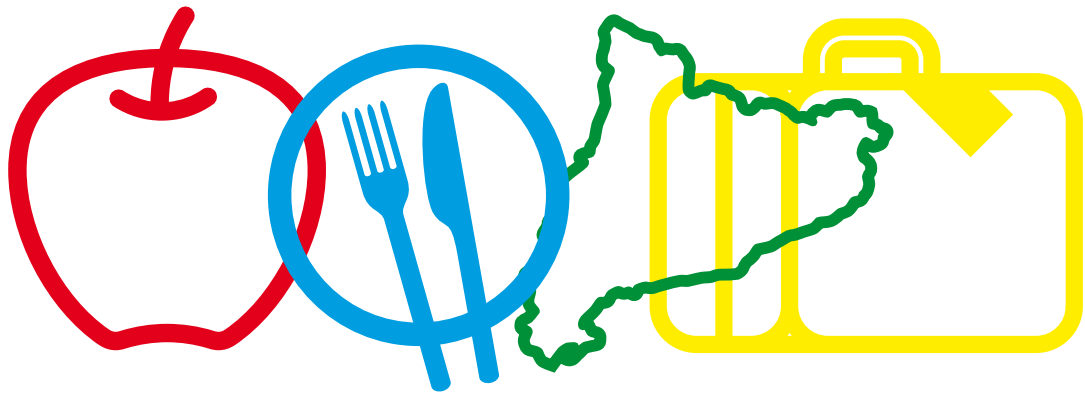


CANDIDATURE

Catalonia European Region of Gastronomy 2016



Generalitat de Catalunya



Generalitat de Catalunya

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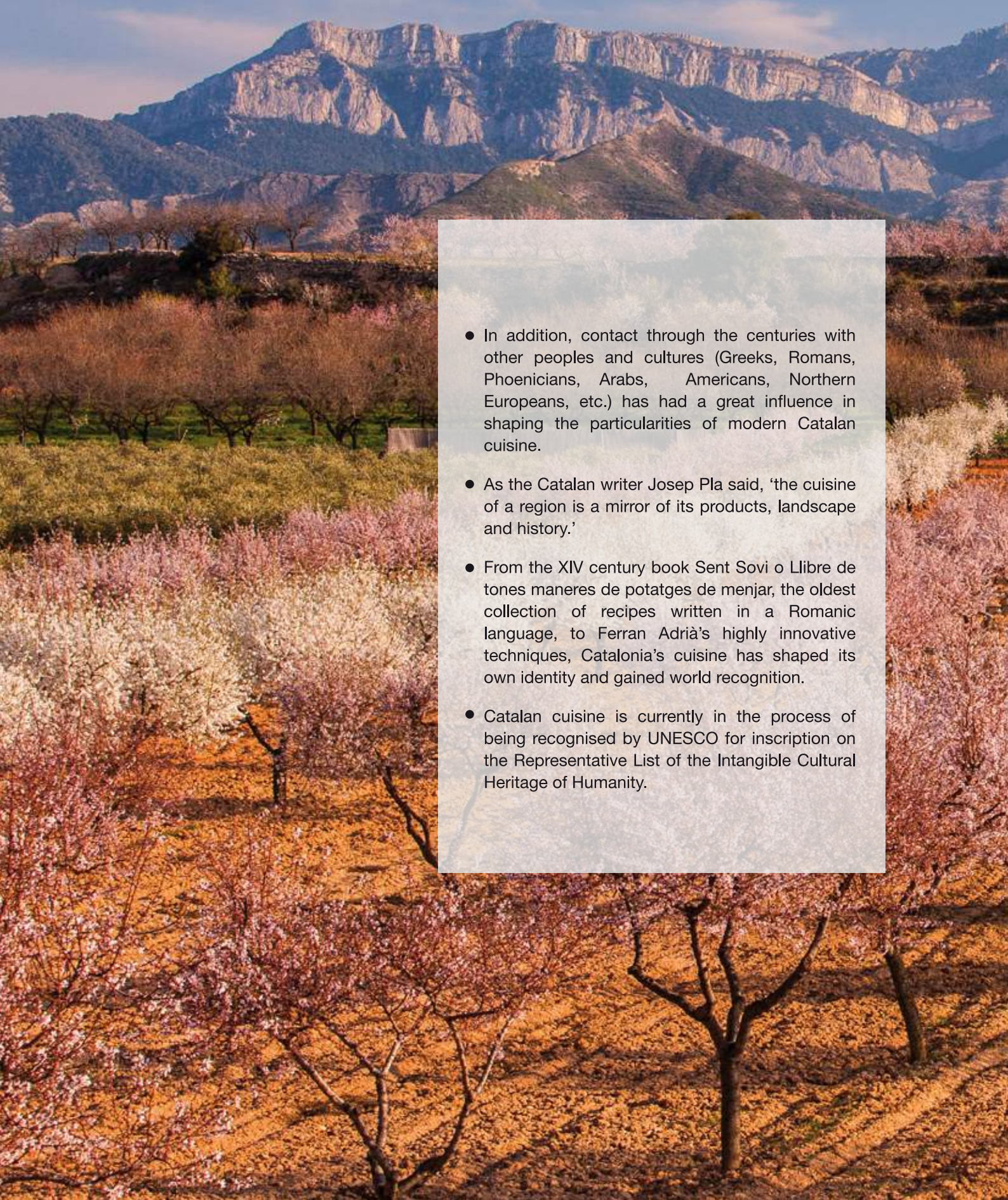
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Introduction



Catalonia is a region with a very rich food heritage. Located in southern Europe with the Mediterranean sea to the east, the Pyrenees to the north and a dry climate to the west, Catalonia has a wide range of products, being one of the most bio-diverse regions in Europe.

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- In addition, contact through the centuries with other peoples and cultures (Greeks, Romans, Phoenicians, Arabs, Americans, Northern Europeans, etc.) has had a great influence in shaping the particularities of modern Catalan cuisine.
 - As the Catalan writer Josep Pla said, ‘the cuisine of a region is a mirror of its products, landscape and history.’
 - From the XIV century book *Sent Sovi o Llibre de bones maneres de potatges de menjar*, the oldest collection of recipes written in a Romanic language, to Ferran Adrià’s highly innovative techniques, Catalonia’s cuisine has shaped its own identity and gained world recognition.
 - Catalan cuisine is currently in the process of being recognised by UNESCO for inscription on the Representative List of the Intangible Cultural Heritage of Humanity.

