



Med Diet Declaration

People Culture Food



The Mediterranean diet is recognised as UNESCO Intangible Cultural Heritage of Humanity.

It is also considered by the World Health Organization to be one of the healthiest diets and by the Food and Agriculture Organization to be one of the most sustainable.

The Mediterranean diet is an essential part of **Mediterranean identity** and entails a set of skills, knowledge, rituals, symbols and traditions related to culture, landscapes, lifestyles and ways of working **that characterise this unique model of development.**

With **globalisation**, Mediterranean regions, especially in **rural areas**, have tended to **undermine their own local traditions and know-how** because they have **lacked awareness** in their socio-economic heritage and potential.

As signatories to the **Med Diet Declaration**, we **recognise the values and cultural practices** inherent to the Mediterranean diet and strongly support the efforts of the MD.net Interreg project to achieve **greater visibility for and holistic awareness of the Mediterranean diet across all dimensions**: food production, health, culture, education, economy, tourism, rural development, and sustainability.

OUR COMMITMENT IS TO

DEFEND THE MEDITERRANEAN DIET AS

- ✓ A **powerful tool** to **revitalise** the economy, society, culture, the arts, and tourism in Mediterranean communities to **increase competitiveness** at local and regional level.
- ✓ A leading **healthy diet** in the Mediterranean region that can also be followed **in other parts of the world**, not only for its world-recognised **nutritional pyramid** but also for its **holistic approach to food** in terms of how it is produced, acquired and consumed.
- ✓ A **valuable and unique way to relate to** tradition, heritage, cultural identities and diversity, while emphasising the values of hospitality, community, intercultural dialogue, creativity and respect.

PRESERVE THE MEDITERRANEAN DIET THROUGH

- ✓ The traditions, rituals and symbols, heritage, eating habits and lifestyle that make the **Mediterranean diet unique**, together with its intercultural **openness and creativity**.
- ✓ The landscapes, where sustainable agricultural, livestock, fisheries and gastronomy models are linked to **regional development** which boosts **socioeconomic opportunities**, especially in rural areas.
- ✓ The communities, by enhancing **common identities and recognisable values**, strengthening the image of the region locally and globally by **promoting local services and products**.

PROMOTE

- ✓ **Engagement** among companies, knowledge centres, public organisations, individuals and stakeholders to the development **opportunities of the Mediterranean diet**.
- ✓ **Dialogue and cooperation** in the Mediterranean region and with other regions worldwide, working together to **encourage and disseminate the Mediterranean diet and its values**.
- ✓ The **reputation and awareness** of the **Mediterranean diet as a brand**.

