



Gastronomy and Tourism Success Stories in the Mediterranean



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Our Stories - Introduction

Our stories are the stories of the flavours and the fragrances of the Mediterranean. They are the stories of the aromas and tastes of the foods that contain the traditions, the celebrations, the happiness and the wisdom of many generations which were kept intact despite the passing of time, industrialization, globalization and new life styles.

Our stories are the stories of people who have chosen to stay in their homeland and to cultivate the gifts of nature. They are the stories of people who nurture the land and produce ingredients for foods that have been shared by their communities for many years and are part of their cultural heritage.

Our stories are the stories of the heart and the soul of the Mediterranean, as food brings people together, gives nutrition and happiness, evokes creativity, passion, devotion and belief in cultural roots.

Traditional gastronomy makes us unique in each country, in each region. The authenticity, the stories, the festivals, the rituals, the teamwork, the feelings produce something unique, something for which tourists are willing to travel from all over the world simply to have the opportunity of experiencing.

Eight partners from eight countries have been working in the rural areas of the Mediterranean for three years in order to research, identify and document the exemplary practices of traditional gastronomy and create thematic packages which will attract tourists to the hinterland.

This publication is a product of all the efforts that have been made and their results. It gives light to some unexplored rural areas, most of them untouched by mass tourism, and promotes the uniqueness in their gastronomy as a part of their cultural heritage.

Festivals and gastronomic routes have been upgraded, and new gastronomic routes have been created as well as culinary tours, on-day workshops and hospitality guidelines. Stakeholders were able to express their opinions, fears, ambitions, and dreams in order to encompass all of them within the new tourism product, to be sustainable and to reflect their character and authenticity. A lot of capacity building activities took place in order to prepare the rural communities to accept tourists and host them, as well as to present their products in the best possible way. However, the main aim was to share the same mission and vision, understanding the importance of their gastronomic treasures as a part of their cultural heritage and preserve it for the generations to come.

This book is dedicated to each person who has chosen to serve nature, to serve the hinterland, and for all the people who have kept traditional recipes alive, so that it becomes a pole of attraction and a big part of the authentic identity of each place.

Yioula Michaelidou Papakyriacou - Troodos Network

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CROATIA - From Farm to Fork



Partners' Profile

The Agency for Rural Development of Istria (AZRRI) was founded with the aim to support and coordinate development programs regarding the protection of Istrian autochthonous breeds, by combining primary agricultural production and valorisation of local and traditional products. Since the day AZRRI was established, culture, gastronomy and tradition have played an important role in terms of sustainable development and have consequently led to renewed life in rural areas in Istria, which was another important goal to achieve. The Educational Gastronomy Center of Istria within the agency has been established with the purpose of revitalization and presentation of high-quality traditional products of the Istrian peninsula. In order to preserve the Istrian heritage and to appraise the autochthonous breeds, AZRRI has started to organize educational and culinary workshops for the purpose of continuous education of local chefs and caterers. Since 2014, the Center has become the platform of excellence that aims at promoting the best use of local agricultural products among local chefs but also in a wider area, including agriculture and tourism stakeholders, the local population and tourists. Since the Educational Gastronomy Center of Istria is located in a culturally very attractive and popular touristic site near a farm where Istrian cattle are bred, the idea of a new touristic attraction based on culinary experiences has sprang up.

The intention of developing the Mediterranean in a more sustainable way by relying on local resources and especially its rich gastronomic heritage was the main reason which encouraged AZRRI to join the project.

MEDFEST Project in Croatia

In line with the main aim of the MEDFEST project, to develop sustainable culinary experiences in rural costal hinterland as a powerful tool to promote sustainable tourist destinations in MED space, the Agency for Rural Development of Istria has had a fundamental starting point.

