών, τα οποία αποκαλούσαν και το «φαγητό των φτωχών». Το χωριό δεν αποτελούσε τουριστικό προορισμό και έτσι η προσέλκυση επισκεπτών και πελατών δεν ήταν εξασφαλισμένη.

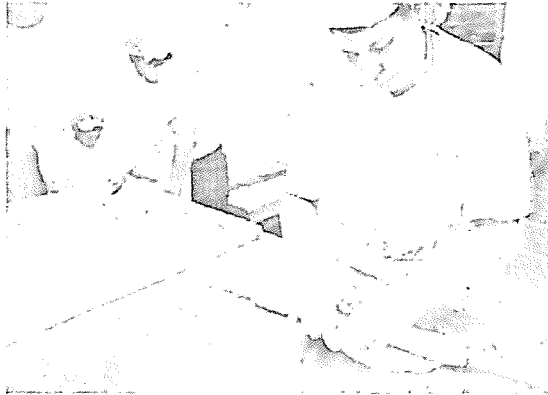
Η παραγωγή αρχικά γινόταν στα σπίτια των γυναικών και δεν ήταν ιδιαίτερα αποτελεσματική. Για την κάλυψη των αυξημένων αναγκών τους, ο αγροτικός συνεταιρισμός του χωριού, τους παραχώρησε ένα κτίριο στο οποίο και στεγάζονται μέχρι σήμερα. Στο κτίριο αυτό υπάρχει ένας μικρός, ζεστός χώρος υποδοχής στον οποίο εκθέτονται τα προϊόντα, ενώ οι χώροι παρασκευής και συσκευασίας βρίσκονται στο πίσω μέρος του.



Με χρηματοδότηση από προγράμματα ανάπτυξης της υπαίθρου και γυναικείας επιχειρηματικότητας καθώς και με ίδια κεφάλαια, βελτίωσαν τις εγκαταστάσεις τους και αγόρασαν εξοπλισμό καθώς και ένα αυτοκίνητο για την διανομή των προϊόντων τους. Στην αρχή προσέφεραν ένα περιορισμένο αριθμό προϊόντων, όπως ζυμαρικά και περέκ, (παραδοσιακό φύλλο πίτας). Η απαίτηση των καταναλωτών για μεγαλύτερη ποικιλία, είχε σαν αποτέλεσμα να παράγονται σήμερα πάνω από 30 διαφορετικά προϊόντα, όπως γλυκά από φρούτα και λαχανικά, μαρμελάδες και λικέρ. Τελευταία παράγουν και οργανικά φύλλα πίτας, και παράλληλα αναλαμβάνουν την τροφοδοσία εκδηλώσεων.

Μεγάλη βαρύτητα για την ανάπτυξη του συνεταιρισμού δίνεται στην εκπαίδευση. Για να παραμείνουν ανταγωνιστικοί, να παρακολουθούν τις εξελίξεις και να ενημερώνονται, παρακολουθούν σεμινάρια τα οποία διοργανώνονται από τα

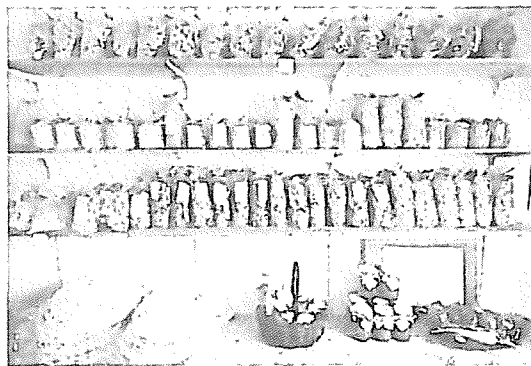
Υπουργεία Παιδείας και Γεωργίας, καθώς και την Αμερικανική Γεωργική Σχολή, σχετικά με θέματα υγιεινής και ασφάλειας των τροφίμων, μάρκετινγκ και άλλα.



ψησίμο, ππίτα.

Τα προϊόντα είναι είτε έτοιμα για κατανάλωση, (μαρμελάδες, γλυκά, ποτά) ή προ-ψημένα, (ζυμαρικά, πίτες κ.λ.π.), με αποτέλεσμα να απαιτείται λίγος χρόνος ψησίματος, γεγονός το οποίο τα καθιστά ιδιαίτερα ελκυστικά στις σύγχρονες νοικοκυρές. Το τελευταίο προϊόν είναι μία κατεψυγμένη, έτοιμη για

Η παραγωγική διαδικασία ελέγχεται και πιστοποιείται για τη διασφάλιση της ασφάλειας και της ποιότητας με πιστοποιητικό HACCP, γεγονός που είχε σαν αποτέλεσμα να βελτιωθούν οι διαδικασίες και να επιλυθούν τα προβλήματα παραγωγής. Οι πρώτες ύλες που χρησιμοποιούνται για την παρασκευή των προϊόντων, αγοράζονται από τοπικούς προμηθευτές και παραγωγούς με σκοπό την ενίσχυση της περιοχής.



Χαλκιδική.

Σημαντική πρόκληση ήταν και η διανομή των προϊόντων, καθώς, όπως αναφέρθηκε, το χωριό δεν αποτελούσε τουριστικό προορισμό και είχε λίγους επισκέπτες. Στην αρχή προσέγγισαν τους πιστούς που ερχόταν να εκκλησιαστούν στην παλιά εκκλησιά του χωριού, καθώς και κάποιους περαστικούς για τη

Σήμερα έχουν καταφέρει να προσελκύσουν ένα μεγάλο αριθμό επισκεπτών, κυρίως σχολεία, καθώς και ενήλικες με ενδιαφέρον για την υγιεινή διατροφή, τη γυναικεία επιχειρηματικότητα και την παράδοση, οι οποίοι επισκέπτονται το χωριό λόγω του συνεταιρισμού.

Εκτός των πωλήσεων από το μαγαζί του συνεταιρισμού τα προϊόντα διατίθενται σε 70 εξειδικευμένα καταστήματα (υγιεινής διατροφής, βιολογικών προϊόντων κ.α.), στη Θεσσαλονίκη, στην Αθήνα και σε κάποιες μικρότερες πόλεις. Γίνετε επίσης διάθεση των προϊόντων μέσα από το διαδύκτιο(www.aianton.gr), ενώ παράλληλα τροφοδοτούν εκδηλώσεις στην περιοχή της Θεσσαλονίκης.

Ο συνεταιρισμός ξεκίνησε το 2008 τη λειτουργία ενός παραδοσιακού καφενείου στο χωριό, με μία προσεγμένη αυλή και παιδότοπο, με σκοπό την αύξηση των απευθείας πωλήσεων στους καταναλωτές. Η τοποθεσία είναι ιδιαίτερα όμορφη, με θέα το Αιγαίο και τον Όλυμπο. Στον ήρεμο αυτό χώρο, γεμάτο από τις λαχταριστές μυρωδιές από την ετοιμασία των εδεσμάτων, προσφέρεται φιλική εξυπηρέτηση στους πελάτες, με συνοδεία απαλής μουσικής. Πριν όμως αποφασιστεί η λειτουργία αυτού του καφενείου συντάχθηκε ο συνεταιρισμός προχώρησε στην εκπόνηση σχετικού επιχειρηματικού σχεδίου.

Ο συνεταιρισμός διατηρεί στενές σχέσεις με τις αρχές της περιοχής και της περιφέρειας, με σκοπό να ενημερώνεται για εκδηλώσεις στις οποίες μπορεί να συμμετάσχει για να προωθήσει τα προϊόντα του. Οι γυναίκες λαμβάνουν μέρος σε πολλές εκθέσεις, ημερίδες και σεμινάρια στα οποία μοιράζεται έντυπο υλικό.

Ο συνεταιρισμός λοιπόν υποστηρίζει ένθερμα την εγγραφή της Μεσογειακής Δίαιτας στον Αντιπροσωπευτικό Κατάλογο Αύλης Πολιτιστικής Κληρονομιάς της UNESCO. Στο πλαίσιο της αποστολής του, ο φορέας μας, αποτελώντας ζωντανό κύτταρο της τοπικής κοινωνίας, έχει ήδη συμβάλει στη διάδοση, προβολή και διάδοση της μεσογειακής διαίτας ως πολιτιστικού αγαθού με πολύπλευρη σημασία.



ΑΓΡΟΤΟΥΡΙΣΤΙΚΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ
ΓΥΝΑΙΚΩΝ ΣΥΡΟΥ

ΤΟ ΚΑΣΤΡΙ

Σπιτικά Παρασκευάσματα

Αγίου Σεβαστιανού 41, Άνω Σύρος, 84 100
Τηλ.: 0281-83039 Fax: 0281-83749
E-mail: tokastri@otenet.gr

Δ/ΝΣΗ ΝΕΟΤ.	GRE / 03
Αρ. Πρωτ.: 74	
Ημερ.: 11-8-99	
ΧΡΕΩΣΗ: 512.15	

ΥΧ

ΠΡΟΣ το Υπουργείο Πολιτισμού

Ο Αγροτουριστικός Συνεταιρισμός Γυναικών Σύρου

"ΤΟ ΚΑΣΤΡΙ", ιδρύθηκε το 1999 από 28 άνεργες γυναίκες.

Με κύριο στόχο, την ποιότητα και την υγιεινή διατροφή και με τις γνώσεις και τις συνταγές που κληρονόμησα από τις γιαγιάδες και μαμάδες του τόπου μας, παρασκευάζονται τα προϊόντα του Συν/σμού, όσο είναι δυνατόν από αγνές κυκλαδίτικες πρώτες ύλες.

Αυτά τα προϊόντα ο Συν/σμός τα διαδέτει καθυμερινά στο εστιατόριο που έχει στην έφημύποση καθώς και σε τοπικές και οικογενειακές γιορτές, σε πολιτιστικές εκδηλώσεις και σε μαγαζιά. Θέλοντας μάλιστα να βοηθήσει την ερβατόμενη νοικοκυρά και μητέρα του τόπου μας, αλλά και τα ανδρώπους που για κάποιους λόγους έχουν μείνει μόνοι, διαδέτει καθυμερινά 10-12 διαφορετικά είδη σπιτικού φαγητού, τα οποία προβάει στο εστιατόριο, αλλά και σε μερίδες για το σπίτι.

Θέλοντας επίσης να κληροδοτήσει στις επόμενες γενιές τα ήθη και τα έθιμα του τόπου μας και μέσα απ' αυτά τις διατροφικές συνήθειές του, έχει εκδόσει με την βοήθεια του Νομαρχιακού ΚΕΚ Αθηνών, ένα βιβλίο "ΣΥΡΙΑΝΕΣ ΙΣΤΟΡΙΕΣ ΠΑΡΑΜΥΘΕΝΙΩΝ ΓΕΥΣΕΩΝ".

Ο Συν/σμός μας λοιπόν υποστηρίζει ένθερμα την ερφαή της Μεσογειακής Δίαιτας στον Αντιπροσωπευτικό Κατάλογο Άυτης Πολιτιστικής Κληρονομιάς της UNESCO. Στο πλαίσιο της αποστολής του, ο φορέας μας αποτελώντας γωνιανό κύτταρο της τοπικής κοινωνίας είναι έτοιμος να συμβάλει στην διάφωση, προβολή και διάδοση της μεσογειακής

ΤΟ ΚΑΣΤΡΙ



ΑΓΡΟΤΟΥΡΙΣΤΙΚΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ
ΓΥΝΑΙΚΩΝ ΣΥΡΟΥ

ΤΟ ΚΑΣΤΡΙ

Σπιτικά Παρασκευάσματα

Αγίου Σεβαστιανού 41, Άνω Σύρος, 84 100
Τηλ.: 0281-83039 Fax: 0281-83749
E-mail: tokastri@otenet.gr

δ' αιτας ως πολιτιστικού αγαθού με πολύηχηρη θεμαγία.
Σας αποστέλλουμε λοιπόν για τους παραπάνω λόγους
ότι έντυπο διαθέτουμε και θα είμαστε πάντοτε
στην διάθεσή σας για ότι κατά την γνώμη σας
μπορούμε να προφέρουμε. —

Για τον Δι/Ομό



ΑΓΡΟΤΟΥΡΙΣΤΙΚΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ
ΓΥΝΑΙΚΩΝ ΣΥΡΟΥ
ΤΟ ΚΑΣΤΡΙ
Σπιτικά Παρασκευάσματα
ΑΓ. ΣΕΒΑΣΤΙΑΝΟΥ 41, ΑΝΩ ΣΥΡΟΣ 84100
Τ.Ρ.Α. 22810 83039 - FAX 22810 83749
Α.Φ.Μ. 099566346 Α.Ο.Υ. ΣΥΡΟΥ

ΤΟ ΚΑΣΤΡΙ

« To KASTRI », la Coopérative Agrotouristique des Femmes de Syros, fut créée en 1999 par 28 femmes au chômage.

