



Mediterranea, Mensa Nostra. Oily Cultures Project

In the Mediterranean, there has always been a massive component of agribusiness in situ, that is what is produced is also consumed in the surrounding areas.

The Mediterranean realizes his vital balance and his extraordinary diet starting from the triad olive -vine - grain.

We are the only area of the world where the olive oil is produced, which is the basis of any healthy and balanced diet.

In southern Europe and in many other parts of the Mediterranean, a new slow, local, zero miles, organic and healthy diet has born (but it was never finished).

Italy, if possible, is the center of all this, both for tradition, vocation, guidance, than for the insurgent sensitivity to the subject.

These values are vulnerable to the risks of industrialized, globalized, standardized and insane food.

The Mediterranean, in fact, is highly threatened by the speculative action of the big agribusiness majors and the dangers of pollution.

The Mare Nostrum, and its food culture, which is already recognized as an extraordinary value to be preserved through the concept of the Mediterranean Diet, has to become a widespread model, a best practice, to be continuously studied, promoted and communicated all over the world.

Mediterranea Project, along with its expedition all around the Mediterranean for five years, has among its aims also **to assess, tell and enhance the heritage and the richness of our food culture.**

The Mediterranea expedition will be a journey into Mediterranean flavors, scents and colors. A journey of research into history and memory, to rediscover our common roots and our Mediterranean identity, through the multi-sensory experience of food, which is also purely a cultural operation.

On board or ashore, in the coastal cities and ports where Mediterranea will take a stage during his five-year route in the Mediterranean (2014 -2019), **the boat will become the venue for meetings and activities with the "Protagonists of Local Food"**, picking at each stage fact-finding materials, texts, photos, interviews, videos, with which to make **a chapter devoted to each of the countries or territories** affected by the route of the Mediterranea.

The "**Mediterranea, Mensa Nostra**" program appoints a specific focus to olive oil for its relevance and centrality to the Mediterranean identity. ***The Olive Tree, the silver tree because of its changing color of the leaves, a sacred tree in every civilization, a symbol of peace and dialogue, source of sustenance, taste, care of body and spirit, light.***

From the first year and for the whole duration of the trip, the "**Mediterranea, Mensa Nostra**" program will carry on the project "**Oily Cultures, scientific and culinary adventures in the countries of Olive Oil**", a format designed in collaboration with Master COMET - Culture, Organization and Marketing of Territorial Eno-gastronomy of the Food Science Department of University of Parma, for the discovery of the gastronomic culture of the countries of Olive Oil and *to enhance the olive oil as an element of cultural exchange and integration, stimulus to the sustainable development of territories and economies*, helping to keep alive the focus on the Mediterranean as a "world area of health".

At the end of the trip the program will realize: ***an official, definitive and institutional book*** on the flavor, tastes and dietary value of the Mediterranean diet; a **Certificate of the Mediterranean oils**; a **Euro-Mediterranean panel test** of oil tasters; **an artistic/literary publication** with photographs of **ancient olive trees** of the Mediterranean.

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