AZRRI's objective was to represent the local autochthonous breeds and products and to valorise them through specific culinary experiences in order to raise awareness of their importance. Within the MEDFEST project, AZRRI has combined all the aforementioned and has developed the pilot activity "From Farm to Fork": a specific gastronomic experience that traces our food from farm to a finished meal. The innovative touristic product "From Farm to Fork" represents the improvement of existing services

which will develop a new segment of sustainable gastronomy tourism aiming at the promotion of rural areas and local agricultural products. The main emphasis of this specific tourist product "From Farm to Fork" is on storytelling. Moreover, it has a strong educational dimension conceived around the symbol of Istria, the Istrian cattle "Boškarin", its value in the past, present and future.

The gastronomic experience is designed in a way such that tourists and visitors start their one-day culinary tour at Gortan Hill in Pazin. Tourists and visitors actively participate in the experience and after an introduction about the Istrian cattle, they start a journey "along the paths of the Boškarin" during which they stop at a farm of Istrian autochthonous breeds located nearby. At the end of the tour, they return to the Educational Gastronomy Center, where the culinary workshop is held and with the precious help of top-rated chefs, they engage in the preparation of traditional Istrian dishes. Afterwards, they enjoy and discuss the dishes they have prepared. This type of tourist product allows visitors to connect with the territory and to increase their awareness about the traceability of Istrian products. The sustainable tourist package "From Farm to Fork" represents an experiential gastronomy product based on local resources which adds value to local stakeholders and leads to an overall prosperity of the local community.

Typical landscape of the area



By AZRRI- Agency for rural development of Istria Ltd. Pazin

The Impact of MEDFEST in Croatia

One of the most important achievements of the Agency for Rural Development of Istria, which resulted from the MEDFEST project, is creating and developing a unique and innovative gastronomic experience "From Farm to Fork". The touristic product "From Farm to Fork" does not only represent the culture, gastronomy and tradition of rural Istria, it also represents a new direction of sustainable tourism focusing on safeguarding the intangible and tangible heritage for future generations. The goal of the designed pilot activity was to make a difference to mass tourism, and to shape the specific experience by linking it to the Istrian identity and territory in order to increase the awareness of visitors and tourists about the traceability of autochthonous products of Istria. The specific tourist package "From Farm to Fork" contains original and unique experiences deeply connected with the Istrian heritage which is the right answer to seasonality and can become a predisposition to sustainable tourism development. With this type of interactive and innovative activity, the story about the Istrian cattle Boškarin and its comeback is used in a very original way to present traditional Istrian dishes, and it can also be used in the future as a prototype with any other kind of agri-food product.

From the beginning of the project, the main stakeholders have been identified to participate in the creation of the culinary experience "From Farm to Fork". The selected stakeholders are representatives of the local self-government, the tourism and agricultural sector, and one of the main supporters of AZRRI from the very beginning; The Chamber of Crafts and Trades of Istrian Region. In the future, similar models of sustainable experiences can be used by local agricultural stakeholders such as: olive oil producers, olive mills, milk farms and producers of dairy products etc. In order to improve the diversification of the touristic offers and to improve existing strategies in relation to sustainable culinary heritage, the participating stakeholders have been included in capacity building activities where they have been introduced to adequate practices. One of the main alliances created by the MEDFEST project is cooperation with local tourist agencies and tour operators who have played an important role in offering the brand-new experience.

The strategic framework of the Master Plan for Tourism Development in Istria for the period between 2015-2025 is linked to the transformation of the model of mass tourism into specific tourism models. However, it still lacks detailed planning and guidelines. Additionally, strategies of Local Tourist Boards did not specify this kind of touristic experiences in their future plans. In order to create the predispositions for sustainable tourism, AZRRI has created the "Action Plan from Farm to Fork" containing guidelines for developing and implementing the new touristic offering. Moreover, the final strategy of the MEDFEST project will be integrated in the AZRRI's next developmental strategy, as well as in local development and business strategies as much as possible, in order to ensure that sustainable practices and experiences are available to everyone interested in protecting local heritage.