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- Agro-food, gastronomy and tourism have become strategic sectors in contemporary Catalan economy, currently representing about 20% of Catalan GDP, around 50,000 M Euros per year and employing 500,000 people. Catalonia, and it's capital Barcelona, has become one of the most important gastronomic regions in Europe.
 - All this has gone hand in hand with a very rich and dense network of initiatives, associations, research centres, fairs, publications, schools, events, etc. related to Catalan gastronomy, having a direct impact in both directions: Catalan people themselves, who have become co-protagonists in the boom in Catalan gastronomy and the radical evolution of the agro-food sector in general. At the same time, it has also had a great impact on tourism, where food and the festivities and events related to it have become one of the key ingredients in the attraction of tourism to the region.

The organising body and main partners

The **Candidature Catalonia European Region of Gastronomy 2016** is led by the **Catalan Government** (*Generalitat de Catalunya*), from which the Department of Agriculture, Livestock, Fisheries, Food and Natural Environment and the Department of Business and Labour (which includes the Catalan Tourist Board) are responsible for its coordination and evaluation.

The Catalan Government will constitute the **General Committee** Catalonia European Region of Gastronomy to integrate all the agents working in the area of gastronomy:

- Catalan Tourist Board
- PRODECA - INCAVI
- Provincial Councils of Barcelona, Girona, Lleida and Tarragona
- Barcelona Tourist Board (Council of Barcelona)
- Alícia (Food and Science Foundation)
- Universities and Research Centres
- Catalan Cuisine Foundation Institute
- Catalan Academy of Gastronomy
- PDO & PGI Federation
- Local Food Artisans
- Alimentaria
- Cookery Collectives
- Catering schools
- Etc.

A **Directive Committee** will also be set up by the Catalan Government, which will be in charge of everyday activities.





The organising body, partners and commitment

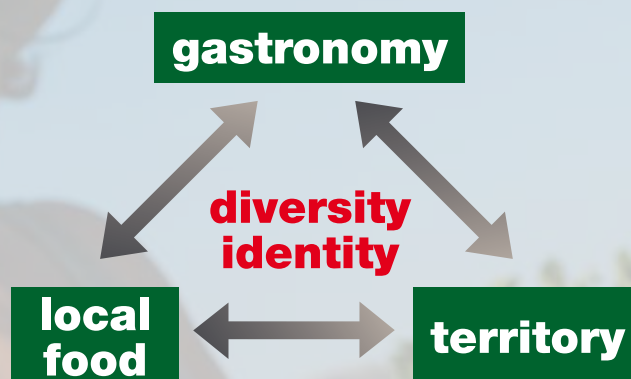
The General Committee will meet once per trimester in order to follow up on the development of the Candidature's Plan, to constantly evaluate and to implement the necessary improvements that might be required. The Committee will also meet at shorter intervals when necessary.

Both the General and the Directive Committees are dedicated:

- To promoting the Candidature as well as its objectives to the Catalan public in general and to the organisations working in the field of gastronomy in a broad and interdisciplinary sense (health, education, sustainability, innovation, regional development, public policies, etc.). It will also promote and facilitate that all these organisations become part and participants of the Candidature.
- To promoting the Candidature and the ERG principles to the general public, through their own channels of communication and also participating in television and radio programmes, social media, magazines, conferences, etc. where the Candidature is presented.
- To coordinate the Catalan Candidature with the other ERG members in order to establish links of cooperation, for the year 2016 and also the following years.

Main challenge of Catalonia's Candidature

- The main challenge of the Candidature Catalonia European Region of Gastronomy 2016 is to endorse the relationship between local food, gastronomy and territory. These three intertwined elements shape regional identities and are crucial ingredients for local and regional socio-economic development and welfare.





Objectives

The Candidature Catalonia European Region of Gastronomy 2016 will focus on two main intertwined objectives:

- To move from a very dynamic but highly disjointed sector, with a large number of activities related to gastronomy and local food taking place in Catalonia to **a new strategy of cooperation**, where all activities and agents become part of a shared single framework. The Candidature is expected to become the catalyst as well as the channel for this new paradigm of collaboration **under a common goal**: to join forces in order to promote Catalan gastronomy with all its richness, local ingredients and particularities.
- To **exchange knowledge and experiences** about the importance of gastronomy in its broader sense, involving public goods such as health, citizen welfare, identity, sustainability, regional development, etc. **with the other European Regions**.

Catalonia is well recognised for its gastronomic achievements, and the Candidature will be an excellent opportunity to share gastronomic heritage, ideas and creativity with others, as well as to learn from them, to take further steps within the aim to enable Europe and the world to feed itself better, to conserve the environment, local culture and local products more effectively and to support development of the local economy. Catalonia is very committed to participating in and heading many European initiatives, such as ERIAFF (European Regions for Innovation in Agriculture, Food and Forestry), AREPO (Association of European Regions for Products of Origin, of which Catalonia was a co-founder and has held the presidency for several years), AREFLH (Assemblée des Regions Européennes Fruitières, Légumières et Horticoles), etc.