Les produits de la Coopérative sont confectionnés avec des ingrédients d'excellente qualité, provenant des Cyclades, et grâce aux connaissances et aux recettes héritées de nos aïeules. But unique de ce travail, la qualité d'une alimentation saine.

Ces produits sont quotidiennement proposés par la Coopérative dans le restaurant qu'elle tient à Ermoupolis. On peut également les trouver dans différents commerces ou lors de fêtes familiales ou locales et des manifestations culturelles.

Dans le but d'aider les mères de famille qui travaillent mais aussi les personnes qui, pour différentes raisons, vivent seules, « To KASTRI » propose tous les jours une douzaine de mets qu'on peut consommer dans son restaurant ou bien emporter chez soi.

Afin de léguer aux jeunes les us et coutumes de notre pays et à travers eux ses habitudes alimentaires, la Coopérative, avec l'aide du Centre de Formation Professionnelle de la Préfecture d'Athènes a publié un livre : « Histoires Syriotes de Saveurs Légendaires » Notre Coopérative soutient donc chaleureusement l'inscription du régime méditerranéen au [Catalogue Représentatif du Patrimoine Immatériel de l'UNESCO]

Dans le cadre de sa mission, notre institution, en tant que cellule vivante de la société locale, est prête à contribuer à la sauvegarde, promotion et diffusion du régime méditerranéen en tant que bien culturel d'importance multilatérale.

Pour les raisons citées ci-dessus, nous vous envoyons donc la documentation dont nous disposons. Nous restons à votre entière disposition pour tout ce que, à votre avis, nous pourrions offrir.



Lettre d'entente

Le musée Ethnographique Historique de Larissa est une personne morale de droit privé. Fondé en 1974, il reçoit régulièrement des subventions de la Direction du Patrimoine Culturel Moderne du Ministère de la Culture et complète ses revenus pour la couverture budgétaire de ses activités grâce à des subventions-dons de banques, de fondations et de personnes physiques. Il bénéficie également du soutien des autorités locales (Municipalité – Préfecture – Circonscription de Thessalie).

Basé à Larissa, le musée œuvre pour la culture grecque moderne avec les références nécessaires à des époques plus anciennes afin de démontrer la pérennité de la tradition grecque englobant le patrimoine culturel matériel et immatériel.

L'action du musée (collecte-étude d'objets de la vie matérielle des hommes de l'époque préindustrielle, éléments de preuve, recensement du patrimoine culturel immatériel) se concentre sur la région de Larissa en Thessalie. Les connaissances sont diffusées auprès des visiteurs grecs et étrangers, aussi bien les enfants que les jeunes et les adultes.

Suivant les décisions du Conseil d'administration et en collaboration avec le personnel scientifique et des collaborateurs externes, le musée organise des expositions permanentes ou périodiques sur des sujets inspirés du matériel muséographique. Des congrès scientifiques, des journées thématiques, des séminaires, des publications et des programmes pédagogiques viennent compléter l'activité multiforme du musée.

Nous souhaitons vivement que le régime méditerranéen soit inscrit dans la liste représentative du patrimoine culturel immatériel de l'UNESCO. Vous trouverez ci-dessous des actions engagées par le musée historique folklorique de Larissa dans ce domaine :

- Expositions permanentes, publications du musée présentant la principale production primaire locale de blé (pain et produits dérivés de la farine) et de la vigne (raisins, vin, *tsipouro*), de l'élevage d'animaux - production laitière (*tseligata*) et de l'oléiculture. L'utilisation de produits locaux dans le cadre de l'alimentation quotidienne ou des repas de fête et sa contribution au développement de l'ensemble du patrimoine culturel immatériel sont mises en avant.
- Exposition périodique : «Τραπέζι μου περήφανο και μορφοστολισμένο. Η παραδοσιακή διατροφή των Θεσσαλών 19ος - 20ος αιώνας» (*L'alimentation des Thessaliens du 19^{ème}-20^{ème} siècle*). Brochure disponible.
- Programmes éducatifs :
 - «Η κυρά Σαρακοστή. Ο ρόλος της νηστείας. Προσωποποίησή της» (*Le carême : le rôle du jeûne - personnification*)
 - «Το ψωμί και το προσφάγι» (*Le pain et l'en-cas*)
 - «Το καλαθάκι θέλει αυγό κι η τσέπη το καρύδι». Πασχαλινά κάλαντα (*Calanda de Pâques*).

Athènes, le 21 juillet 2009

Numéro d'enregistrement : 768/6.50

Madame
Téti Hadzinikolaou,
Ministère de la Culture,
Chef de la Direction Générale
des Antiquités et du Patrimoine Culturel,
Direction du Patrimoine Culturel Moderne,
17, rue Ermou,
GR-101 86 Athènes

PATRIMOINE CULTUREL

Comme vous devez le savoir, la Fondation Culturelle de la Banque du Pirée a pour but statuaire de préserver la technologie préindustrielle et le patrimoine culturel de la Grèce. Dans ce cadre, la Fondation a créé un Réseau de musées thématiques technologiques en province, notamment :

- Musée Hydraulique de Plein Air, à Dimitsana en Arcadie (Péloponnèse)
- Musée de la Soie, à Soufli (Thrace)
- Musée de l'Olivier et de l'Huile d'Olive Grecque, à Sparte en Laconie (Péloponnèse)
- Musée de la Production Industrielle d'Huile d'Olive, à Aghia Paraskévi (île de Lesbos)
- Musée de la Briqueterie-Tuilerie, à Volos (Thessalie)
- Musée de la Marbrerie, à Pírgos (île de Tinos)
- Musée des Métiers Traditionnels et de l'Environnement, à Stymfalia en Corinthie (Péloponnèse)

Ces Musées ont été mis en place suite à des études de longue durée et s'appuient aussi bien sur les vestiges traditionnels et industriels de chaque région que sur le patrimoine culturel immatériel, inventorié essentiellement suite à des enquêtes sur le terrain, elles-mêmes alimentées par une collaboration continue et systématique avec les sociétés locales.

Le Réseau de Musées a été créé pour soutenir les sociétés locales, dont la vie est stimulée de deux manières : a) grâce au fonctionnement même et à la visitabilité de chaque musée, ce qui contribue à leur soutien financier par le tourisme, p.ex. Dimitsana (Musée Hydraulique de Plein Air), Soufli (Musée de la Soie), Aghia Paraskévi à Lesbos (production industrielle d'huile d'olive), etc. ; b) en raison du rapport direct entretenu par la Fondation avec les sociétés locales. En effet, il est organisé dans les Salles Polyvalentes des Musées diverses activités culturelles, qui ont lieu en collaboration avec les sociétés locales et, surtout, en tenant compte de leurs moyens, de façon à leur permettre de participer activement à des actions qui, tout en leur étant familières, sont en voie de disparition [à titre d'exemple, citons : la mouture de blé pour faire de la farine et le pétrissage de pain (Musée Hydraulique de Plein Air) ; la production d'huile d'olive dans des pressoirs traditionnels (Musée de l'Olivier et de l'Huile d'Olive Grecque) ; le dévidage du fil de soie et l'élevage des vers à soie (Musée de la Soie), etc.].

Comme la Fondation, aussi bien au cours de la création des musées que lors de l'organisation des manifestations culturelles en leur sein, s'appuie dans une très large mesure sur le patrimoine culturel immatériel de chaque région, et en vue de ce qui est prévu par : a) la Loi Archéologique (3028/2002), article 5, b) la Convention de Sauvegarde du Patrimoine Culturel Immatériel (Loi 3521/2006) et c) la Convention de Promotion de la Sauvegarde de la Polymorphie des Expressions Culturelles (Loi 3520/2006), nous aimerions faire remarquer que :

- La Fondation soutient activement la candidature du Régime Méditerranéen en vue de son inscription sur la Liste du Patrimoine Culturel Immatériel de l'UNESCO, compte tenu que, de par leur nature particulière et en tant que représentants –dans un sens essentiel– des sociétés locales, ses Musées sont prêts à contribuer à tout effort allant en ce sens.



Aspasia Louvi
Directrice Générale
Fondation Culturelle
de la Banque du Pirée

FONDATION CULTURELLE DE LA BANQUE DU PIRÉE

A. La Fondation Culturelle de la Banque du Pirée

La Fondation Culturelle de la Banque du Pirée (PIOP) est une fondation d'utilité publique, personne morale de droit privé, dont le fonctionnement est régi par la Loi de nécessité 2039/39. Le PIOP est géré par un conseil d'administration de sept membres. Conformément à ses statuts, la Fondation est active dans un nombre de secteurs complémentaires, dont l'objectif commun est la préservation, l'inventaire et la mise en valeur du patrimoine culturel de la Grèce.

Plus particulièrement, ces axes sont mis en œuvre par les différents départements de la Fondation (Musées, Publications, Recherche et manifestations scientifiques et Archives Historiques), cette action étant soutenue par le Service Technique, le Service Comptable et le personnel administratif de la Fondation. Les frais de fonctionnement du PIOP sont couverts par une subvention de la Banque du Pirée, alors que la plupart de ses projets est réalisée grâce à des subventions provenant de programmes européens (IIème et IIIème Cadre Communautaire d'Appui, ou CCA).

B. Le Réseau des Musées du PIOP en province grecque

La Fondation Culturelle de la Banque du Pirée a mis en place un réseau de musées thématiques technologiques qui, jusqu'à présent, comprend :

- Le Musée Hydraulique de Plein Air à Dimitsana (IIème et IIIème CCA)
- Le Musée de l'Olivier et de l'Huile d'Olive Grecque à Sparte (IIème et IIIème CCA)
- Le Musée de la Production Industrielle d'Huile d'Olive à Lesvos (IIIème CCA)
- Le Musée de la Briqueterie/Tuilerie N. & S. Tsalapatas à Volos
- Le Musée de la Marbrerie à Tinos (IIIème CCA).
- La réexposition du Musée de la Soie à Soufli (IIIème CCA)

Pour sa part, le Musée de l'Environnement de Stymfalia (IIIème CCA) est sur le point d'être complété, alors qu'il a été planifié de créer trois autres musées.

Le réseau des Musées de la Fondation se développe dans la province grecque sur la base d'une collaboration continue et fructueuse entre le PIOP et les administrations ou collectivités locales.

C. Démarches pour l'inclusion et la réalisation des projets / Cadre institutionnel de fonctionnement des Musées

Le coût de réalisation des Musées est essentiellement couvert par des programmes européens. Afin que ces projets soient suffisamment avancés pour pouvoir être inclus dans ces programmes, la Fondation prend en charge l'élaboration de toutes les études techniques, muséologiques et muséographiques qui sont requises, les démarches nécessaires pour leur approbation, ainsi que pour la délivrance des permis de construction et autres, la rédaction du Rapport Technique du Projet/Sous-projets et tout le travail préparatoire nécessaire. Il est à noter que tous les frais découlant des démarches ci-dessus sont couverts par le PIOP.

Etant donné que les musées réalisés et gérés par le PIOP appartiennent, en règle générale, en pleine propriété à des entités publiques (Ministère de la Culture, collectivités locales...), l'usage de l'immeuble dans lequel il est prévu de créer chaque musée individuel est cédé au PIOP pour une durée de 50 ans, conformément à ce qui est prévu par les Statuts de la Fondation, en application de la Loi de nécessité 2039/39. A cette fin, un **Contrat-Programme** est conclu entre le PIOP, le Ministère de la Culture, et les instances compétentes des collectivités locales lorsque les immeubles appartiennent à ces dernières. Dans le même Contrat-Programme, le PIOP s'engage à financer le fonctionnement du Musée pendant cinquante ans, alors que sont définis également les détails de la cession et la composition du **Comité de Suivi** du fonctionnement du Musée, conformément à ce qui précède.

D. Réalisation du projet

En tant qu'agent d'exécution, et fort de son expérience acquise grâce à la création des précédents projets culturels, le PIOP prend en charge aussi bien l'aspect **culturel** (contenu du musée) que **technique** (réhabilitation de la coquille).

La Fondation est encadrée d'un **Service Technique** qui, en accord avec l'article 41 modifiant l'article 25 de la Loi 2738/99, Journal Officiel 252/18.10.02 (ci-joint) dispose des organes statué pour gérer les travaux de construction du Musée, conformément à ce qui est prévu par la loi sur les Travaux Publics.

Parallèlement, le **Département Musées** έμπειρη du PIOP prend en charge l'exécution en régie administrative du projet muséologique.

E. Fonctionnement du Réseau des Musées

Au-delà de son rôle d'agent d'exécution, la Fondation est également l'**agent gestionnaire** de ses musées, prenant en charge le travail de secrétariat et la couverture administrative et comptable du réseau depuis le centre, en même temps qu'elle veille à son entretien, son fonctionnement impeccable, la supervision de ses employés (gardiens, personnel d'entretien) et sa promotion continue, organisant tous les ans diverses manifestations dans ses musées.

