The 2012 edition of Mediterrà takes the mobilising potential of the Mediterranean Diet as a basis and proposes a multidimensional itinerary involving sociodemographics, health, ecology, enterprise, geo-economics and citizens’ initiative.

Consumers in the countries of the Mediterranean Basin have progressively changed their dietary practices as they have gradually become caught up in the dynamics of urbanisation and the globalisation of agricultural trade. They are adhering less and less to the Mediterranean Diet, despite the fact that it is the basis of their identity and one of the major assets of the region. Pressures on natural resources and the emergence of new private actors are compounding the complexity of diet-related issues.

Already the subject of widespread sociocultural and scientific debate and research, the Mediterranean Diet merits reconsideration from the political point of view given the growing awareness of the strategic dimension of agriculture and the crucial role played by food production in the stability and development of societies. This diet, whose health-promoting virtues are widely recognised and which UNESCO has now listed as part of the intangible cultural heritage of humanity, is now raising questions in the fields of environmental responsibility and political action to promote greater regional cooperation.

This report has been produced under the direction of the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), which is an intergovernmental organisation for training, research and cooperation in the fields of agriculture, food and sustainable rural development in the Mediterranean region.
Mediterra

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THE MEDITERRANEAN DIET FOR SUSTAINABLE REGIONAL DEVELOPMENT
Founded in 1962 at the joint initiative of the OECD and the Council of Europe, the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) is an intergovernmental organisation comprising thirteen member countries from the Mediterranean Basin (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal, Spain, Tunisia and Turkey).

The CIHEAM is made up of four Mediterranean Agronomic Institutes (MAI) located in Bari (Italy), Chania (Greece), Montpellier (France) and Zaragoza (Spain) and a General Secretariat in Paris. At present, Adel El-Beltagy chairs the CIHEAM Governing Board and Francisco Mombiela is Secretary General.

In pursuing its three main complementary missions (specialised post-graduate education, networked research and facilitation of the regional debate), the CIHEAM has established itself as an authority in its fields of activity: Mediterranean agriculture, food and sustainable rural development.

In 2012, the CIHEAM celebrates its fiftieth anniversary with trust and hope. Trust is essential for developing the Mediterranean partnership, and the CIHEAM thus insists that it does not work “on” but “for” and “with” the Mediterranean region aiming to disseminate the spirit of cooperation. Hope also, to continue along the same path as before while adapting to the new political and financial trends that are gradually taking shape in the region.

The CIHEAM views these challenges as tremendous opportunities for the future. Current events constantly demonstrate that agriculture, food and the sustainable management of natural resources are areas of common interest which foster solidarity between peoples.

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Agriculture, food and environment – three words that have become virtually inseparable in a world of growing interdependencies, where everything is interconnected, is accelerating and is changing.

Food will always be a fundamental issue, because it is at the core of human activity. In a Mediterranean region where natural resources are under climate and population stress, agricultural production is increasingly having to contend with the requirement of quality, which societies in quest of accountability are demanding through changing consumption patterns and new expectations as to the food they eat. If the health of both man and the planet is to be safeguarded, food production must be geared increasingly to meeting the dual requirement of food safety and environmental sustainability. The Mediterranean region, whose history has always been permeated by the food challenge and the trading of foodstuffs, is no exception to this general trend.

Mediterra 2012 is devoted to the Mediterranean Diet; it is the thirteenth regional report to be published by the CIHEAM, which is celebrating its 50th anniversary this year. By bringing people closer to the land, the Mediterranean Diet clearly shows that the food question must be analysed “from landscape to table”, as this report puts it, that is to say, by examining all of the dynamics – political, social, cultural, economic and legal – of this vast topic.