Focus areas

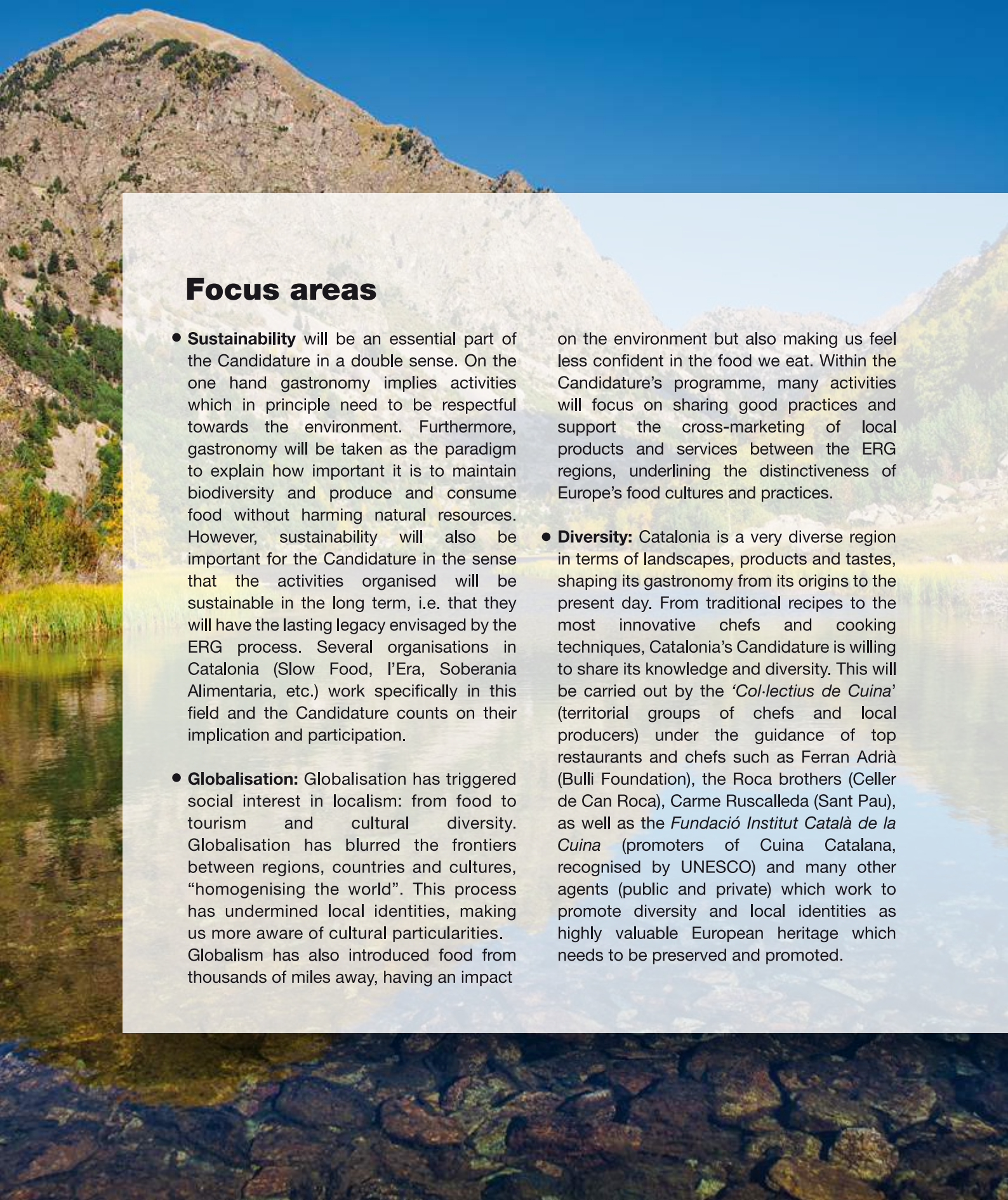
The Candidature will mainly base its programme of activities on the relationship **gastronomy, local food** and **territory** as inseparable elements of citizen welfare and regional development, and taking into account the 10 ERG focus areas:

- **Feeding the planet:** cooking is what makes humans a unique specie, but this 'human art' would lose all its sense if it was harmful to us. All the activities proposed within the Candidature will take into account that, above all, **food needs to be good, healthy and sustainable per se**. These three 'ingredients' will be promoted within the Candidature and beyond as one of the most important human challenges in the years to come.
- **Health:** Different participants in the Catalan Candidature (especially Alícia and the Food and Nutrition Campus) will carry out activities to promote healthy eating habits, addressed to the various consumer groups: young people (a strategic group because it has been proven that if they learn to cook and learn about food they have a much healthier life), adults, people with special needs, etc.
- **Education:** The Candidature has many participants whose main task is to educate on all aspects related to food: nutrition, health, sustainability, diversity, etc. Universities, research centres, foundations, catering schools, programmes... multiple Catalan institutions and organisations are committed to bringing public awareness and knowledge of food to society, with thousands of children, teenagers, adults, groups with special interests participating directly in these educational programmes. In 2016 these educational programmes on food education in Catalonia will expand even further, with the establishment of new postgraduate courses and programmes which will teach about food, incorporating the ERG focus areas. Furthermore, if Catalonia receives the Award of European Region of Gastronomy, these Catalan educational institutions will incorporate within their programmes the presentation of the ERG, contributing to the dissemination of the Platform, its objectives and activities.



Focus areas

- **Innovation** is one of the key areas for both Departments from the Catalan Government directly involved and leading the Candidature (Agriculture Department and Business and Labour Department). It is also very integrated within the gastronomy sector as being one of the most valuable motors of contemporary Catalan cuisine and the general agro-food sector in Catalonia.
- **Supporting SMEs:** Food and gastronomy has become one of the main pillars of the Catalan economy, involving a wide range of small and medium companies from various sectors: producers, restaurants, hotels, distributors, organisers of events, travel agencies, rural cottages, publishers, etc. This is the core of the Catalan economy and the Candidature will incorporate and work alongside all of them, being aware that SMEs are what make regional development possible.
- **Linking urban and rural:** Initiatives such as 'Benvinguts a pagès' ("Welcome to the farm"), the label 'Venda de proximitat', workshops and show cooking with chefs and local producers, fairs such as Fòrum Gastronòmic, Orígens, etc. will encourage more contact between rural and urban areas, re-connecting urban with rural and the food-making environment. This encounter has been proven to have a very positive effect on urban citizens, especially young people who then appreciate more the values related to local food in terms of health, environment and regional development.



Focus areas

- **Sustainability** will be an essential part of the Candidature in a double sense. On the one hand gastronomy implies activities which in principle need to be respectful towards the environment. Furthermore, gastronomy will be taken as the paradigm to explain how important it is to maintain biodiversity and produce and consume food without harming natural resources. However, sustainability will also be important for the Candidature in the sense that the activities organised will be sustainable in the long term, i.e. that they will have the lasting legacy envisaged by the ERG process. Several organisations in Catalonia (Slow Food, l'Era, Soberania Alimentaria, etc.) work specifically in this field and the Candidature counts on their implication and participation.
- **Globalisation:** Globalisation has triggered social interest in localism: from food to tourism and cultural diversity. Globalisation has blurred the frontiers between regions, countries and cultures, "homogenising the world". This process has undermined local identities, making us more aware of cultural particularities. Globalism has also introduced food from thousands of miles away, having an impact on the environment but also making us feel less confident in the food we eat. Within the Candidature's programme, many activities will focus on sharing good practices and support the cross-marketing of local products and services between the ERG regions, underlining the distinctiveness of Europe's food cultures and practices.
- **Diversity:** Catalonia is a very diverse region in terms of landscapes, products and tastes, shaping its gastronomy from its origins to the present day. From traditional recipes to the most innovative chefs and cooking techniques, Catalonia's Candidature is willing to share its knowledge and diversity. This will be carried out by the '*Col·lectius de Cuina*' (territorial groups of chefs and local producers) under the guidance of top restaurants and chefs such as Ferran Adrià (Bulli Foundation), the Roca brothers (Celler de Can Roca), Carme Ruscalleda (Sant Pau), as well as the *Fundació Institut Català de la Cuina* (promoters of Cuina Catalana, recognised by UNESCO) and many other agents (public and private) which work to promote diversity and local identities as highly valuable European heritage which needs to be preserved and promoted.