Afin d'assurer des procédures transparentes et l'efficacité du fonctionnement des musées, un **Comité de Suivi** du fonctionnement du musée est créé, composé de cinq membres et auquel participent le donateur de l'immeuble (dans le cas où il en existe un), un représentant de la collectivité locale, deux représentants du PIOP et chaque directeur de la Direction de Culture Moderne du Ministère Hellénique de la Culture. Dans le cas où le donateur de l'immeuble est une administration (ou une collectivité) locale ou le Ministère de la Culture, ils ont deux représentants. Le Budget Prévisionnel, le Rapport de Gestion et le Bilan du Musée font partie du Budget Prévisionnel, du Rapport de Gestion et du Bilan du PIOP et sont contrôlés par la Direction Εθνικών Κληροδοτημάτων du Ministère Hellénique de l'Economie Nationale et des Finances.

L'objectif de la Fondation -et, par extension, de la Banque- est de contribuer substantiellement, de façon efficace et sûre, au devenir culturel du pays, assurant la viabilité, mais également l'action dynamique, conforme aux normes européennes, d'un réseau de Musées, qui fonctionneront pour toujours en province grecque, et qui s'enrichissent continuellement des informations, du savoir et des événements qui se développent dans les centres culturels de la Grèce et d'Europe.



MEDITERRANEAN INFORMATION OFFICE
for ENVIRONMENT, CULTURE & SUSTAINABLE DEVELOPMENT
12 Kyrristou str., 10556 Athens, Greece

Athens, 17 July 2009
Ref. 39/2009

**ENDORSHMENT of SUPPORT & ASSOCIATION WITH THE PROPOSAL OF
THE "MEDITERRANEAN DIET" UNDER THE LIST OF THE
INTANGIBLE CULTURAL HERITAGE OF HUMANITY**

The Mediterranean Information Office for Environment, Culture and Sustainable Development being the major Federation of relevant Mediterranean NGOs and having with UNESCO the status of International NGO with Official Relations with UNESCO wishes to most warmly endorse the proposal of Greece, Italy, Morocco and Spain to enlist the "Mediterranean Diet" under the Representative List of the Intangible Cultural Heritage of Humanity.

As you may remember MIO-ECSDE has systematically worked on this issue within the "Mediterranean Food Educational Project" (ALF/2006/CFP1/B/2) which has produced a widely used educational material entitled: ***"Mediterranean Food: Historical, Environmental, Health and Cultural dimensions- to facilitate Education for Sustainable Development and Promote Intercultural Dialogue"*** (Scoullou M., Malotidi V., 2007). The material has an introduction by UNESCO as well as by the Anna Lindh Euro-Mediterranean Foundation for the Dialogue between Cultures.

The scope of the project and the book was primarily and most importantly cultural: the promotion of the Mediterranean diet as an intangible cultural heritage which could enhance also intercultural dialogue and mutual understanding among Mediterranean peoples. It is noteworthy that the theories about eventual cultural "clashes" and "gaps" particularly around the Mediterranean which is an active North-South, East-West interface, have been considered with great caution and skepticism in the Mediterranean countries, which despite their current cultural and socioeconomic differences, cooperate in a number of fields and strive to secure a peaceful coexistence and progress leading to the sustainable development of the entire region. Mediterranean food was selected as it is of direct interest and close to people, a living intangible cultural heritage, issue with old roots, admitted influences, loans and backloans and with minimum ideological and religious "charges" (Scoullou, 2007).

This particular characteristic of food in the Mediterranean has been promoted through the material. The material uses Mediterranean food and related topics (cooking, diet, basic products, traditions, arts) as vehicles for stimulating Intercultural Dialogue in full respect and

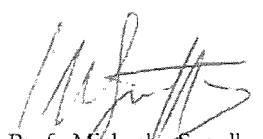
support of this valuable intangible cultural good, while promoting sustainable consumption and production. The material explores in a comprehensive way the linkages between cultural and biological diversity in the Mediterranean, the interrelationships between human productive activities, cultures, environment and natural resources, with an ultimate goal to protect this intangible heritage and integrate it in sustainable development.

The material is the outcome of a fully participatory and interactive process that involved people with experience in food-related-culture and educational matters and from different cultural backgrounds, thus providing the project with intercultural and interdisciplinary character. The project was supported by ALF and involved the following seven partners: the Arab Office for Youth and Environment -AOYE (Egypt); the Association for the Protection of Nature and Environment Kairouan -APNEK (Tunisia) ; the Club Marocain d' Education en Matière de Population et d' Environnement-CMEPE (Morocco); Land and Human to Advocate Progress -LHAP (Jordan); Circolo Festambiente - Legambiente (Italy); Associacao Cultural ETNIA (Portugal) and, MIO-ECSDE (project coordinator). The famous historian Andrew Dalby has also contributed in the drafting group.

The material is already produced in Arabic, English, Greek, Italian and Portuguese. It has been widely distributed to the educational community of the Mediterranean countries and presented in many seminars and conferences. More than 400 educators were trained in relevant seminars which took place in Rabat, Grosseto, Kairouan, Rio de Mayor, Cairo, Amman and Athens (2007-2009). Currently, the material is further promoted in more parts of the Mediterranean through Ministries of Culture and Education, through the network of NGOs that are members of MIO-ECSDE, and through the MEDIES Network of educators (www.medies.net). Additionally, the material was pilot implemented by schools within the 1001 Action *"Discovering & Discussing about our Mediterranean food culture"* in Greece, Egypt, Jordan and Italy with the coordination of MIO-ECSDE.

A common and natural recommendation that came out from all our activities is the need to list Mediterranean Food and Mediterranean Diet as a Intangible Cultural Heritage of Humanity under the UNESCO Representative List.

Therefore the initiative undertaken by Greece, Italy, Morocco and Spain fulfills this request and MIO-ECSDE is happy to grant its full support and associate with the proposal to the extent feasible.



Prof. Michael Scoullas
MIO-ECSDE Chairman



GREEK DEMOCRACY
MINISTRY OF CULTURE
DIRECTORY OF MODERN CULTURAL HERITAGE

Athens, 8 August 2009

MUSEUM OF GREEK FOLK ART
POST: 17 KYDATHENEON STR.,
105 58 ATHENS - TEL. 210-3229031

Reg.No. 489

TO:

1. GENERAL DIRECTORY OF
ARCHEAOLGY & CULTURAL HERITAGE
2. DIRECTORY OF MODERN CULTURAL
HERITAGE

INFORMATION:

KOIN:

In answer to your document, we would like to let you know that the Museum of Greek Folk Art, Athens – Greece, ardently supports the entry of the Mediterranean Diet to the representative Catalogue of the Monuments of the Immaterial Cultural Heritage of UNESCO. The Museum of Greek Folk Art, in the frame of its devotion for the protection and further advance of the modern Greek Cultural Heritage, becomes the prominent domain for the protection and rendering of the traditional and local dietary as a monument of immaterial culture heritage. The Museum of Greek Folk Art, a vivid part of Greek society, which gives prominence to the features that form the cultural identity of modern Greeks, through its all-round cultural activities has already contributed and will further continue to, for the protection, further advance and adoption of the Mediterranean Diet, as a culture material with a multiple importance.

The Director
of the Museum of Greek Folk Art

YIANOULA KAPLANI



ΣΥΝΤΟΜΗ ΠΕΡΙΓΡΑΦΗ ΤΟΥ ΦΟΡΕΑ

ΜΟΥΣΕΙΟ ΕΛΛΗΝΙΚΗΣ ΛΑΪΚΗΣ ΤΕΧΝΗΣ

Το Μουσείο Ελληνικής Λαϊκής Τέχνης, είναι το κύριο κρατικό μουσείο στο οποίο συγκεντρώνονται έργα της νεότερης πολιτιστικής κληρονομιάς. Ιδρύθηκε το 1918 από τον ποιητή Γεώργιο Δροσίνη και μια ομάδα πνευματικών ανθρώπων του τόπου, με την ονομασία *Μουσείο Ελληνικών Χειροτεχνημάτων*. Το 1923 μετονομάζεται σε *Εθνικό Μουσείο Κοσμητικών Τεχνών* και το 1959 παίρνει την σημερινή του ονομασία. Έως το 1973 το Μουσείο στεγάζεται στο Τζαμί Τζισδαράκι της πλατείας Μοναστηρακίου. Μετά το έτος αυτό, οι μόνιμες εκθέσεις του Μουσείου αναπτύσσονται στους διαμορφωμένους χώρους του κτιρίου της οδού Κυδαθηναίων 17, στην Πλάκα. Οι πλούσιες συλλογές του με αντιπροσωπευτικά δείγματα όλων των κλάδων της νεοελληνικής λαϊκής τέχνης (*κεντητική, υφαντική, παραδοσιακές ενδυμασίες, μεταμφιέσεις, μεταλλοτεχνία, αργυροχοία, ξυλογλυπτική, κεραμική, φιγούρες, θεάτρου σκιών, μεταμφιέσεις, λαϊκή ζωγραφική*) αναδεικνύουν τα στοιχεία εκείνα που διαμόρφωσαν την πολιτισμική ταυτότητα του νεότερου ελληνισμού από τα μέσα του 17ου έως τις αρχές του 20ου αιώνα. Το Μουσείο Ελληνικής Λαϊκής Τέχνης διαθέτει τρία ακόμη παραρτήματα:

- ❖ το Τζαμί Τζισδαράκι, Άρεως 1 στην πλατεία Μοναστηρακίου, όπου στεγάζεται η συλλογή κεραμικής του Β. Κυριαζόπουλου.
- ❖ το "Λουτρό των Αερίδων" στην οδό Κυρρήστου 8, στην Πλάκα, παλιό Χαμάμ
- ❖ το σπίτι της οδού Πανός 22, στην Πλάκα, όπου στεγάζεται η συλλογή "*Άνθρωποι και Εργασία: Όψεις της Εργασίας στην Προβιομηχανική Κοινωνία*".

Κυδαθηναίων 17, Πλάκα, 105-58 Αθήνα, τηλ. (01) 210- 3229031, 3213018.

A BRIEF REFERENCE OF THE SUPPORTING MUSEUM

MUSEUM OF GREEK FOLK ART

The Museum of Greek Folk Art is the main public museum devoted to the modern Greek cultural heritage. It was founded in 1918 by the poet Georgios Drosinis and a group of Athenian intellectuals and named the *Museum of Greek Handicrafts*. In 1923 its name was changed to *National Museum of Decorative Arts* and it received its present name in 1959. Until 1973 the Museum was housed in the Tzisdarakis Mosque in Monastiraki square. Since that year, the Museum's permanent exhibitions have been displayed in the specially designed rooms of the building at 17 Kydathineon Street, Plaka. Its rich collections -containing representative examples of every branch of modern Greek Folk Art (*embroideries, woven fabrics, traditional costumes, metal ware, silverware, wood-carvings, ceramics, figures of the shadow theatre, disguise costumes, naïf paintings, and stone reliefs*) -give prominence to the features that formed the cultural identity of modern Greeks in the period from the mid of 17th to the beginning of 20th century. The Museum of Greek Folk Art has three other annexes:

- ❖ the Tzisdarakis Mosque at Areos 1 in the Monastiraki square, which houses the B. Kyriazopoulos collection of ceramics
- ❖ the "House-bath of the Aerides" at Kyrristou 8 in Plaka, an Old Hamam monument
- ❖ the house at Panos 22 in Plaka, which houses the exhibition "*Man and Tools: Aspects of Labour in the Pre-industrial World*".

17 Kydathineon, Plaka, 105-58 Athens, tel: (01) 210-3229031, 3213018.



GREEK DEMOCRACY
MINISTRY OF CULTURE
DIRECTORY OF MODERN CULTURAL HERITAGE

Athens, 8 August 2009

MUSEUM OF GREEK FOLK ART
POST: 17 KYDATHINEON STR.,
105 58 ATHENS - TEL. 210-3229031

Reg.No. 489

TO:

1. GENERAL DIRECTORY OF
ARCHAEOLOGY & CULTURAL HERITAGE
2. DIRECTORY OF MODERN CULTURAL
HERITAGE

INFORMATION:

C/cc:

The intangible cultural heritages possess a very special role in all nations civilization. As a matter of fact it brings people closer to exchange and comprehend each other. Cultural multiplicity comes from intangible cultural heritage, which means guarantee for every sustainable development. In the context of globalization that we are all experiencing nowadays and due to the lack of effective means of protection, the risk of extinction and destruction of intangible cultural heritage is visible.

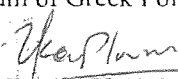
The Museum of Greek Folk Art, wanting to emphasize the role of museums in the rescue, not only material evidence of culture, but also the intangible cultural heritage, but also to highlight its role in modern society, the platform diversity and cultural change, develop within the area of programs for the protection and the sustainability of the intangible cultural heritage of Greece. They are consisted of myths, tales, manners, customs, festivals and various rituals, the folk scene (shadow theatre), the popular events (masquerade), music, dance, the traditional diet etc. The museum is consistently training programs, seminars and cultural events referred to above issues, which are live testimonies of intangible cultural heritage. In the place of the museum, there are also events hosted relating to the intangible cultural heritage of other groups, communities or partner countries, thus developing the cultural heritage.