The MEDFEST project has opened many doors for AZRRI: first of all, it has paved the way for the cooperation of partners from different fields of business.

Within the MEDFEST project, AZRRI had the opportunity to perform a market and field research and to develop a sustainable tourist experience which will be the ground for offering diversified experiences based on the renowned culinary heritage of rural Istria in order to extend the tourist season in the near future.



By AZRRI- Agency for rural development of Istria Ltd. Pazin

CYPRUS - Honey Routes in Rural Larnaca



Partner's Profile

The Troodos Network of Thematic Centers (DITHEKET) is a non-profit organisation based in Platres, the Green Heart of Cyprus, and its main aim is the regional development of the Troodos area through the development of human and natural resources and the creation of thematic centres which foster and nurture youth and female entrepreneurship, innovation and skill development.

Through years of working in rural Cyprus, the Troodos network has developed its own rural development program in an effort to diminish unemployment and encourage youth and female entrepreneurship in an innovative way while preserving the environment, the culture, and the history of each village.

The rural development program is based on "Europe 2020: A European Strategy for Smart-Sustainable-Inclusive Growth."

The initiative "Smart Specialisation", part of the Europe 2020 strategy adopted by the European Commission, concerns the process of acknowledgement and recording of the competitive advantages, in gathering both public and private local stakeholders and the human resources around a common vision for the future, and their participation in the creation of Destination Identity.

MEDFEST has enabled Troodos Network to work in-depth with 9 communities and create the Honey Routes in rural Larnaca, where the 9 communities have been branded as Honey Villages and are working together like bees for the creation of unique experiential tourism activities based on honey and beekeeping.

MEDFEST Project in Cyprus

MEDFEST in Cyprus started with the identification of the best practices and their mapping into a local gastronomical map. The second step was the decision of the geographical area and where the project would be implemented. Working with seventy different communities in Cyprus, we knew the capabilities and dynamics of each village and each area. Most of the rural areas in Cyprus are suffering from urbanization and lack of opportunities for young people to stay in their villages and develop a career. However, there is one rural area in Cyprus where its young people are persistent in developing it and helping it thrive, and this is rural Larnaca.

Blessed by nature, with a unique landscape where everything can grow easily, from vegetables to all sorts of fruits, and with a life giving river, the nine villages which have been chosen to participate in the program have the biggest concentration of young beekeepers, and therefore bee hives.