Focus areas

- **Digital agenda:** New technologies bring about a large range of challenges and possibilities. They can be a very useful way to bring citizens closer to local food and local gastronomy. The Candidature will focus on digital technologies in order to facilitate the interaction between citizens, producers, restaurants, etc. From gastroteca.cat to the Bullipedia, there will be multiple integrated digital platforms to deliver sustainable and inclusive information. The Candidature will share this knowledge and experience with all the regions joining the ERG Platform.

- **Cross-collaboration with other ERG partners:** Catalonia is fully committed to ERG's decisions and activities. If nominated European Region of Gastronomy 2016, Catalonia is going to organise various events in which the ERG regions will be expected to participate, such as the First Forum of European Cultures of Gastronomy, fairs such as Alimentaria in Barcelona (one of the most important agro-food and gastronomic fairs in Europe),

workshops within the 2016 Year of Enogastronomy, the Forum Gastronomic, the Congress of Local Markets, Market of Markets, etc. Also in all the Candidature's communication activities, the ERG will be presented, with links to the ERG partners' webs and sharing knowledge with each other whenever possible. Catalonia sees the Award as a great opportunity to expand and consolidate the network between all the European Regions of Gastronomy members.

Long-term strategy and legacy

The Catalan European Region of Gastronomy strategy has three stages:

- **2015: Setting up the structure and all the preparations** for the Candidature: Candidature web page, brochures, official presentation, coordination of all the activities, invitation of participants for the Congress of Local Food, Gastronomy and Regional Development – launch of the Candidature's programme, the First Forum of European Cultures of Gastronomy, etc.
- **2016: Execution** of all the activities forming part of the Candidature, followed by its corresponding evaluation.
- **2017 and beyond: Consolidation and expansion.** Catalonia's aim with the Award is to take a step forward in promoting the relationship between gastronomy, local food and territory, together with all the ERG objectives and focus areas, i.e. to consolidate all the synergies generated throughout 2016 so **public administrations, the private sector, academic organisations and centres of research work together in promoting the ERG values within**

Catalonia as well as in Europe and beyond where Catalonia participates, joining forces with the rest of the members of the ERG Platform. Catalonia is very dedicated to this middle-long term commitment **as being one of the most important and strategic sectors in the present and future of the region.**

Catalonia and the Catalan people have historically been very active and committed to Europe, participating and often leading initiatives which have ended up being part of Europe's agenda and identity. Catalonia is totally convinced that the European Regions of Gastronomy will have a very positive impact on Europe in terms of transforming and opening up the European culture and visions of food.

The Award Catalonia European Region of Gastronomy will be an excellent opportunity to contribute to promoting the ERG values and initiatives both in Catalonia and to Europe, taking a very participative attitude sharing and promoting gastronomy, in its broad and transforming sense, at the European level.



Long-term strategy and legacy

Gastronomy is a fundamental part of Catalonia's identity and economy, and the Catalan Government, institutions and organisations working in the field of gastronomy see the Award Region of Gastronomy as a great opportunity to reinforce, together with the rest of European Regions, all the positive aspects that gastronomy implies, in terms of people's quality of life as well as improving world sustainability.

Gastronomy is per se a social event, implying sharing and enjoyment. Catalonia is committed that this 'festivity' includes all citizens: from children to the elderly, coming from all possible origins and cultures, or requiring special needs.

The promoters of Catalonia's Candidature are very aware that the Award European Region of Gastronomy would have no effect if it did not include the general public. Therefore, the Candidature is dedicated to making civil society direct participants of the project, in defining the scope of objectives and activities.

Catalonia sees the Candidature as a bottom-up initiative, where consumer groups, non-lucrative foundations and organisations, schools, local festivities in which local food and gastronomy are an essential part, will all be included within the project. The channels to integrate them differ: from being members of the General Committee, to directly participating in organising events, or to be included in specific activities taking place within the Candidature .



Catalonia European Region of Gastronomy 2016 Action Programme

Generalitat de Catalunya/
Catalan Government



Congress on Local Food, Gastronomy and Regional Development: sessions throughout the year with the participation of experts, coinciding with other activities within the framework of the programme Catalonia European Region of Gastronomy. There will be a main event in order to present the Award and disseminate the programme of activities which will take place throughout 2016.

Budget: 120,000 €

First Forum of European Cultures of Gastronomy: Forum to share and exchange knowledge and experiences with the participating members of the Platform of European Regions of Gastronomy, with the possibility to extend the invitation to other regions (which might become members of the Platform European Regions of Gastronomy)

Budget: 78,000 €

Declaration “European Regions of Gastronomy”, a pioneering manifesto to highlight and promote the values of territory, products and gastronomy, as fundamental

elements of identity, and socio-economic regional development, which need to be preserved and promoted. Official and public signing of the manifesto.

Budget: 4,000 €

Communication plan for the Candidature for Catalonia European Region of Gastronomy; web page to present and give information about the candidature, the Platform, its objectives, participants and activities; social networks, information leaflets, press conferences, presentation events, etc.

Budget: 75,000 €

Compilation and mapping of all actors and activities in Catalonia related to gastronomy, local food and territory, with the aim to facilitate possible synergies and promote and improve the dissemination of information: agents, fairs, gastronomy campaigns, forums, routes, facilities, etc. The information will be continuously updated on the web page.

Budget: 60,000 €



Support to the **Regulatory Councils** and promotion of quality agricultural products and foodstuffs PDO (11), PGI (9), DO (11 wine), GI (2) and TSG (2), organic and integrated food (CCPAE and CCPI).

Budget: 1,200,000 €

Support and promotional activities for **local and artisan food producers** organised and certified by the Catalan government (Artesania Alimentària); awards given to the best local food producers of the year (butchers, bakers, cheese-makers, brewers, etc.); support to artisan food guilds and associations.

Budget: 50,000 €

Activities to promote the official label **'Venda de proximitat'** (direct sales and short food supply chains): pioneering initiative in Europe led by the Catalan Government which guarantees and promotes the direct relationship between consumer and local producer, contributing at the same time to the consolidation of rural tourism and restaurants.

Budget: 223,000 €





Catalonia European Region of Gastronomy 2016 Action Programme

Generalitat de Catalunya/
Catalan Government

Management and promotion of **gastroteca.cat**, a Catalan Government website of local agro-food products, producers, places where these local food products can be bought (shops, markets, etc.), restaurants where these products have a special role, recipes from Catalan cuisine based on these products, diary of activities, routes, etc. Currently the web offers information about 400 local products, 2,000 local producers, 2,000 local retailers, and 800 Catalan restaurants and hotels which use and promote local food products.