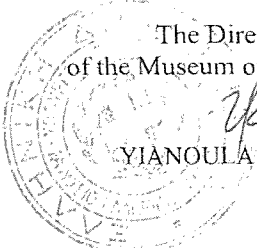
The issue of the traditional food is part of the intangible cultural heritage of our place. The nutrition, as far as the way food is made, is a cultural creation of collective experience, knowledge and imagination. Customs, habits, religious perceptions and local lore, connected with the nutrition and created a culinary cultural identity of each place. Time, place, climate and several products, people and historical changes are reflected in the content of each dish of the family. Traditional ways of cooking, sweets, and drinks setting the history of cooking and flavors of each place, or family's had a long journey during which each group or community composed the culinary standards and values. The traditional Greek diet wasn't the sole target the saturation of hunger. The same diet was also a means of social communication and interaction, relaxation and evidence of culture and progress. The study on Greek food and the cooking offer a service not only to be aware of customs and economic conditions of life, but also build a tradition that can benefit the modern arbitration (e.g. Cretan diet) and the consumption of local products.

The Museum of Greek Folk Art within its mission for the protection and promotion of Modern cultural heritage is the main area towards the protection and promotion of traditional food as a monument of intangible cultural heritage. In this context it has developed various programs on the subject of traditional food: Educational Programs for children and adults, Educational folders, Programs in the customary course of the Year (Christmas, New Year, Easter, Halloween), specially designed Exhibitions on the subject, Thematic European Programs (the wheat-the flour-the bread) and courses on Culinary Art for the general public, had as an exclusive subject the matter of diet, highlighting the culinary standards and values of Greece, the diet which is primarily based on the Mediterranean Diet.

The Mediterranean Diet – that refers either to Greece or to peoples of Mediterranean- has its roots in antiquity and is part of the cultural identity of Mediterranean countries with proven beneficial effect on health. The Mediterranean Diet provides the common sense of identity to the people of region, highlighting the particular characteristics of each place and therefore deserves immediate protection as part of intangible cultural heritage.

We'd like to emphasize that the Museum of Greek Folk Art as part of its responsibilities for the protection and promotion of the traditional diet, strongly supports the adoption of Mediterranean Diet and its inclusion in the list of the intangible cultural heritage.

The Director
of the Museum of Greek Folk Art

YIANOULA KAPLANI



Productive Corporation
Of Kokkinogia Women
P.O. 66200 Kokkinogia,
Drama, Greece

**Supporting letter for the file of candidacy for the registration of the
Mediterranean Diet into the Representative Catalogue of the Intangible Cultural
Heritage of UNESCO.**

Kokkinogia is a village of Drama Prefecture on the east side of Macedonia, Greece. The small, until 1920, village, after the dramatic events for the whole country of Greece in 1922, was full of refugees from Efxinos Pontos (the south coast of the Black sea) and Mikra Asia (the east coast of the Aegian sea). These refugees brought from their home towns, along with their few things, their civilization and culture and among them their special characteristics of their eating habits.

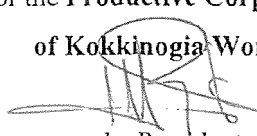
In the summer of 1998, our Corporation was created by 21 women of the village of Kokkinogia, who had no experience in the fields of corporation and enterprises. Our thoughts and goals were to pass tradition which had been brought from our parents' areas not only to the younger generations but also to a wider public. The first women who participated in the corporation were from the first generation of refugees who were born in this place, too. Their daughters were with them, too. These women knew the recipes of the products they intended to produce from their mothers and grandmothers who had been born in the East and they used to have them in their kitchens on a daily basis at least in their childhood. Today this first generation has withdrawn, passing their shares to their grand daughters, as they are almost 80 years old, after giving all their valuable knowledge to us, their daughters and grand daughters of course, who we are still in the corporation.

Our Corporation, produces traditional pasta, sweets, liquers, jams, fresh homemade pastry sheets for pies and various pies. The pastry which is produced by the corporation as well as the pies and the pastry sheets for pies produced are based on traditional recipes which they have brought from Pontos and Mikra Asia. They aren't produced by any other industry and they are really special.

From the first moment of the creation of the Corporation until today we haven't stop participating, in the beginning, in every local fair and later, in the ones all over Greece, mainly because we wanted to spread our products and our eating habits. In a few years we moved on to present our products abroad, too, and as a result they are sold, apart from various parts of Greece, to Cyprus, Belgium, Germany and Dubai (U.A.E). So far our products have not only been especially appreciated by the people of our area but also by the rest of Greece as well as by the other countries, admitting in this way the importance of Traditional Mediterranean Eating Habit and its recipes.

For the future we aim to find more traditional recipes from the people of the wider area wherever they come from, (local or refugees) and to pass these recipes to the general public, to continue production and tradition to the future generation (today women aged from 25 to 62 participate in the corporation). All of our recipes – the ones producing now as well as the ones we are looking for- are part of the eating habits of the people of the Mediterranean and their cultural heritage. We consider, particularly important, that some of these recipes come from areas where the vital structure of the population has changed (lack of Greek elements in Pontos and Mikra Asia) and there is no possibility to continue the tradition at the place of its birth. So the only way of preserving it, is through our corporation and others as well, who have to do this sector and the passing of Knowledge of the old to the public.

For these reasons, our Corporation, fully supports the registration of the Mediterranean Diet into the Representative Catalogue of Intangible Cultural Heritage of UNESCO. Through my mission, our Corporation being a live cell of our local society, has already contributed and will go on doing it with all its strength to the spread and promotion of the Mediterranean Diet as cultural goods with many-sided importance.

yours sincerely,
for the **Productive Corporation**
of **Kokkinogia Women**

the President
Iliadou Kyriaki

**ASSOCIATION FOR THE SPREAD OF EDUCATION-
HISTORICAL AND FOLKLORE MUSEUM OF KALAMATA***Ap. Spour. 1920*

Kalamata, 26/11/09

Dear Sirs,

The Association for the Spread of Education, which has created the Historical and Folklore Museum of Kalamata, wholeheartedly supports the registration of the Mediterranean Diet in the representative list of the Immaterial Cultural Inheritance of UNESCO.

Our Association was founded in 1936 and has been active since then, with its Museum, with lectures, but also with the magazine "ITHOMI", which it publishes, and it has contributed to the preservation, promotion and spread of the correct, from every point of view, Mediterranean Diet as a cultural good of multifarious significance.

The Mediterranean Diet not only contributes a lot to the preservation of the health of those who adopt it, but it is also a decisive factor for the financial prosperity of the people who produce various dairy products, raise poultry, catch fish and produce olives, olive-oil, pulses, fruit, potatoes and vegetables, products suitable for everyday consumption.

The visitors of the Historical and Folklore Museum of Kalamata are able to admire and become familiar with almost all the farming tools with which the local inhabitants used to cultivate, and sometimes even still cultivate, the local products. So, with these exhibits, we promote the local nutritional civilisation to the younger members of our society, since we firmly believe in the value of the Mediterranean Diet, which has been the staple diet of the local people, as it is proved by the archaeological and more recent findings in our area.

Yours faithfully,
The A.C.
of the Association for the
Spread of Education.



**ΣΥΛΛΟΓΟΣ ΠΡΟΣ ΔΙΑΔΟΣΙΝ ΤΩΝ ΓΡΑΜΜΑΤΩΝ-
ΙΣΤΟΡΙΚΟ ΚΑΙ ΛΑΟΓΡΑΦΙΚΟ ΜΟΥΣΕΙΟ ΚΑΛΑΜΑΤΑΣ**

Αρ. Πρωτ. 120

Καλαμάτα, 26/11/2009

Αξιότιμοι Κύριοι,

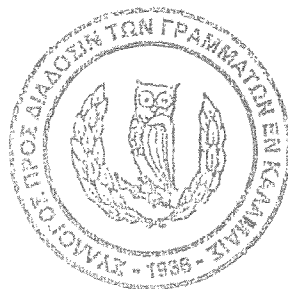
Ο Σύλλογος προς Διάδοσιν των Γραμμάτων, ο οποίος έχει δημιουργήσει το Ιστορικό και Λαογραφικό Μουσείο Καλαμάτας, υποστηρίζει ολόψυχα την εγγραφή της Μεσογειακής Διατροφής στον αντιπροσωπευτικό Κατάλογο Άυλης Πολιτιστικής Κληρονομιάς της UNESCO.

Ο Σύλλογός μας, ο οποίος ιδρύθηκε το 1936 και λειτουργεί συνεχώς από τότε, με το Μουσείο του, με διαλέξεις, αλλά και το περιοδικό του «ΙΘΩΜΗ» έχει ήδη συμβάλει στη διάσωση, προβολή και διάδοση της σωστής, από κάθε άποψη, Μεσογειακής Διατροφής ως πολιτιστικού αγαθού με πολύπλευρη σημασία.

Διότι η Μεσογειακή Διατροφή όχι μόνο συντελεί κατά πολύ στη διατήρηση της υγείας όσων την ακολουθούν, αλλά και είναι καθοριστικός παράγοντας για την οικονομική ευημερία των ανθρώπων οι οποίοι παράγουν τα διάφορα γαλακτοκομικά προϊόντα, εκτρέφουν τα πουλικά, αλιεύουν τα ψάρια και παράγουν τις ελιές, το ελαιόλαδο, τα όσπρια, τα φρούτα, τις πατάτες και τα λαχανικά, προϊόντα κατάλληλα για καθημερινή κατανάλωση.

Στο Ιστορικό και Λαογραφικό Μουσείο της Καλαμάτας ο επισκέπτης θα θαυμάσει και θα γνωρίσει σχεδόν όλα τα εργαλεία με τα οποία οι κάτοικοι της περιοχής καλλιεργούσαν, και μερικές φορές ακόμα καλλιεργούν, τα εγχώρια προϊόντα, προβάλλοντας έτσι τον τοπικό διατροφικό πολιτισμό στα νεότερα μέλη της κοινωνίας μας, εφ' όσον πιστεύουμε ακράδαντα στην αξία της Μεσογειακής Διατροφής, η οποία στην περιοχή μας ακολουθείται εδώ και χιλιάδες χρόνια, όπως αποδεικνύεται από τα κατά καιρούς αρχαιολογικά και νεότερα ευρήματα.

Με τιμή,
το Δ.Σ. του Συλλόγου
προς Διάδοσιν των Γραμμάτων.





NATURAL
HISTORY
MUSEUM
OF THE LESVOS
PETRIFIED FOREST

Natural History Museum
of the Lesvos Petrified Forest
Sigri, Lesvos, Greece
Post Code: 811 12
Telephone / Fax: 2253054434, 2251047033
www.petrifiedforest.gr
e-mail: lesvospf@otenet.gr

Natural History Museum of the Lesvos Petrified Forest

Description and actions

The Natural History Museum of the Lesvos Petrified Forest is a legal entity established in 1994 for the benefit of the public, under the supervision of the Greek Ministry of Culture. The Museum's objective is to study, research, promote, preserve and conserve the unique Petrified Forest of Lesvos, a designated Protected Natural Monument of particular environmental, geological and paleontological value.

It is one of the four founding members of the European Geoparks Network, established in 2000 and member of UNESCO's Global Geoparks Network since 2004. This network's aim is to transfer geological knowledge to the public and to create new perspectives for a new quality of life by combining the idea of conservation of geological heritage together with economical and social aspects. The Museum has been awarded with the Eurosite Management Award for the year 2001, the Skål International Ecotourism Award 2008 and the European Destinations of Excellence - Tourism and the protected areas – Greek winner.

Over the last few years, the task of the Museum, to protect and manage the Lesvos Petrified Forest has had an important effect also to the development of the local intangible cultural heritage. Through a variety of activities and, at the same time, the completion of developmental programs, the Museum contributes to the promotion of local products and culture, thereby fostering the dynamic identity of the region.

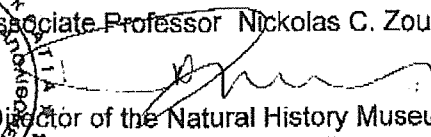
For 4 months a year (July – October), the Museum organizes the **Agrotouristic Festival** in order to promote the local diet with particular success over the last few years on its grounds. The festival serves to promote local products, the natural wealth and the cultural traditions of Lesvos to visitors. The first festival was organised in 2000 and it has since become an institution in the region as it is repeated each year championing local products and services.


A main objective of the Agro-tourism Festival is for islanders as well as tourists to experience the pure products of the Lesvos' soil. The festival also aims to promote

products of Agro-touristic Cooperatives, products of organic agriculture, rural products as well as traditional products of the island. Simultaneously local traditions are displayed as local groups provide entertainment throughout the festival.

The Museum also promotes and supports the agrotouristic activities in the local society of the island. In the frames of the Agro-tourism Festival, each year a special small fair day is organized in the Museum in which each cooperative or producer presents its products, handicrafts, local traditional items and treats for visitors.