Work was launched in 2010 on the present edition of Mediterra, mobilising in partnership with the European Institute of the Mediterranean (IEMed) and the Mediterranean Diet Foundation (MDF) a scientific network of international experts with profiles as diverse as they are complementary. This multidisciplinary approach was necessary in order to apprehend the various components of the Mediterranean Diet, whose analysis requires a cross-cutting intersectoral approach. The chapters of the report are intended to give an overall picture and to be as instructive as possible. They adopt various scales of analysis (global, national and local) and aim to encourage a regional approach to the questions raised. In addition to the main trends, which they identify and elucidate, the articles reveal emerging phenomena or upheavals which may take place in the short and medium term.
As was the case in previous editions, this edition of Mediterra proposes assessment criteria and analyses both for the general public and for the community of actors operating in the Mediterranean region. It is intended both as learning material and as a catalyst for decision-making. More broadly, Mediterra aims to make the topics of agriculture and food the focus of scientific debate and of policies on the Mediterranean and to centre the debate on food security and agricultural development throughout the world on this strategic region.

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The fare of the Mediterranean seas

Considered from the geographical point of view, the Mediterranean is first and foremost a sea, or rather a “succession of seas”, to use the phrase so aptly coined by historian Fernand Braudel, for whom any qualifier associated with the Mediterranean should be conjugated in the plural. Despite its small area – it accounts for just under 0.7% of the surface area of the world’s oceans, the Mediterranean has always been that “liquid continent with solid contours”, where the shores are never more than a few hundred kilometres apart at the outermost points. Indeed, it is not by chance that this sea derives its name from mediterraneus, which means “in the midst of lands”.

And that is also what makes the Mediterranean absolutely unique as the region where three continents meet – Europe, Africa and Asia, a dynamic interface and a melting pot of civilisations conducive to migrations and voyages and thus prompting the intermingling of peoples, the trading of goods and the circulation of ideas. Geography manuals produce delightful descriptions of the region, discussing the configuration of its shores, its longitudinal extension, its three northern peninsulas (the Iberian, Italian and Balkan peninsulas) and its countless islands, which invite the voyager to their many ports of call. It is also a region of incomparable landscapes, where histories, societies and natural environments are closely blended. Shaped by the hand and mind of man, the Mediterranean is thus also a region that has been “lived in”.

To the extent that memory and project seem to be two constantly recurring watchwords for the Mediterranean. In short, it is a complex world, steeped in history and thus in transformations, ruptures and geopolitics. Changing yet enduring, in movement yet eternal – such are the paradoxes raised by the Mediterranean, that teeming hub of time-blended cultures. Indeed, it is diversity, not unity, that is the salient feature of the Mediterranean region. Hence the need to emphasise the constant intertwining of history and geography when it comes to apprehending the phenomena at work in the Mediterranean, a sea that is enclosed yet very open to the world.

2 - This expression is attributed to the Roman geographer Solin (C. Julius Solinus), who lived in the 3rd century A.D.
All of these specific features are frequently expressed in strong culinary traditions. Although the existence of Mediterranean values or of a Mediterranean identity may be debatable, it is clear that the relationship with food, gastronomy and thus the land of the people of this region is a consistent link and one which is further strengthened by cultural attachment to the family, sharing and sociability. Food and the flavours of local fare are a language common to the peoples of the various countries on the Mediterranean shores: they are rarely indifferent to what is served on their plate. Although this is true the world over, it is particularly the case in the Mediterranean region, precisely because Mediterranean foods have evolved there and have blended over time, producing the wide variety of cuisines we know today. This historical and intercultural dimension is one of the Mediterranean’s greatest assets, which is reflected both in the landscape and in the dishes served. A mythology has thus gradually evolved around the Mediterranean Diet – a term, it will be recalled, that is derived from the Greek δίαιτα, which denotes a localised lifestyle based on both behavioural and culinary patterns.