Budget: 130,000 €

Actions and promotion of olive and tourist wine routes, from the ENPI-CoMeDPro European Neighbourhood Partnership Instrument – Common Mediterranean Development Programme. This includes developing facilities, services and activities related to local products, gastronomy and regional development.

Budget: 50,000 €

Gustum European project to encourage rural development by promoting local quality food, linking actions between local producers, restaurants, tourism and retail.

Budget: 100,000 €





Strategic Plan of Innovation (R+I+T) in the agro-food sector: the main objective is to offer innovative and useful tools to the agro-food sector to help face new socio-economic demands and changes expected in the coming years: demographic changes and eating habits, food waste, healthy diets, environmental needs, etc.; it implies research centres, universities, consumers and business.

Budget: 1,050,000 €

Training and Technology Transfer Plan: conferences, seminars, courses and technology transfer actions aimed at professionals from the agro-food and gastronomy sector.

Budget: 65,000 €



Support actions to strategic agro-food sectors (olive oil, fruit, sheep and goat farming,...), to add value to the product and to promote its gastronomic potential.

Budget: 500,000 €

Agreement and partnerships with organisations that promote Catalan gastronomy, local food and a healthy diet.

Budget: 100,000 €



**Catalonia European Region
of Gastronomy 2016
Action Programme**

**Generalitat de Catalunya/
Catalan Government**

**Plan to promote the consumption of fruit
and vegetables in schools.**

The aim is to promote healthy eating habits amongst children, associate them to the Mediterranean diet and to reduce obesity in children. The programme includes distributing fruit to 1,236 schools, reaching about 300,000 children from 3 to 12 years old. It also includes leaflets, activities and a communication campaign addressed to make children aware of the importance of healthy food. This programme is co-financed by the European Common Agricultural Policy (CAP) and by the Catalan Department of Agriculture, Livestock, Fisheries, Food and Natural Environment.

Budget: 1,899,000 €

Promotional activities related to Productes de la Terra (The Catalan Government's official list of about 350 products recognised as having a special historical link to the region): participation, organisation and promotion of **fairs, markets,**

competitions, workshops... related to these products and their gastronomy; collaboration with museums which hold information related to gastronomy, food products and food traditions.

Budget: 220,000 €

Farm visits: support to local farmers to adapt their farms in order to be able to hold 'open days' and receive tourist visits, as an emerging complementary agricultural/farming activity which has a direct impact on the region and helps the re-encounter between urban and rural.

Budget: 165,000 €

Actions to promote the **presence of local products in restaurants**, and make people more aware of the importance and potential of these products for their singularity and touristic attraction.

Budget: 25,000 €





2016 Enogastronomy Tourism Year: organisation of activities throughout the year with a view to presenting and promoting Catalan gastronomy from a perspective that encompasses products, producers, gastronomy (from traditional to the most innovative) and regions. These activities will be addressed to both the general public and tourists so they get to know Catalan gastronomy and food heritage. Also to encourage Catalan tourist companies to promote and commercialise wine and gastronomy tours.

Budget: 150,000 €

Routes to taste Catalonia: updating and expansion of enogastronomic routes in Catalonia, followed by promotional activities. These routes will include information about places to visit, producers, restaurants, etc., related to these products. These routes will also be available on a web site whose contents will be periodically updated.

Budget: 75,000 €

Hotels and Markets with DO: Campaign to promote the 11 Catalan wines with the DO label in hotels and markets in Barcelona and main Catalan cities.

Budget: 12,500 €





**Catalonia European Region
of Gastronomy 2016
Action Programme**

Generalitat de Catalunya/
Catalan Government

Catalan food products and gastronomy at national and international food fairs, such as Fruit Logística, Biofach, Gulfood, Foodex, Prowein, Alimentaria Barcelona, European Seafood, Sial China, Fruit Attraction, Sial Paris, Seafood Barcelona, Prowein China. Presentations of Catalan gastronomy through live show cooking demonstrations, tasting, and promotion of the relationship between high quality products and the territory.

Budget: 180,000 €

Young Wine Day: Call for all young wine-makers, professionals in the sector, restaurants and specialised journalists with the objective to promote and disseminate knowledge about the 11 new DO wines.

Budget: 5,000 €

Vinari Awards: Official competition of Catalan DO wines, with the participation of more than 60 professional sommeliers. It has become one of the most inclusive competitions of the Catalan wine-producing sector.

Budget: 6,000 €



- DO Alella
- DO Catalunya
- DO Conca de Barberà
- DO Costers del Segre
- DO Empordà
- DO Montsant
- DO Penedès
- DO Pla de Bages
- DOQ Priorat
- DO Tarragona
- DO Terra Alta
- DO Cava



Catalunya

Vins i caves

Denominacions d'Origen Protegides



Generalitat de Catalunya
Departament d'Agricultura, Ramaderia,
Pesca, Alimentació i Medi Natural

INCAVI
Institut Català de la Vinya i el Vi



Catalonia European Region of Gastronomy 2016 Action Programme

Diputació de Barcelona
(Provincial Council of Barcelona)

Xarxa de Productes de la Terra (Local Products Network), a voluntary network of more than 1000 local producers (farmers and food artisans) from the province of Barcelona, promoted and coordinated by the Diputació de Barcelona (Provincial Council of Barcelona), which works to strengthen the business links between local quality food producers and to help innovate in terms of production and commercialisation.

Budget: 700,000 €

El Parc a Taula (From Nature Park to the Table), programme which highlights artisanal food production, local quality viticulture, the natural, cultural and landscape values of the parks in the province of Barcelona through gastronomy, linking local producers, restaurants, schools and other catering services.

Budget: 75,000 €

Structuring and touristic promotion of gastronomy and local food products in the Province of Barcelona, series of activities to promote and consolidate tourist products

based on gastronomy and local products, and promote them in different markets.

Budget: 100,000 €

Congress of Local Markets from the Province of Barcelona, conference and workshops aimed at improving the exchange of knowledge and experiences between all the different actors working in the markets, with the participation of experts in the field.

Budget: 10,000 €

Publication of seasonal, healthy, local food recipes, compilation of recipes in print as well as on-line version to promote healthy food habits (traditional dishes, seasonal products, low cost, products from the markets...)