At the same time each year an impressive series of supporting and parallel events is organised. Evenings of live music, dancing shows and theatrical plays take place in order to promote the local products and Mediterranean diet. In the temporary exhibition area, local painters, sculptors, jewellers, and potters etc display their works of art.

Associate Professor Nickolas C. Zouros

Director of the Natural History Museum
of the Lesvos Petrified Forest





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Mytilene 24-7-2009

Support letter
for the inscription of the Mediterranean Diet in the UNESCO's
list of Intangible Cultural Heritage of Humanity

The Natural History Museum of the Lesvos Petrified Forest strongly supports the inscription of the Mediterranean Diet in the UNESCO's list of Intangible Cultural Heritage of Humanity. In the frames of its mission the Museum, as an active cell of our society, has already contributed for the preservation, promotion and spreading of the Mediterranean diet as a cultural element of great importance.



Associate Professor Nickolas C. Zouros

Director of the Natural History Museum
of the Lesvos Petrified Forest

Coopérative agrotouristique des femmes de Messotopos de l'île de Lesbos (Mytilène)

L'outil le plus important dans le développement de notre région, fut le rêve de quelques femmes qui devint réalité. Ainsi en décembre 1998, fut fondée la coopérative agrotouristique des femmes de Messotopos, avec 25 membres, à travers la collaboration de la Direction du Développement Agricole de la Préfecture de Lesbos et l'association « Intervention Sociale » de Messotopos.

Nous avons suivi des séminaires organisés par la Direction du Développement Agricole, nous avons collaboré avec la Chambre de Commerce de Lesbos et l'association "Epikendro" ainsi qu'avec la Société du Développement de la Préfecture de Lesbos. Parallèlement nous avions le soutien financier du Ministère du Développement Agricole et Alimentaire, du Ministère de la Mer Égée et de la Périphérie du nord de l'Égée.

Nous avons commencé le travail avec beaucoup d'enthousiasme. L'objet de notre travail fut la préparation de fruits au sirop et de gâteaux, de confitures, de liqueurs, de pâtes artisanales ainsi que d'autres mets : des produits avec notre propre signature, des saveurs d'antan, oubliées dans le passé mais qui demeuraient vivantes dans notre mémoire, des produits au goût et à l'odeur de Messotopos.

Nous nous sommes vite rendus compte que le marché concerné était très large et nous avons donné une grande attention à notre village et à notre lieu de vente.

Beaucoup de monde venant de loin est arrivé à Messotopos uniquement pour acheter nos produits en grande quantité. Ainsi avec nos actions nous avons donné une grande importance au producteur local et à des produits qui commençaient à s'effacer de notre régime alimentaire. Grâce à notre sens de la responsabilité, à notre crédibilité et la bonne organisation de notre coopérative, nous avons gagné tout de suite la confiance et la sympathie de nos amis, nos clients et nos collaborateurs, en donnant de l'emploi aux projets de développement rapide de notre entreprise, en améliorant sans cesse la qualité de nos produits en enrichissant notre production et en ajoutant de nouvelles saveurs.

De plus, notre coopérative a donné un grand coup de pouce au développement touristique de notre village car sa renommée est étroitement liée à la tradition et à l'environnement de notre région, car nous avons fait en sorte qu'elle s'identifie avec les "gâteaux" traditionnels de Messotopos.

Nous avons créé une destination et un arrêt pour chaque bus touristique qui traverse notre région.

Nous avons créé aussi une nouvelle boutique à la fois lieu d'exposition et buvette, en y rassemblant tout les produits régionaux connus. Nous avons aussi développé des nouvelles activités commerciales comme la collecte de plantes aromatiques locales de notre région.

De plus nous organisons des repas dans des emplacements divers que nous pouvons accompagner de manifestations culturelles, en sollicitant ainsi d'autres associations de notre village comme des groupes de musique et de danse. Nous avons aussi l'habitude de diriger tous ceux qui nous rendent visite vers nos plages et des tavernes traditionnelles pour promouvoir en même temps les richesses naturelles de notre région.

Nous avons aussi rénové, et rendu de nouveau fonctionnel une épicerie traditionnelle pour rendre service au besoins du voisinage.

Notre coopérative est indéniablement une entreprise très importante du village. C'est celle qui emploie le plus grand nombre de femmes actives du village, tandis que les matières premières utilisées sont entièrement issues de la production locale.

Tous les problèmes que nous avons jusqu'à présent ont été résolus ou en voie de résolution. Le plus important fut le besoin d'un atelier de production avec un équipement moderne. Même ce problème sera résolu très prochainement. Nous avons acheté un terrain et le bâtiment sera bientôt érigé.

Plusieurs ateliers, des ateliers d'art populaire et de tissage, une boulangerie traditionnelle, une salle pour faire revivre des représentations populaires et favoriser la rencontre des visiteurs ainsi qu'une auberge, font partie des projets immédiats. La coopérative a comme ambition de devenir un exemple de développement et de promotion sociale. Elle souhaite également garder sa viabilité en offrant du travail à davantage de femmes. Aujourd'hui la coopérative compte 36 membres, dont plusieurs sont nos enfants qui sont retournés après avoir quitté l'île pour leurs études.



Coopérative Agricole des Femmes de Kiliomenos à Zakynthos.
Les « Melissoulissés »

Notre coopérative a été fondée en 2007. Elle compte 15 femmes, toutes provenant de familles agricoles du village Kiliomenos de la partie montagneuse de Zakynthos. Dans notre village il y a 450 habitants permanents. Notre village est basé sur l'élevage, la culture de l'olive, de la vigne et des céréales. Nous avons donc entrepris l'initiative de fonder notre coopérative avec comme but:

- de faire connaître nos produits à un plus large public de consommateurs
- de conserver le savoir - faire traditionnel et de le transmettre aux générations futures.
- de partager nos biens, nos efforts et notre choix de vivre dans cet endroit.

Ainsi avec enthousiasme nous avons fabriqué:

- du pain complet avec des céréales locales cuit au feu de bois.
- des biscottes de Zakynthos
- des biscuits à la pâte brisée
- des produits dérivés du pain avec de la farine locale
- des raisins secs
- du vin et du vinaigre de production locale avec du raisin récolté au mois d'août.
- du miel
- des plantes aromatiques plantées et cueillies sur notre île et séchées de manière naturelle.
- de l'huile et des olives
- du savon artisanal
- des tomates et des poivrons en conserve dans du vinaigre
- des gâteaux au sésame et au miel
- des produits issus de l'élevage (du fromage conservé dans de l'huile, du beurre, du vinaigre)

Tous nos produits sont fabriqués avec des recettes traditionnelles de nos grand-mères - que nous avons recueillies et retranscrites - en utilisant uniquement des ingrédients naturels: de l'huile, du sel, du vinaigre, du citron, du sucre.

Nos coopératives participent à des fêtes pour la promotion de la tradition:

Les routes du vin de la commune de Laganas

La fête du raisin de la commune d'Alikiès

ΑΓΡ/ΙΚΟΙ ΣΥΝ/ΜΟΙ ΓΥΝΑΙΚΩΝ ΚΟΙΛΩ/ΝΟΥ
(ΟΙ ΜΕΛΙΣΣΟΥΛΙΣΣΕΣ)
ΛΙΑΝΙΚΟ ΕΜΠΟΡΙΟ ΛΑΔΙΟΥ-ΚΡΑΣΙΟΥ
ΛΥΣΜΙΟΥ-ΜΕΛΙΟΥ Κ.Α.Π.
ΚΟΙΛΩΜΕΝΟ ΖΑΚΥΝΘΟΥ
Α.Φ.Μ. 998457367 ΔΟΥ ΖΑΚΥΝΘΟΥ

Les fêtes agricoles

Les colloques de gastronomie

pendant des fêtes foraines locales. Elle organise des visites guidées pour les écoles qui s'intéressent au Régime Méditerranéen, en leur faisant participer activement à la fabrication du pain, la fabrication artisanale du fromage, de fruits au sirop et de confitures.

La coopérative Agricole des Femmes de Kiliomenos à Zakynthos soutient fervemment l'inscription du Régime Méditerranéen sur la liste représentative du patrimoine culturel immatériel de l'UNESCO. Dans le cadre de sa mission, notre association est une cellule vivante de la société locale et a déjà participé à la promotion et la sauvegarde du Régime Méditerranéen on tant que bien culturel aux multiples significations.

ΑΓΡ/ΙΚΟΣ ΣΥΝ/ΜΟΣ ΓΥΝΑΙΚΩΝ ΚΟΙΛΩ/ΝΟΥ
((ΟΙ ΜΕΛΙΣΣΙΩΤΙΣΣΕΣ))
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-ΨΩΜΙΟΥ-ΜΕΛΙΟΥ κ.λ.π
ΚΟΙΛΩΜΕΝΟ ΖΑΚΥΝΘΟΥ
Α.Φ.Μ.998553367 ΔΟΥ ΖΑΚΥΝΘΟΥ



« Les Apolloniatissés »

Apollona est un village de montagne caractéristique, construit au cœur de l'île de Rhodes, riche en histoire et en traditions et avec une importante présence dans les activités sportives et culturelles de l'île. Apollona constitue un pôle d'attraction touristique et la clé de voûte de la tonicité de l'économie locale.

En 2005, neuf femmes dynamiques et accueillantes avec comme point de départ l'emplacement géographique particulier du village, son riche environnement naturel, et leur attachement à leur village et avec comme but la transmission de cette riche tradition identitaire, ont eu la vision de créer une coopérative. Le résultat de cet effort, fut la création de la Première Association Feminine de Tourisme et de l'Industrie Agricole de la Préfecture du Dodécanèse au mois de juin de la même année.

Dans une société caractérisée par un développement technologique rapide et par une angoisse permanente d'adaptation à de nouvelles conditions, les « Apolloniatissés » continuent à prôner l'idée que si nous connaissons notre passé, nous pourrions apprendre l'avenir. Ainsi notre soucis principal était, et sera toujours, la transmission des traditions orales que nous avons héritées de nos parents et que nous transmettrons à nos enfants. Nous sommes concernés par la sauvegarde du savoir-faire et de la préparation traditionnelle avec des produits et des matières premières naturelles - ainsi que par la renaissance de recettes oubliées du passé que nous tentons de transmettre de génération en génération pour qu'elles deviennent une partie indissociable de l'avenir.

Bien que nous ne comptions que quatre années de vie, nous avons promu établie l'importance et la grande valeur qu'a pour nous une alimentation saine, en soulignant que la tradition peut et doit participer au bon goût et à la qualité de celle-ci. Dans ce cadre, et dans le but de faire connaître à un plus large public et surtout à la jeune génération, l'importance des bonnes habitudes alimentaires, nous avons déjà une place sur le web, tandis que nous sommes toujours près de ceux qui ont besoin d'informations et d'explications concernant les produits que nous offrons à la vente.

Dans le cadre du retentissement du Régime Méditerranéen, auquel nous essayons toujours de participer, nous représenterons le Département du Dodécanèse au « Festival des Saveurs Méditerranéennes » qui se tiendra sur notre île et qui concerne des pays de l'Europe de l'Est. Enfin, il est important de signaler que se trouve à son terme la réalisation d'un documentaire intitulé « La tradition et la femme » qui traite

P.123

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Jan. 28 2010 03:10PM PT

PHONE NO. : 2246091000

FROM : KLIMAKIO-APOLLONONESIS
28-Jan-2010 13:01 FROM

du sujet du passage de génération en génération de la tradition culturelle, populaire et orale.

En tenant compte de l'importance alimentaire et culturelle du Régime Méditerranéen, « notre coopérative soutient fervement l'inscription du régime méditerranéen sur la liste représentative du Patrimoine Culturel Immatériel de l'UNESCO. Dans le cadre de leur mission les « Apolloniatisssés », qui représentent une cellule vivante de la communauté locale, ont déjà pris part à la sauvegarde, et la mise en valeur du Régime Méditerranéen en tant que bien culturel aux significations multiples ».