**A new journey to be taken**

Mediterranean food is thus the subject of numerous debates and studies with a variety of objectives, one of the target fields being health and nutrition. However, the scientific analyses that are also being conducted on consumer behaviour cannot be ignored – consumers who, both in the Mediterranean countries and elsewhere, are today frequently faced with the dilemma of having to reconcile tradition and modernity, or, to put it simply, having to reconcile agricultural and industrial products. The fact is that the spectacular increase in the number of mouths to be fed in the region in the past few decades has made it imperative to produce and market foodstuffs. It simply is not enough to examine the Mediterranean Diet without placing it in the context of the major issues at stake in the region. Strategies for meeting health and nutrition challenges cannot be reasoned out unless those challenges are seen in conjunction with those of population trends, the environment, the economy, innovation and public action.

Since food issues are factors of various pressures (on resources, on societies) and sometimes even of tensions between States, the world is rediscovering the importance of agriculture. Policymakers proclaim their intention to make agriculture a priority in public action at the local, national and international level. And with the new awareness of environment and health problems, individuals seem to be paying more attention to their behaviour and consumption patterns. In the Mediterranean region, the development models to be promoted will have to reintegrate agricultural, dietary and environmental variables, for in this continuously evolving region agriculture and food are areas of strategic importance for societies, economies, regions and cultures.

To observe the Mediterranean Basin, and more specifically the southern and eastern shores, is to discover a condensed version of the world food issue, which can be summarised in a question that is as simple in appearance as it is complex in reality: how can a growing population be fed in a context of marked water and land resource constraints, where the organisation of national agro-food chains and the regional integration of agricultural systems are still weak? Faced with this question, which is
crucial for the future of the region, production and consumption must be considered in tandem. The food chain is indeed a system where all of the links are interdependent. The present report thus does not propose to revisit the agricultural, food and rural dynamics of the Mediterranean region; rather, it suggests a new itinerary that cuts across these fields, taking the reader up and down the criss-crossing roads and lanes that lead from landscape to table.

The Mediterranean Diet – between concern and hope

Exploring the roads suggested by the Mediterranean Diet proves to be a fascinating experience. The journey from landscape to table reveals the challenges of harvesting, storage, transport, distribution, promotion and nutrition. To these are added, of course, the major issues of the sustainability of resources, social and environmental responsibility, biodiversity and societal changes, which place the Mediterranean Diet at the core of the current debate on the need to implement “green economy” models in the Mediterranean region. The Mediterranean Diet, that is to say, all of the agronomic, sociocultural and culinary practices of the Mediterranean countries, would indeed be an essential factor for the sustainable development of the region. However, despite the geohistorical heritage that forms the basis of the vitality and wealth of Mediterranean cuisines, the assertion of that diet in actual fact still belongs more to the realm of ambition than to that of reality.

It has admittedly spread far beyond the borders of the Mediterranean countries and is widely celebrated in other societies throughout the world where consumers are aware of the dietary connotation of the products involved. But, apart from the fact that this worldwide dissemination tends to focus on the nutritional and health aspects of the Mediterranean Diet, it also illustrates how the region has been unable to make these aspects one of the salient features of its promotion at the national level. Although the region’s products have special appeal in non-Mediterranean countries, the fact is that the Mediterranean Diet has actually highlighted shifting patterns within the region itself. First of all in the consumption field, since, as the result of the acceleration in nutrition transition, populations have often abandoned certain traditions and adopted dietary patterns which depart from the principles of the Mediterranean Diet – to such an extent that some authors now even question the very existence of that diet. And patterns are also changing in the geopolitical field, since the Mediterranean Diet, which epitomises the universal assets of the region, is above all the embodiment of the riparian countries’ inability to join forces in order to promote all of its dimensions more effectively.

Yet there are many reasons to believe in the diet’s mobilisation potential at a time when Mediterranean societies are expressing new aspirations and a reminder is needed of the levers available for stimulating togetherness. For the present report by no means intends to present the Mediterranean Diet as a global model – far from it. On the contrary, the idea is to highlight the opportunities it offers, not only “from farm to fork” but “from

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