Budget: 10,000 €



Diputació de Barcelona (Provincial Council of Barcelona)

De l'hort al Mercat (From the Field to the Market) educational activity aimed at schools to inform about the nutritional values of food and the role of markets in achieving a balanced, healthy and sustainable diet.

Budget: 3,000 €

Campaigns and activities to promote municipal markets and local products, such as conferences, competitions, exhibitions etc. with the aim to underline the importance of municipal markets as benchmarks for local and healthy eating.

Budget: 60,000 €

Educational workshops, exhibitions and informative materials about healthy food information campaigns addressed to the general public to encourage healthy eating habits, prevent illness and increase the sense of well-being.

Budget: 142,600 €





Catalonia European Region of Gastronomy 2016 Action Programme

Institut Municipal de Mercats
de Barcelona (Barcelona
Municipal Institute of Markets)



Mercat de Mercats (Market of Markets):

open-air fair of the markets of Barcelona, with the presence of local producers and various activities to promote local food and how to cook it.

Budget: 400,000 €

Menjo de Mercat (I Eat from the Market):

educational activity aimed at schools which is held in the municipal markets of Barcelona Province and whose goal is to identify, experiment, recognize and appreciate the local food products which are sold there.

Budget: 22,000 €

Estima el teu Mercat (Love your Market),

promotion of markets and the role of markets in shaping cities in order to make them more sustainable at a social, economic and environmental level; to emphasise the importance of markets in cities, towns and villages in terms of food supply and the dissemination of 'quality food' values.

Budget: 30,000 €

A wide range of activities will be held throughout the year in the 40 markets in Barcelona city: cooking workshops, local food and wine tasting events, activities for children, etc.

Budget: 200,000 €



Generalitat
de Catalunya

**Catalonia European Region
of Gastronomy 2016
Action Programme**

Institut Municipal de Mercats
de Barcelona
(Barcelona Municipal
Institute of Markets)





Catalonia European Region of Gastronomy 2016 Action Programme

Barcelona Turisme /
Barcelona Tourism Board



Actions to promote the gastronomy of Barcelona and Catalonia, with the preparation and dissemination of plans and guides, through the web pages barcelonaturisme.cat and visitbarcelona.com and their respective social networks, and participation at national and international trade fairs.

Budget: 200,000 €

Actions within the framework of **Delice Cities**, an international network of cities formed to promote gastronomic excellence

Budget: Budget: 10,000 €

Promotion of the **app Barcelona Restaurants** which will offer information about Catalan cuisine and places to eat in Barcelona. Aimed at tourists as well as the general public.

Budget: 7,000 €

Presentations and workshops with actors in the sector, tour operators, specialised press, etc.

Budget: 50,000 €



Generalitat
de Catalunya

**Catalonia European Region
of Gastronomy 2016
Action Programme**

Barcelona Turisme/
Barcelona Tourism Board





Catalonia European Region of Gastronomy 2016 Action Programme

Alícia Foundation



Benvinguts a pagès (Welcome to the farm):

action to highlight the value of local producers through an 'open weekend' when the general public can visit different farms and participate in various activities. Restaurants, holiday cottages and rural tourism which promote local food will also be involved in the event, developing the relationship between farmers and chefs, products, local gastronomy and tourism. This action will be directed by The Alícia Foundation, with the support of the Ministry of Agriculture, Livestock, Fisheries, Food and Environment and The Catalan Tourist Board.

Budget: 150,000 €

Alícia't, festa de la cuina fàcil, sana i divertida (Alícia't – easy, healthy and fun cooking),

workshops and informative sessions addressed to the general public to encourage people to eat better; specialised activities for professionals in the sector in relation to promoting innovation in agro-food and local food.

Budget: 30,000 €

Promotion of food heritage and local gastronomy, in partnership with local public administration. To add value to the socio-economic development of the region through local products and gastronomy.

Budget: 90,000 €

Alícia workshops 'Cuinar, menjar, viure' (Cook, eat, live), workshops for schools, professionals, people with special dietary requirements, etc., with the aim to offer tools so that people can eat better in a simple, healthy and sustainable way, with cooking playing a central role and prioritising local products whenever possible.

Budget: 90,000 €



**Generalitat
de Catalunya**



BetterMEAL Project (Quality Meals for Everyone: Recharging the nexus of Public Policies and Public Catering for Enhancing Health, Environment and Rural Development); European project Proposal (currently awaiting approval in the first semester of 2015) aimed at promoting local quality agro-food products to schools and catering services, to improve health, the environment and regional socio-economic development.

Budget: 85,000 €





Catalonia European Region of Gastronomy 2016 Action Programme

Food and Nutrition
Campus - University
of Barcelona (UB)



KIC (Knowledge Innovation Communities) **FOODBEST**: Within the network of universities, research centres and companies, the Food and Nutrition Campus (UB) is applying for the KICFOOD 2016 programme, promoted by the European Institute of Technology, to participate and implement actions in various research fields related to food. The sub-programme **RIS3CAT Gastronomy** will implement a research community involving all the main actors related to Catalan gastronomy, collective catering (schools, hospitals, etc.), the agro-food industry, food producers associations, etc. The project is expected to start in 2016.

PECT Project of Specialization and Territorial Competitiveness): the Food and Nutrition Campus UB, together with IRTA (Agrofood Research and Technology Institute), Fundació Institut d'Investigació en Ciències de la Salut Germans Trias i Pujol, Diputació de Barcelona and the Santa Coloma de Gramanet Council, are participating in a project in a rural area in Maresme (a county on the Catalan coast)

to preserve and promote local vineyards and vegetable patches, creating a network involving local producers, restaurants and consumers.

ODELA (Food Observatory) is organising, together with the Alicia Foundation, the International Congress of Food Observatory, to analyse the changes taking place in relation to food consumption in our societies.

ODELA is also applying to the European programmes H2020 to carry out two research programmes: Reflective Societies: Cultural Heritage and European Identities, to analyse food from a historical, anthropological, gastronomic, dietary, etc. perspective; and Creative Europe Programme, a research project on recipes from a historical point of view.

Food and Nutrition Campus / University of Barcelona (UB)



CERGC (Catalan Centre of Gastronomic Studies and Research): currently in the process of being constituted, the CERGC will be a centre where the Catalan gastronomic sector will work to create and promote knowledge of gastronomy. The Centre will include the CRGA (Centre of Applied Gastronomy Research), the CEDC (Centre of Culinary Studies and Development), which will also have a school of haute cuisine. The CERGC will also be in charge of a new documentation and exhibition area with the aim to become the Catalan Gastronomic Archive.