ΑΓΡΟΤΟΥΡΙΣΤΙΚΟΣ
ΑΓΡΟΤΟΒΙΟΤΕΧΝΙΚΟΣ
ΣΥΝΕΤΑΙΡΙΣΜΟΣ
ΓΥΝΑΙΚΩΝ ΑΠΟΛΛΩΝΩΝ
"ΟΙ ΑΠΟΛΛΩΝΙΑΤΙΣΣΕΣ"



INTERNATIONAL CENTRE FOR ADVANCED MEDITERRANEAN AGRONOMIC STUDIES

MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA

MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA (MAICH)
(CIHEAM)

Programme: "Food Quality and Chemistry of Natural Products"

The Mediterranean Agronomic Institute of Chania (MAICH) of the Centre International de Hautes Etudes Agronomiques Méditerranéennes (C.I.H.E.A.M.) offers a MSc programme under the title of "Food Quality and Chemistry of Natural Products", which focuses on food quality and the ways that it is perceived, satisfied and managed across the Mediterranean and International food sector as well as on the properties of various natural products of plant origin that are strongly linked with the health aspects of nutrition. In this view MAICH contributes a lot to the understanding and the promotion of the Mediterranean diet, all the more so since the Institute's cook in chief is president of a Cretan association on traditional Cretan and wider Mediterranean gastronomy. Apart from the rich academic activity of the Institute in this matter, quality control for important Mediterranean products (olive oil, vegetables, honey etc) is provided to farmers, traders consumers' associations etc, through the quality assurance system "ISO 17025", which has been acquired by the Institute. The premises are very well equipped in this view, covering needs for servicing, research and training. Last but not least, many funded European projects in the frame of healthy nutrition have been awarded to the institute. The Interreg IIIC Sud project entitled "Action frontalière pour la conservation de l'agrobiodiversité régionale et pour la valorisation d'une différenciation identifiable des produits" consists a perfect example of work for the revival of historical Mediterranean species used as food in the past, for the sake of the promotion of the Mediterranean Diet together with the protection of biodiversity.

In addition, MAICH has developed and continues to enrich a database on the different uses of Mediterranean plant species in which is included important information regarding food, food additive, food colourant uses, as well as the chemical composition of these plants.

A. Nikolaidis

Alkinoos Nikolaidis
 Director



Alsyllion Agrokeplon, P.O. Box 85, GR - 73100, CHANIA, GREECE

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HELLENIC REPUBLIC
MESSINIA PREFECTURAL AUTHORITY

Office of the Prefect

Kalamata, 01-12-2009

Ref. No.: 2312

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Kalamata GR-24100
Tel.: (27210) 93333 - 93861
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To :1. Ministry of Culture & Tourism
DG Antiquities & Cultural Heritage
Modern Cultural Heritage Directorate
Department C

2. Ministry of Foreign Affairs
Hellenic National Commission for UNESCO

In this letter, I would like to inform you that the Messinia Prefectural Authority wholeheartedly supports the nomination to include the Mediterranean Diet in the UNESCO list of Intangible Cultural Heritage. The Koroni area, an historical place with a strong Mediterranean dimension, is an ideal example of a local community where traditional Mediterranean diet values remain a part of day-to-day life. The olive oil, made using the most widespread and best quality Mediterranean olive tree variety - a variety which bears the name of the Koroni area- the Koroneiki variety, the olives from our locality, the wine, the grapes, the great diversity of greens, herbs and aromatic plants which the land here has been generously providing us with for centuries, the wheat, the pulses, the rice, the fish and the local dairy products are nutritional elements which compose the nutritional identity of the specific area.

Taken together they constitute not simply a set of dietary habits but a complex cultural system which includes man's relationship with nature, the landscape and prudent management thereof, traditional rituals, songs, oral traditions and above all a wealth of local knowledge and the qualities and uses of fruits, herbs and greens which constitutes the heritages of residents of the area, especially the elderly.

We know that today the local dietary culture is under major pressure from global levelling trends which dominate in the field of nutrition. However, we are

determined to protect it and to highlight it as a cultural equitable good which relates not only to the local community but also to all of mankind.

To that end, the Messinia Prefectural Authority is participating in and encouraging numerous actions to promote and highlight this equitable good.

Examples include:

1) **Publication of books and info-leaflets** on olive oil and traditional Messinian cuisine, which seek to introduce citizens to the beneficial properties of Messinian olive oil as a staple in the diet, and to the Mediterranean diet.

2) **Organising a medical colloquium - workshops** and attendance at exhibitions / fairs to promote local products.

3) **Financial support for bodies and associations in the Prefecture** to help them organise events to promote and/or revive customs and traditions related to local products.

4) **A LEADER approach programme as part of the Rural Development Programme 2007-2013**, which has been approved for Messinia on the subject of '*Life in the Messinian Olive Grove*'.

This programme focuses on utilising olive cultivation and the olive tree's most important product, olive oil, as factors in bolstering local competitiveness, and transforming the local area into a quality place to live and an alternative tourism destination.

5) **Local Quality Pact**

This is a not-for-profit association established on the initiative of the Messinia Prefectural Authority comprised of local quality businesses involved in agro- and eco-tourism, the production and packaging of agricultural produce, the production of various other local products, and traditional handicrafts, and so on. It is designed to network businesses in the fields of tourism and production – sale of local food and drinks, and small handicrafts businesses – small industries involved in local traditional and the local heritage to improve quality, to promote and highlight local products and the local tourism product.

6) Olive Oil Testing Laboratory at the Kalamata branch of the National Agricultural Research Foundation

The Messinia Prefectural Authority actively supported the establishment of the Olive Oil Testing Laboratory at the Kalamata branch of the National Agricultural Research Foundation, which was a 3rd CSF project by:

- putting out to tender and supervising the sub-project 'Work on the olive oil testing lab at the Olive Oil and Fruit / Vegetables Institute, Kalamata branch of the National Agricultural Research Foundation, to set up the lab facilities and
- covering additional costs for the project by making available € 41,500.

7) The Messinia Prefectural Authority is a member of:

The Network of Olive Producing Cities of Greece (DEPE)

This is an initiative of the Messinia Chamber which seeks to develop partnerships between olive producing regions of Greece, to promote olive oil and table olives on both the Greek and international markets.

The cultural organisation 'The Routes of the Olive Tree', an innovative initiative of the Messinia Chamber started back in 1999, which has been recognised by UNESCO as a World Cultural Route.

Inclusion of the Mediterranean Diet in the UNESCO list of Intangible Cultural Heritage would certainly be a major boost to our endeavours and would be of inestimable assistance in preserving the dietary wealth of mankind.



The
Prefect of Messinia
Dimitris Drakos



UNIVERSITY OF PELOPONNESE
SCHOOL OF HUMANITIES
AND CULTURAL STUDIES
Department of History, Archaeology
and Cultural Management

November 28, 2009

Dr. Aristeides N. Doulaveras
Lecture in Folklore

Ministry of Culture and Tourism
Directorate of Modern Cultural Heritage
Ermou 17, 10185 - ATHENS

Subject : Support for the application package to record the Mediterranean Diet in a representative list of the Immaterial Cultural Heritage of UNESCO.

As a lecturer in Folklore at the Department of History, Archaeology and Cultural Management, of the University of Peloponnese, in Kalamata, I am particularly interested in the issue of traditional food at local level and in the wider Greek area as well.

In the courses of my students I teach the above subject and sensitize them to gather information from old people for the traditional diet (materials, food items, preparation methods, prevention and superstitions, nutrition and the popular worship, folk wisdom on food items etc.). They also collect interesting pictures of different dishes and cooking tools.

Therefore, in my Archive, there are papers of my students, which contain many elements of traditional food from Messinia and elsewhere. These papers are aiming to raise awareness to the students on this issue, and to make them preserve valuable elements of traditional folk culture, which still resists against modern eating habits.

We think of course that the choice of Koroni as a representative town for the Mediterranean Diet is very successful, because this town shows much sensitivity in traditional food and in the Mediterranean diet as well. On the other hand the modern urbanization has not marginalize the elements of traditional life in that town. Moreover, it is a city with nice folk, natural, historical and social environment.

Therefore, as a university teacher in Folklore, I strongly support the candidacy of the Mediterranean Diet in the List of Immaterial Cultural Heritage by UNESCO, because it vindicates the food culture, which is serving the health, longevity and wellbeing and has been assessed as perfect by the nutrition experts.

Sincerely

Dr. Aristeides N. Doulaveras
Lecturer in Folklore
University of Peloponnese (Kalamata)

Agias Marinis 7, 20001, Zeugolatio-Korintias
Tel.-Fax : 27410-54904, Mobile: 6974-116148
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Ένα φεστιβάλ για τον πολιτισμό, την τέχνη και το Μεσσηνιακό πνεύμα

Lefki 30/11/2009

The festival “ASPECTS OF MESSINIA” strongly supports the registration of Mediterranean Diet in the Representative List of Immaterial Heritage of UNESCO. In the context of its mission, our company, constituting a live cell of local society, has already contributes to the preservation, projection and distribution of Mediterranean diet as a cultural good of great importance. Up to now, the festival has given particular emphasis on the alimentary tradition of Messinia as an axis, around which the local culture moves.

In the context of Messinian alimentary tradition, a particular place has Koroni, a historical community in south-western Peloponnese, that has become known worldwide from the period of Venetian occupation (14th-15th century). From that period, Koroni produces a particular variety of olive oil and olive-crop (known as *Koroniiko* olive oil), which has been exported to many European ports. Other important alimentary products of Koroni are the grape, the vine, and the figs, that constitute the basis for the local cuisine. The festival will collaborate with Maniatakeio Foundation that serves the support and development of Koroni region, including local alimentary tradition.

The Festival Director
Dionysia Chrysompoli





Ένα φεστιβάλ για τον πολιτισμό, την τέχνη και το Μεσσηνιακό πνεύμα

Greeting by the Director of the Festival “Aspects of Messinia”, Dionysia Chrysompoli in the Seminar of Centre of Environmental Education, Kalamata, Greece, entitled “Olive, the kid-bearer” (13-15 March 2009).

CULTURAL MANAGEMENT of RURAL PRODUCTS

Ladies and Gentlemen,

I am particularly glad that we have gathered here today in this event. With my identity as director of the Festival “Aspects of Messinia”, I can see in your face the participants of such a high quality, and representatives of an expression of a creative temperament. I consider my honour the presence of all of you who have arrived from every corner of Greece to this event.

You have experienced a token of Messinian hospitality today by tasting traditional flavours of Great Lent (according to the old custom) offered by ladies representatives of various local associations, by producers and friends of the Festival from various regions of the Prefecture.

You may have realised therefore that the cultural production and the process of rural production have a common result: they give birth to works of art.

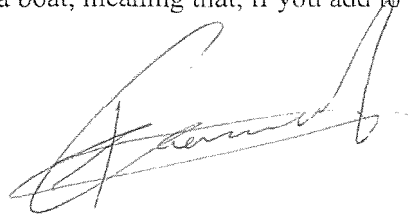
Who can deny that the “embroidered” pie exhibited here is a work of art! At any rate, the products of nature have inspired artists, mainly painters, who have created splendid works of art - masterpieces of painting. At some time, all of us we have hung on our kitchen a *nature morte* – that is a dead nature. Other times, it may be a fruit, a fish, a bread either from an acquaintance or from an amateur painter - not to mention the children's caricatures. Moreover, nature itself, through the rich variety and the combinations of colours, perfumes and flavours, becomes a source of inspiration for each one of us: This splendid natural landscape of Greece, which is here considered a work of art.

The Festival “Aspects of Messinia” contains activities that are related to the whole spectrum of Messinian creation, since culture is the result of education and creative daily-routine, and not simply a Museum exhibit, something it can be said to be the final phase of productive process.

The management of rural products from the cultural associations of each region seems very important, since, through the festive preparations, as we all know, they preserve many of the products and, in particular, their historical memory. We are talking of products which have traditionally been included in the local culture of primary production, participating actively in our folk tradition and having now been ousted by “fast” forms of industrial products and the modern way of life.

Even language, through proverbs and daily expressions, connects life and human beings with the fruits of nature and their attributes, such as “bad vinegar affects its bottle” or “I will burn you and spread oil on you”, but also through metaphors, such as “his skin was tanned like a grape” or “It felt like a balm in his soul”. Some times expressions become advisory or even commanding, as for example “you should buy olive oil from the top, wine from the middle and honey from the bottom”. Nature has always been interrelated with language, tradition, human being, and the art.

Ladies and gentlemen, instead of conclusion, let us recall an extract from “Small Nautilus” poem by famous Greek poet Odysseus Elytis: “If you decompose Greece, in the end what it remains is an olive, a vine and a boat, meaning that, if you add to them, you may recreate it”.

A handwritten signature in dark ink, likely belonging to Odysseus Elytis, written in a cursive style. The signature is positioned to the right of the text block.



Ένα φεστιβάλ για τον πολιτισμό, την τέχνη και το Μεσσηνιακό πνεύμα

PROPOSAL OF FESTIVAL PROJECT FOR 2009-10

“ASPECTS OF MESSINIA”

It is a Festival for the interactive mobilization of the people in Prefecture of Messinia, Greece to cultural, environmental, and educational issues, in Greek and European context.

HISTORY OF FESTIVAL “ASPECTS OF MESSINIA”

The Festival “Aspects of Messinia” began in summertime 2006 in the picturesque city of Kyparissia, southwestern Greece. It is the result of Private Initiative and positive response of the Messinian people to the proposal: “The culture is created by all of us and belongs to all”.

The “Aspects of Messinia”, for four years now, makes perceptible its presence in the cities of Messinia, where it is realised (Kyparissia, Filiatra, Gargalianoi, Nestoros, Pylos, Gialova, Kalamata). Through its activities, people can observe tendencies, needs and expressions of Messinian society, but can also get to know the work of other people of the prefecture: rural population, artistic world, action of Associations and Institutions, Educational Organisms, Exhibitions, Museums and Private Collections. The philosophy of the festival is the sensitization of citizens on issues of environment, tradition and education, with the aim of serving the society at large and of developing ties for the collaboration, the reliability, the expression, and the creation.

Following is a list of five actions of the festival:

ACTION I

Subject: Castles - Artistic Expressions

Place: Castles of Messinia

Attendances - Collaborators: 26th Office of Byzantine Antiquities – Artistic Departments of Greek Universities of Fine Arts.

Description - Aim:

The participating artists will approach the monuments from various forms of art (sculpture, painting, installations, video art), and will be inspired from the space and its historical dimension in time. A collaboration between teachers and students will also take place, in order to get acquainted with modern-day Messinia, supporting simultaneously educational actions and innovative applications in the sector of culture.

ACTION II

Subject: Crete - Peloponnese: Common roots become points of meeting and modern expression.

Place: Kardamyli, Mani region

Attendances - Collaborations: 26th Office of Byzantine Antiquities, 38th Office of Prehistoric and Classical Antiquities, Greek Universities, Cultural Associations, Theatrical and Musical groups.

Description - Aim:

It is an event concerning musical tradition, clothing, folk songs (laments), popular fairy tales, and alimentary habits of the two regions.

Our aim is to improve knowledge in subjects of local Historical, Cultural and Environmental evolution, in a common search for our cultural identity.

ACTION III

Subject: Past and future in a Multicultural society. Cognitive approaches to history for our future.

Place: Archaeological sites of Messinia.

Attendances - Collaborators: Elementary and High Schools of Education, 38th Office of Antiquities.

Description - Aim:

Small festival of High schools and Lyceums from Greece and Europe working on ancient texts. Fieldwork inspired from the sites. Presentations of Ancient Texts from students, virtual representations in digital form or artistic depictions of Archaeological sites made by children. Getting to know the space and its history, we develop dexterities of communication, by working collectively, we collaborate and better comprehend other systems of values and behaviour.

ACTION IV

Subject: Messinia. Pole of development. Actions for the development of cultural, natural and human capital of the region.

Place: Taygetos Mountain.

Attendances - Collaborations: Environmental groups from the Prefecture, Centre for the Protection of People with Special Needs (KEKYKmeA) of Peloponnese, Cultural Associations.

Description - Aim:

Three-day presentation of the work of Environmental groups and KEKYKmeA in collaboration with local Associations.

This action aims at students as well as adults in order to develop a spirit of collaboration for the detection of relations between human factor and environment, helping us to shape new behaviours for the maintenance and the protection of local and consequently National heritage.

ACTION V

Subject: Associations and Female Unions in modern society.

Place: Seats of Associations in Messinia.Prefecture

Collaboration - Attendances: Associations, cottage industries, Female Unions of Prefecture.

Description - Aim:

Technological support of Associations and Female Unions of Messinia Prefecture, and seminars of PC training, aiming at the communication and exchange of information to cultivate attitudes that characterize the active

citizen and to simultaneously promote the opening of Associations to the Greek and European society.

ADVISORY COMMITTEE

Stavroula Alexandropoulou, Dr Geology

Jeni Arapogianni, Dr Archaeology

Photis Bougas, Teacher – Political Scientist

Ioanna Oikonomopoulou, Director of Health and Care

Antonis Paraskevopoulos, Agronomist

Sisi Plakonouri, Teacher


Festival Director
Dionysia Chrysompoli



Ministry of Culture & Tourism
General Directorate of Antiquities &
Cultural Heritage
Directorate of Modern Cultural Heritage
Department C

And

Permanent Diplomatic Representative
of Greece to UNESCO

Ravenna, 4 December 2009

Subject: candidacy for Mediterranean Diet in the inventory of UNESCO Intangible Cultural Heritage

Upon invitation by the Municipality of Koroni and by the Prefecture of Messenia, I am very pleased to write this letter in support of the candidacy for Mediterranean Diet in the inventory of UNESCO Intangible Cultural Heritage. I will focus on two main sustaining reasons related to each other and both concerning the outstanding role which Koroni can play in representing the Mediterranean Diet for Greece.

Since the publication of the reports of the *Minnesota Messenia Expedition* in 1972, the shores of southern Messenia are historically verified from Neolithic to Modern Times as a diachronic observatory of local societies strictly related to the Mediterranean sea-routes. Southern Messenia is a privileged observatory on trans-Mediterranean cultural and commercial exchanges, principally between the Latin West and the Greek East. I have used in my research the natural ports of Koroni, Methoni, Navarino and the islands from Venetiko, Schiza, and Sapienza to Prote and to the Strophades as a model in leading a synergic interpretation of Greek archaeological records with Venetian and other Latin archival documents, chronicles, travellers' accounts, drawings and engravings related to the Venetian cultural phase of these Greek speaking regions, as a way of interethnic and intercultural relationship in their history. An interdisciplinary approach, which tends to embrace the widest possible horizon of evidence exemplified by the population, the language spoken, the dislocation of settlements and cult places, the town planning, the administration and the social structure of southern Messenia. In this context agriculture and diet play a major role, because of their importance in supplying the ships stopping in these ports. The above mentioned *Minnesota Messenia Expedition* in 1972 demonstrated that Southern Messenia has a continuity in agricultural, and mainly olive-oil production of at least 3.5 thousand years.

Last, but not least, the olive orchards of Koroni were noticed as early as 1191 by a pilgrim, the so-called Benedict of Peterborough (cfr. *Gesta regis Henrici Secundi*,

ed. Stubbs, London 1867, II, p. 200, as quoted in Andrews, *Castles of the Morea*, Princeton 2006², p. 11, footnote 2): *Et super gulfum illum est civitatis episcopalis quae dicitur Curun, et ibi crescit copia olivarum, adeo quod dicitur quod in toto mundo non est locus ubi sit tanta copia olivarum*. And the tradition goes on. Let's mention for Messenia the notes *arancia per totum*, *vinea per totum* and *olivaria per totum* in the illuminations of the manuscripts of the *Liber insularum* of the Florentine Cristoforo Buondelmonti, who travelled in the Aegean for 16 years between 1414 and 1430.

With my best regards,

A handwritten signature in dark ink, appearing to read 'A. Nanetti', with a stylized flourish at the end.

Andrea Nanetti

Professor of History of Venice at the University of Bologna

Diète Méditerranéenne au Patrimoine Immatériel Grèce

Annexe 4 Adhésion/Consentement (Koroni/Coroni)

ΠΕΛΟΠΟΝΝΗΣΙΑΚΟ ΛΑΟΓΡΑΦΙΚΟ ΙΔΡΥΜΑ

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Προς

ΥΠΟΥΡΓΕΙΟ ΠΟΛΙΤΙΣΜΟΥ

ΓΕΝΙΚΗ Δ/ΝΣΗ ΑΡΧΑΙΟΤΗΤΩΝ &

ΠΟΛΙΤΙΣΤΙΚΗΣ ΚΛΗΡΟΝΟΜΙΑΣ

Δ/ΝΣΗ ΝΕΟΤΕΡΗΣ ΠΟΛΙΤΙΣΤΙΚΗΣ

ΚΛΗΡΟΝΟΜΙΑΣ

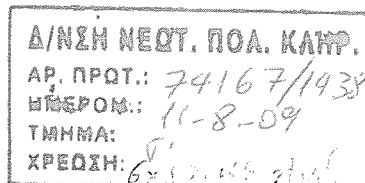
ΤΜΗΜΑ Γ'

Ερμού 17

ΑΘΗΝΑ 101 86

Υπ' όψιν : Π. Ανδριανοπούλου

Γ.Ν. Δρύνη



ΝΑΥΠΛΙΟ 6 ΙΟΥΛΙΟΥ 2009

Αρ.Πρωτ. 259

Το Πελοποννησιακό Λαογραφικό Ίδρυμα ενισχύει την υποψηφιότητα της Ελλάδας για την εγγραφή της Μεσογειακής Δίαιτας στον Αντιπροσωπευτικό Κατάλογο της Άυλης Πολιτιστικής Κληρονομιάς, μέσα από μια έκδοση παραδοσιακών γλυκισμάτων, η οποία βρίσκεται και στο πωλητήριο του ΠΛΙ και μια ιδιότυπη ξενάγηση – παράσταση της θεατρολόγου- φιλόλογου Ιωάννας Ρεμεδιάκη

Η έκδοση με τις παλιές τοπικές συνταγές γλυκισμάτων της Βρισηίδας Παπαντωνίου, παλιάς Αναπλιώτισσας, πραγματοποιήθηκε το έτος 2007, στο πλαίσιο του εορτασμού των Ευρωπαϊκών Ημερών Πολιτιστικής Κληρονομιάς, που είχε ως θέμα τη διατροφή.

Με αφορμή αυτή την έκδοση η θεατρολόγος- φιλόλογος Ιωάννα Ρεμεδιάκη εφαρμόζει στον 1^ο όροφο του Μουσείου «Β. Παπαντωνίου», όπου αναπτύσσεται μέρος της μόνιμης έκθεσης του ΠΛΙ «Το Ελληνικόν Άστυ : Ναύπλιο 1822-1922», μια υποκειμενική ξενάγηση που μέσα από τις μικρές ιστορίες που συνοδεύουν τα εκθέματα.

Η ηρωίδα, Βρισηίδα Παπαντωνίου, θρυλική μαγείρισσα, που επέλεξε να μαγειρέψει νόστιμα και όμορφα της ζωή της και τη ζωή της οικογένειάς της και των φίλων της, θα κάνει το ίδιο και για το κοινό αυτής της ξενάγησης- παράστασης, στην οποία μπορούν όλοι να γίνουν εκθέματα, αν θέλουν να θυμηθούν αγαπημένες γεύσεις και παλιές τοπικές συνταγές μέσα από τη χαρά της κοινής ζωής των ανθρώπων, εδώ στο Ναύπλιο και σε όποιο Ναύπλιο μας μεγάλωσε και μας περιβάλλει. Γιατί εμείς είμαστε η ιστορία, μικρή ή μεγάλη, χαρούμενη ή δύσκολη, εύγευστη ή άγευστή, σημαντική πάντως σε κάθε περίπτωση.

Τέλος η Ιωάννα Ρεμεδιάκη προτείνει για τα παιδιά της δευτεροβάθμιας εκπαίδευσης ένα εκπαιδευτικό πρόγραμμα που να βασίζεται στην προσωπική επαφή με τα εκθέματα και στη σχέση των παιδιών με την παιδική ηλικία, την δική τους ηλικία δηλαδή.

Αυτό δημιουργεί μια πολύ ενδιαφέρουσα διαφοροποίηση σε σχέση με την παράσταση, καθώς δεν στηριζόμαστε πλέον σε αναμνήσεις αλλά σε μια διαδικασία σύγκρισης και αντιπαραβολής, η οποία μπορεί να εξάψει την φαντασία των παιδιών και να τα κάνει να συνειδητοποιήσουν καλύτερα την δική τους παιδική ηλικία.

Τα παιδιά θα ξεναγήσουν και θα ξεναγηθούν ανακαλύπτοντας το δικό τους έκθεμα προκειμένου να το παρουσιάσουν στους άλλους. Η είσοδος των παιδιών στην κοντινή τους παιδική ηλικία επιτυγχάνεται με οδηγό τη γεύση , τη μεσογειακή γεύση μέσα από ένα κατάλληλο για το χώρο έδεσμα που θα τους προσφέρεται στην αίθουσα με τα παιδικά εκθέματα.

Στη συνέχεια το πρόγραμμα προχωρεί σε δραματοποίηση των εκθεμάτων , των οποίων την ιστορία θ' ανασυνθέσουμε , στηριζόμενοι στις καταγεγραμμένες πληροφορίες του Μουσείου και στη φαντασία μας.

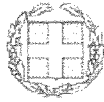
Το ζητούμενο είναι να φτιαχτεί μια ιστορία, με αφορμή τις γεύσεις και τα συγκεκριμένα παιδικά εκθέματα, με την οποία τα παιδιά θα μιλήσουν για την δική τους ηλικία, τις ανάγκες τους και τις ευαισθησίες τους.

Με φιλικούς χαιρετισμούς



Ιωάννα Παπαντωνίου
Πρόεδρος και Διευθ. Σύμβουλος

ΚΟΡΩΝΗ 27/08/2009 ΑΡ.ΠΡΩΤ.5139



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΠΕΡΙΦΕΡΕΙΑ ΠΕΛΟΠΟΝΝΗΣΟΥ

ΝΟΜΟΣ ΜΕΣΣΗΝΙΑΣ
ΔΗΜΟΣ ΚΟΡΩΝΗΣ
ΚΟΡΩΝΗ

ΤΚ.24004

ΤΗΛ. 27250-22500

FAX : 27250-22552

e-mail : dkoroni@otenet.gr

REPUBLIQUE HELLENIQUE
SECRETARIAT GENERALE
DE LA REGION
DEPARTEMENT DE MESSENIE
MUNICIPALITÉ DE KORONI

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Dans le cadre de l'initiative des Ministères du Développement Rural d'Espagne, de Grèce, d'Italie et du Maroc, concernant la candidature transnationale de la Diète Méditerranéenne pour son inscription dans la Liste Représentative du Patrimoine Culturel Immatériel de l'UNESCO, la Municipalité de Koroni voudrait vous exprimer son consentement le plus chaleureux.