UB – Bullipèdia: project led by the world-renowned chef Ferran Adrià with the objective to offer scientific and academic rigor to cooking. In the words of Ferran Adrià, “the Bullipedia is expected to become the DNA of cooking”.





**Catalonia European Region
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**Food and Nutrition Campus/
University of Barcelona (UB)**

INSA – UB (Research Institute of Nutrition and Food Safety): Institute to offer support to the public and private sectors within the agro-food sector on nutrition and food safety.

Sent Sovi Chair, an initiative together with the *Fundació Institut Català de la Cuina i de la Cultura Gastronòmica* to promote research and dissemination on food and gastronomy, from various fields: historical, anthropological, leisure, etc.

FICC Catalan Cuisine Institute Foundation): promotion of the label '*Cuina Catalana*' (Catalan Cuisine) prioritising local quality food as well as local restaurants, schools, rural tourism, shops and producers.



Food and Nutrition Campus/ University of Barcelona (UB)



ExpAliments 2015-2016: an event which will take place at the Campus UB involving private companies from the agro-food sector which will focus on local food.

“Cuines del món” (World Cuisines) is a project led by the Campus together with the Santa Coloma de Gramanet Campus (Maresme) with the aim to contribute to the re-organisation and socio-economic promotion of one of the most marginal areas in the town, using gastronomic and food activities as key actors in this process of urban development.





Catalonia European Region of Gastronomy 2016 Action Programme

Cultural Heritage and
Tourism Lab
(LAB-PACT)/ University
of Barcelona (UB)



UNESCO Chair and the Network UNESCO/UNTIWIN Culture, Tourism and Development: working on several areas aimed at protecting and promoting local heritage, with gastronomy as a fundamental part. In particular - the International Congress 'Tourism and Gastronomic Heritage: food landscapes, gastro-regions and gastronomic tourism': its first edition was held in Barcelona in 2014 and the second edition will take place in 2016.

European Cultural Itineraries: participation in a programme to promote the competitiveness of gastronomic initiatives recognised by the European Council, such as the Wine and Olive trees routes.

Landscape, products and gastronomic heritage of Catalan Cuisine, a project which aims to create a map of food landscapes and all heritage related to food as well as gastronomic tourism in Catalonia.

Study tours and gastronomic benchmarking, an initiative addressed to universities, cities and regions who are interested in learning about successful examples of food heritage and gastronomic tourism, using Barcelona and Catalonia as a reference.







Catalonia European Region of Gastronomy 2016 Action Programme

CETT – Tourism and Gastronomy School
Barcelona



Training sessions for the promotion of quality Catalan food products:

addressed to CETT students, professionals working in the catering and restaurant sector and the general public. The objective is to teach participants, with assistance from local producers / farmers, about quality food products, their organoleptic properties and nutritional values, culinary applications and their link with history, traditions and tourism possibilities.

Budget: 4,000 € per session

Workshops to promote the use of quality Catalan food products in European restaurants:

The workshop will have two parts. In the first session, Catalan experts will talk to chefs of European origin who are currently working in Catalonia, about the quality and culinary characteristics of a selection of Catalan products. In the second part, the chefs will create dishes from their own countries incorporating the Catalan products.

Budget: to be confirmed



Generalitat
de Catalunya



Catalonia European Region of Gastronomy 2016 Action Programme Fòrum Gastronòmic



Gastronomic Forum: A four-day congress in Barcelona on enogastronomy; trade fair, exhibitions, workshops and a wide programme of activities involving more than 100 local producers, chefs and with the participation of 60,000 professionals from the sector.

Budget: 950,000 €

Origins, agro-food fair of local products: 2-day fair where producers and high quality food products are the protagonists. Visitors can attend cooking workshops led by well-known chefs, as well as taste and buy the best local products offered by local producers. Approximately 10,000 visitors are expected.

Budget: 150,000 €

Artisanal cheese competition (Pyrenees Cheese Fair): The most important cheese competition in Catalonia held in la Seu d'Urgell, with the participation of local producers and professionals from the cheese sector. The event will take place in October 2016 and about 70,000 participants are expected to attend.

Budget: 88,000 €

Activities at the Agramunt Fair of Traditional Nougat and Chocolate (PGI Torró d'Agramunt): Cooking exhibitions and tasting of local PGI products: desserts and sweet cuisine.

Budget: 51,000 €





Catalonia European Region of Gastronomy 2016 Action Programme

Alimentaria & Barcelona Degusta



Alimentaria: International Food and Beverage Fair, which within the framework of Catalonia European Region of Gastronomy will offer:

- **'The Alimentaria Experience'**, an innovative space where the visitor becomes the protagonist in a culinary experience together with world-renowned chefs such as the Roca brothers, Carme Ruscalleda, Carles Gaig, etc.,.
- **Vinorum:** space for tasting local wines which are especially valued for their quality and innovation
- **Gourmet olive oil bar**, where visitors are invited to taste different varieties of virgin olive oil from Catalonia, which are introduced by the producers or experts.

Budget: 500,000 €

Barcelona Degusta, a food and gastronomy fair open to the general public to show, taste and learn about food and gastronomy. Specific activities related to the Candidature will include cooking classes, conferences on local food and

Catalan gastronomy, tastes accompanied by experts, live show cooking, etc.

Budget: 30,000 €



Generalitat
de Catalunya



Catalonia European Region of Gastronomy 2016 Action Programme Slow Food Catalunya



Slow Food Planet: Launch and dissemination of the App (mobile and tablet apps for iOS and Android) to inform the general public and tourists about restaurants, shops, markets, places to visit... which fulfil the Slow criteria, i.e. high quality local food and respect for the environment. Initial implementation in Barcelona, followed by the rest of Catalonia. This action forms part of the Slow Food global strategy, the intention being to develop this tool on a global basis.
Budget: 45,000 €

Mercats de la Terra - Earth Markets. A worldwide network of farmers' markets respecting the SLOW FOOD philosophy. Launch and promotion of the first Mercats de la Terra in Barcelona (Poble Sec, Cornellà and El Prat del Llobregat). Already in Balaguer and Sitges.

Budget: 45,000 €

Participation of Slow Food Catalonia in Slow Food international Fairs such as Salone del Gusto (Torino), Slow Fish (Genoa) and Cheese (Bra), promoting local Catalan quality products.



** Slow Food is a global, grass-roots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment.*



Catalonia European Region of Gastronomy 2016 Action Programme

Catalan Federation PDO & PGI



Actions to promote PDO and PGI, as certified quality food products with links to the territory and which have an important role for local socio-economic development. In Catalonia there are a considerable number of certified quality products, and this number is expected to increase in the coming years.