La Municipalité de Koroni souhaitait être sélectionnée en tant que région emblématique de la Grèce, étroitement liée à l'initiative ci-dessus, en tant que lieu et population.


Les activités portuaires importantes de notre région pendant la période vénitienne et ottomane, l'engagement de Koroni dans la lutte de la libération du joug ottoman en 1821, aussi bien que la présence active dans la vie économique de la région et du pays ont plaidé pour ce choix.

L'oléiculture et la production de l'huile d'olive - produit emblématique de la Méditerranée- chez nous des l'Antiquité, fleurit et consiste un des revenus de base pour les habitants de la région.

Parallèlement à l'oléiculture, la culture d'autres produits traditionnels comme le raisin, la collecte d'herbes et des légumes sauvages qui se transmet de génération en génération, l'intervention tempérée au paysage naturel des alentours pour des modalités des cultivassions agricoles, aussi bien que la multitude des mœurs et des coutumes, des pratiques sociales et des rituels, auxquels la nourriture tient un rôle prépondérant renforce notre proposition.

De surcroît, la dimension matérielle du patrimoine culturel de Koroni, telle la production préindustrielle des ustensiles en céramique (pitharia) pour le stockage et le transport d'huile d'olive et des olives, accord parfaitement avec la notion vaste du patrimoine culturel immatériel.

Etant donné le soutien fort de l'initiative de la candidature transnationale par l'ensemble de la municipalité de Koroni et de la région de Messénie, on voudrait souligner notre souhait que Koroni soit la communauté emblématique grecque dans le cadre du dossier de la Diète Méditerranéenne.

Le Maire

Thodoris Salantis

AGRICULTURAL COOPERATIVE OF KORONI

To:
Ministry of Culture & Tourism
General Directorate of Antiquities &
Cultural Heritage
Directorate of Modern Cultural Heritage
Department C

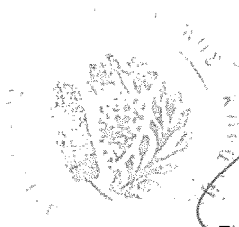
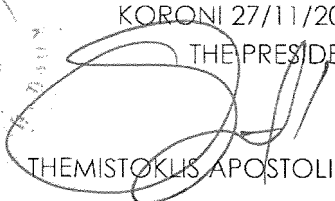
And

Permanent Diplomatic Representative
of Greece to UNESCO

The Agricultural Cooperative of Koroni is active in the wider area of the town, and focuses on the conditions of almost all the small olive oil producing farmers in the region of Koroni. It fully supports the nomination of Greece, Italy, Spain and Morocco for the Mediterranean Diet to be incorporated into UNESCO's list of Intangible Cultural Heritage.

All of us, the members of the local Olive Oil Agricultural Cooperative, are proud – and not only because through our daily work in the fields of our region, Koroni, we have been producing the best oil and olives in the world for centuries. We are also proud because we are doing everything possible to preserve and pass down important elements of our local identity to the younger generations, to our children and grandchildren. A large part of this identity is centred on olive oil, and particularly on the knowledge which our grandfathers and grandmothers passed down to us about cultivating the trees and the different uses of olive oil in nutrition, in pharmaceuticals, in religious life and more.

Acceptance of the nomination will be an important step in the attempt we are making not only to boost olive growing and the production of olive oil and olives, but also to preserve the culture of our region particularly with whatever concerns nutrition for people the length and breadth of the Earth.

 KORONI 27/11/2009
THE PRESIDENT

THEMISTOKLIS APOSTOLIDIS



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

Ministry of Culture & Tourism
General Directorate of Antiquities &
Cultural Heritage
Directorate of Modern Cultural Heritage
Department C

And

Permanent Diplomatic Representative
of Greece to UNESCO

COR / 04

Athens, 4 December 2009

Dear Sirs,

With this letter we wish to report that the Maniatakeion Foundation ardently supports the nomination for the incorporation of the Mediterranean Diet into UNESCO's representative list of Intangible Cultural Heritage. Aside from its wealthy and extensive historic past (Koroni has developed a leading role in business activities such as transit trade, agricultural production, shipping etc.), Koroni is also a town of incomparable natural beauty and agricultural products of a uniquely high quality. It is an example, we can say, of a local society where the Mediterranean diet and the traditional method of cooking remain part of the residents' daily lives. Its fertile and blessed soil produces oil, the globally renowned Koroneiki olives, grapes, wine, figs, wheat, pulses and dairy products, all of which form the basis of Mediterranean cuisine, which has attained distinction for its unique value for thousands of years.

We know that, in our times, globalisation and the pace of life are such that other, more harmful foodstuffs dominate eating habits. The shift towards healthier eating habits and ways of life has become no longer a luxury but a necessity. For this reason, we want to protect the Mediterranean Diet and to bring it to prominence worldwide and we encourage any action aiming to promote and showcase it.

Attached: 1) a brief description of the Maniatakeion Foundation, its goals and the actions it takes in order to protect and promote intangible cultural heritage and particularly the Mediterranean diet, 2) the book that the vice President of the Maniatakeion Foundation, Eleni Tagonidi Maniataki wrote with the title "ΚΑΛΛΙΓΕΥΣΤΟΝ", with recipes most of which are based on the Mediterranean diet (in the Greek language).

Yours faithfully,

MANIATAKEION IAPYMA
ΠΑΠΑΔΑΜΑΝΤΟΠΟΥΛΟΥ 2
115 28 ΑΘΗΝΑ
Dimitris Maniatis
Chairman



Brief description of the Maniatakeion Foundation, its goals and the actions it takes in order to protect and promote intangible cultural heritage, and particularly the Mediterranean diet.

The Maniatakeion Foundation is a private legal entity and a non-profit foundation. It was established in 1995 by the economist-entrepreneur Dimitris Antonis Maniatakis and his wife Eleni Tagonidi Maniataki an author. The Foundation's goal is to support cultural activities, economic development and social activities and to systematically promote the historical and cultural presence of Koroni in the development of Hellenism over time.

The aims of the Foundation are achieved through three specific pillars of activities: **cultural, economic and social development.**

A) **Cultural activities** include promoting knowledge of history and contributing to the preservation of cultural heritage, which is divided into a) tangible and b) intangible. **Tangible cultural heritage**, monuments, which are the material, remains of the past and which are connected to diachronic human activities of every kind. On the other hand, **intangible cultural heritage** is everything which comprises its identity, a stock of abilities and skills that each of us inherits from past generations; skill our needs created centuries ago which by all means should not be forgotten. Our intangible cultural heritage essentially makes us a link in an unbreakable chain of life in a specific environment. It includes theatrical performances, visual arts, celebrations, traditional arts and crafts, handicrafts, local cuisine, gastronomy, village life and agricultural life.

In this spirit and in the context of protecting intangible cultural heritage, the vice President of the Maniatakeion Foundation, **Eleni Tagonidi Maniataki**, wrote the book **ΚΑΛΛΙΓΕΥΣΤΟΝ** (Kalligevston that means Savoury Tastes) in 2001, in order to promote the cultural value of the Mediterranean diet and to help transfer it to coming generations. The book includes 250 recipes, most of which are based on the Mediterranean diet. Every recipe is cooked in a traditional way, with local products of the wider area of Koroni. An important feature of the book is that it gives, with scientific accuracy, the contents in terms of calories, protein, carbohydrates, vegetable fibres and fat. In addition, all the recipes contain 0 (zero) cholesterol. The recipes combine taste with healthy eating. There are strict rules and fundamental requirements to creating a balance, based on the combination of foods and the method of cooking. Ms Tagonidi Maniataki wrote this book strongly believing that the Mediterranean diet has proved to be one of the most healthy and balanced diets in the world. The main elements are vegetables, fish, olive oil and wine, "in moderation". She claims that there are many variations of the Mediterranean diet because there are so many countries bordering the Mediterranean Sea. The tremendous impact of the diet is due to studies which show that people who live around the Mediterranean have the longest average life expectancy and correspondingly lower chances of heart problems or other chronic conditions. The recipes in Ms Tagonidi Maniataki's book are widely in use by local



societies, including the "Panagia i Eleistria" Association of Koroni, local events, celebrations etc.

B) **Economic development activities** aim to promote mild, sustainable and profitable business initiatives which are beneficial to the community. The Foundation organises one-day seminars and conferences in order to showcase the beneficial impact of the Mediterranean diet on cardiac health - and, by extension, on well-being - and its absolute harmony with the climate, geographical location, manners and customs of the Mediterranean people.

In 2009, the Foundation hosted an international conference on: "Historic Memory & Economic Growth". This took place in Athens at the Old Parliament House - National Historical Museum on 2 July 2009, and in Koroni on 4 July 2009. The Conference was held with the patronage of the Hellenic Parliament and the cooperation of the Embassies of Italy and France in Greece. At the Conference, important figures spoke about making the most of the opportunities for capitalising on cultural heritage (both tangible and intangible) as part of the development of Hellenism over time and how it can act as a lever for economic growth in times of an economic crisis, such as the one we are currently experiencing. The concept of agro-economics was stressed at the Conference, covering cultivation and production of olives, oil, figs, grapes, wine etc. The production of local goods is a great comparative advantage, and is a lever for the growth of the local community. At the same time, the products available for visitors promote health and prevent illnesses.

C) The Foundation also aims at promoting **social and humanitarian** projects via initiatives focusing on Koroni and its residents, as well as via its volunteers. It supports initiatives for protecting intangible cultural heritage, hosting seminars and one-day meetings on the Mediterranean diet and urging people to follow it (as it has been shown that it means adopting perhaps the healthiest methods of eating and living) and also encourages the creation of small industrial units in order to produce, standardize and package local products. It organises meals which include foods from seasonal ingredients, cooked straight after harvesting and often invites foreigners who live in the Municipality of Koroni to taste the great variety of types of Mediterranean cuisine cooked in a traditional method.

Furthermore, the Maniatakeion Foundation, in order to help in matters of preserving intangible cultural heritage, takes additional actions including collaborations with distinguished folklorists to film special documentaries about traditions, manners and customs in the regions of Koroni and the wider Messenia.

In conclusion, all the activities of the Maniatakeion Foundation focus on preserving cultural heritage (both tangible and intangible) in combination with social and development actions in order to improve the economy of the region of Koroni. As such, the Foundation aims to host international scientific conferences and meetings and art exhibitions, to publish books and to create television and cinema productions to preserve and promote cultural, historical and folkloric elements which are beginning to vanish.



Ministry of Culture & Tourism
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Permanent Diplomatic Representative
of Greece to UNESCO

Athens, 4 December 2009

Dear Sirs,

We would like to announce that the "Panagia i Eleistria" Association of Koroni supports the nomination for the Mediterranean Diet to be included in UNESCO's list of Intangible Cultural Heritage. The value of preserving and promoting the Mediterranean Diet is irrefutable in our times, not only because it is a healthy way of eating – as has been proven by scientific studies – but also because it is an integral part of the cultural identity and social life of the peoples of the Mediterranean.

The "Panagia i Eleistria" Association of Koroni was established in 1967 and aims to develop and preserve the bonds of natives of Koroni, as well as to promote and preserve the tangible and intangible cultural heritage of Koroni. Our events take place both in Athens and in our native town Koroni and we promote various activities keeping in touch with expatriate descendents of Koroni in a number of foreign countries. We organise festivals, celebrations and meals to promote the dietary tradition of our area and the local products of the wider region of Koroni, such as fruit, pulses, vegetables, olive oil, olives, wine and dried fruit. However, it is important to mention that the eating habits of our region and the associated habits, techniques and knowledge which our grandfathers and grandmothers handed down to us and which we possess, are not simply a fad diet or some isolated recipes for preparing food. They are the multitude of other things that reflect the relationship our land and its people have with the natural environment such as the sea, trees, herbs, vegetables and flowers; in other words, the actual landscape which surrounds us. In addition, it is important to mention that all of this is also reflected in our songs, in our oral traditions, and in our collective memory.


For all the above mentioned reasons, we believe that the inclusion of the Mediterranean Diet in UNESCO's list of Intangible Cultural Heritage will not only help us to protect local knowledge on the selection, cultivation and harvesting of raw ingredients, the preparation of the food and all the cultural expressions which go hand in hand with this knowledge, but

will also help us to promote it as a worthwhile component of humanity's global cultural repository.

Yours faithfully,



Vasilis Apostolopoulos
President



Nikos Triantopoulos
Secretary