Budget: 30,000 €



Denominació d'Origen Protegida - Arròs del Delta de l'Ebre - Avellaneda de Reus - Fesols de Santa Pau - Formatge de l'Ait Urgell i la Cerdanya - Oli del Baix Ebre Montsià - Oli de l'Empordà - Les Garrigues - Mongeta del Ganxet - Oli de Terra Alta - Mantega de l'Ait Urgell i la Cerdanya - Pera de Lleida - Siurana - Indicació Geogràfica Protegida - Calçot de Valles - Clementines de les Terres de l'Ebre - Llonganissa de Vic - Pa de Pagès Català - Patates de Prades - Pollastre de Capó del Prat - Poma de Girona - Torró d'Agassunt - Vedella dels Pirineus Catalans - Denominació d'Origen Protegida - Arròs del Delta de l'Ebre - Avellaneda de Reus - Fesols de Santa Pau - Formatge de l'Ait Urgell i la Cerdanya - Oli del Baix Ebre Montsià - Oli de l'Empordà - Les Garrigues - Mongeta del Ganxet - Oli de Terra Alta - Mantega de l'Ait Urgell i la Cerdanya - Pera de Lleida - Siurana - Indicació Geogràfica Protegida - Calçot de Valles - Clementines de les Terres de l'Ebre - Llonganissa de Vic - Pa de Pagès Català - Patates de Prades - Pollastre

Menja-te-la!

Generalitat de Catalunya
Departament d'Agricultura, Ramaderia,
Pesca, Alimentació i Medi Rural



Catalonia European Region of Gastronomy 2016 Action Programme

ACREFA: Cheese Artisans



Artisan Cheese Shows in Catalonia:

Market with 20 local cheese producers, tasting sessions, professional workshops and conferences, all related to cheese and other dairy products. The cheese shows will be itinerant and their aim is to inform cheese producers as well as consumers about new developments and innovation in the sector and to avoid bad practices. Shows will be held in Borredà (Berguedà), Montblanc (La Conca de Barberà), Sort (El Pallars Sobirà), Palau d'Anglesola (Pla d'Urgell), etc.

Budget: to be confirmed

Cheese Fairs: Participation in several fairs in Catalonia where cheese and local cheese producers are the protagonists; it is an opportunity to promote locally produced dairy products as an important part of Catalan food heritage, with its tradition, varieties and particularities. Among these fairs are: the Artisanal Cheese Fair of the Pyrenees (La Seu d'Urgell, Alt Urgell), Lactium (Vic, Osona), the Catalan Artisan Cheese Fair (Lladó, Alt

Empordà), Slow Food Fair and Helath (Balaguer, La Noguera), Sant Llorenç Fair (La Cerdanya).

Budget: to be confirmed



**Generalitat
de Catalunya**



Catalonia European Region of Gastronomy 2016 Action Programme

Fundació Oficis de la
Carn: Meat Artisans



Setmana del Dijous Grass (Fat Thursday Week): Activities all over Catalonia, led by local artisan producers, to promote traditional meat products related to the event: a variety of traditional sausages and other meat products.

Meat artisans at the schools to open artisan workshop places to schools to explain artisanal work, introduce the products and give guided tasting.

School of Meat Artisans: Innovation, creativity and development of new meat products; recuperation of traditional products; training and dissemination amongst professionals and consumers.

Innovation and improvement of artisan meat products: programme of activities to transfer knowledge to the sector in new fields such as reducing salt and fat in meat products, allergens, new combinations and tastes, etc.

Promotion of local food: meat artisans participating in local fairs, workshops and show cooking; together with local administrations, research centres, Alicia Foundation, in order to promote traditional artisan as well as innovative meat products.





Catalonia European Region of Gastronomy 2016 Action Programme

Catalonia Gourmet Cluster



Catalonia Gourmet Experience:

gastronomic experience where Catalan gourmet producers are the principal tourist attraction. Creation of gastronomic routes starting from the main tourist destinations in Catalonia which allow the visitor to discover the interior of the country through gourmet gastronomy.

Budget: to be confirmed

Organisation in conjunction with the CETT school of cookery (Barcelona University) of a series informative talks and workshops on Catalan gourmet products aimed at CETT students and future chefs.

Budget: to be confirmed

Participation at the international Fira Alimentaria Barcelona 2016, where Catalan gourmet products will be highlighted and promoted to more than 140,000 visitors. April 2016

Budget: to be confirmed





Catalonia European Region of Gastronomy 2016 Action Programme

Venda de Proximitat/
Producers Direct Sales
& Short Food Supply
Chains



An **innovative cooperative of producers and professionals** (health experts, gastronomes, chefs, nutritionists, etc.) to promote and sell local food products initially from the region of Lleida to then include the rest of Catalonia. The project will include a shop selling local products, will organize visits to producers, hold workshops on health, cooking, etc.

Budget: 200,000 €



**Venda de Proximitat/
Producers Direct Sales
& Short Food Supply
Chains**





Catalonia European Region of Gastronomy 2016 Action Programme

List of Participants and Global Budget

Generalitat de Catalunya (Catalan Government)	6,542,500
Diputació de Barcelona (Provincial Council of Barcelona)	1,103,000
IMMB (Barcelona Municipal Institute of Markets)	652,000
Turisme Barcelona (Barcelona Tourist Board)	267,000
Alícia (Alicia Food and Science Foundation)	445,000
Food and Nutrition Campus & LAB-PACT - University of Barcelona	*
CETT Tourism and Gastronomy School Barcelona	*
Fòrum Gastronòmic	1,239,000
Alimentaria & Barcelona Degusta	530,000
Slow Food Catalonia	90,000
PDO & PGI Federation	30,000
Food Artisans	*
Cluster Gourmet Catalonia	*
Venda de Proximitat (Producers Direct Sales)	200,000

★ Budget to be confirmed

More Catalan organisations, agents and initiatives are expected to participate in the Candidature Catalonia European Region of Gastronomy 2016.



Evaluation

The programme will include different means of evaluation according to the activity: number of participants, visits (web and social media), evaluation questionnaires, media impact, etc. These evaluation procedures will involve both the Directive Committee and the organisers responsible for each event.

The Directive Committee will produce evaluation reports which will be presented to the General Committee. There will be periodical evaluations, a general evaluation at the end of the first year as well as further evaluations to analyse the impact and long-term effects of the programme. This long-term evaluation will be carried out by the General Committee and later on, by the new Food Committee set up by the Catalan Government, which will take over from and continue the work started by the General Committee.





Generalitat de Catalunya