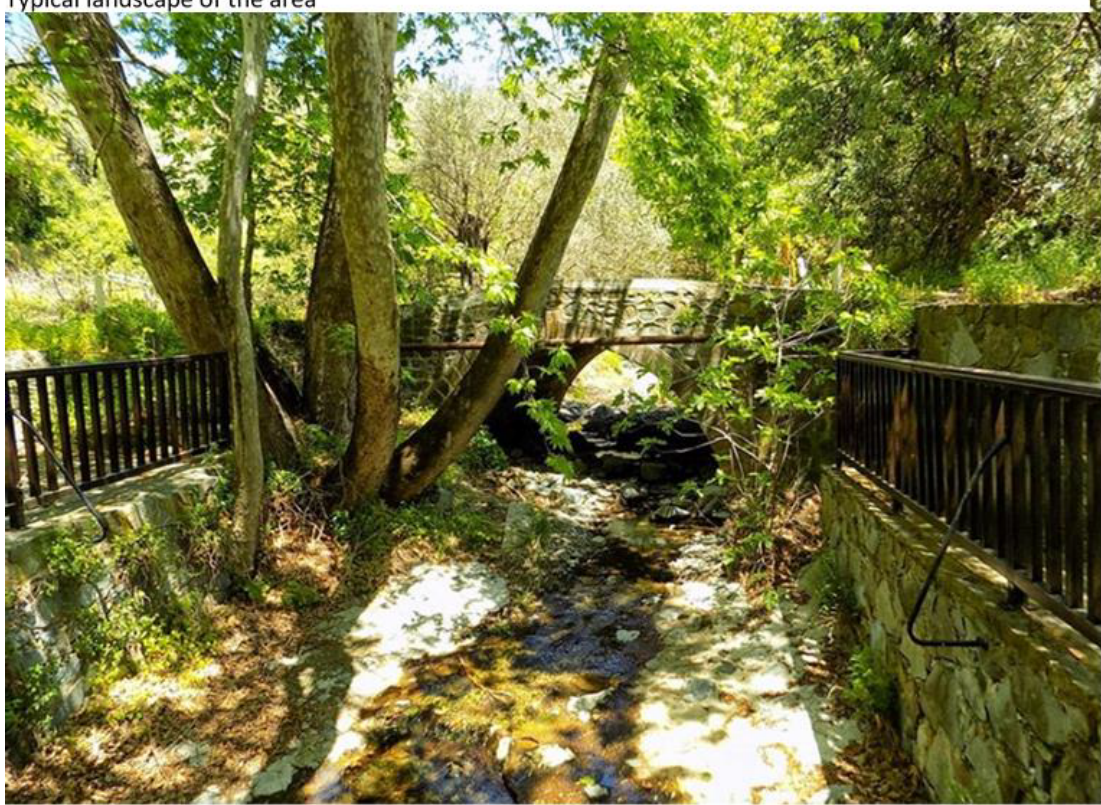
The first attempt for the Identity Branding of the area through Smart Specialization and Creation of Rural Tourism was financed by the Deputy Ministry of Tourism. However, the project only sponsored the training of the local communities for the creation of the first Honey Festival in the area so that the locals could observe the benefits of tourism in their villages, which were only agricultural before the beginning of the project.

MEDFEST provided the tools and the financial means for applying a bottom up approach, the Structured Democratic Dialogue, with the participation of both public and private for the creation of Honey Routes including the nine communities. The Structured Democratic Dialogue was organised and run by the experts of the National Academy of Public Administration in Cyprus, which added value to the project, as the action plan was professionally made, taking into consideration all ideas, concerns, expectations, dreams, differences, and ambitions. It was a very time-consuming procedure. However, it has provided the strongest foundations of the development of the project and brought together all stakeholders, public and private, working as a team for the creation and sustainability of the Honey Routes.

The action plan includes three thematic festivals, the World Bee Day and Bee Festival, the Honey and Beekeeping Festival, and the Children's Honey Festival, as three big events around the year. Smaller projects, like a network of Bee Hotels, have commenced in cooperation with the Technical University of Cyprus which provided the knowledge about solitary bees and their protection. Nature paths will be integrated into the Honey Routes, naming all sorts of herbs that attract bees.

Although the 9 villages are all named as 'Honey Villages', a unique characteristic is created in each village so that they can offer different attractions. In Odou Honey Village, a journey of knowledge has been created; this is a journey that takes place inside the village with information regarding the bees, different sounds, landscapes, the water and so on. The biggest achievement of the project is the commitment and active participation of the public sector for the sustainability of the Honey Routes in Cyprus, in combination with the passion and energy of the young beekeepers, which makes every trip to the Honey Villages a memorable experience.

Typical landscape of the area



by Nicholas Papadopoulos

The Impact of MEDFEST in Cyprus

MEDFEST has had an enormous impact in Cyprus. Apart from the Honey Routes which have been officially launched on the 12th of April 2019, a lot of infrastructure has been created for the branding of the villages as Honey Villages.

The biggest success was the creation of a common vision and mission between the nine villages which has been achieved through systematic training and capacity building and their empowerment through the knowledge of the uniqueness and importance of the area and its product.

The involvement of the two ministries in Cyprus, Deputy Ministry of Tourism and Ministry of Agriculture, was invaluable in the creation of the action plan as they now see as their own, and they are actively contributing for the success and sustainability of the Honey Routes. Technical and scientific support has been provided by the Technological University of Limassol, the Aristotelion University in Thessaloniki, the Beekeeping Center in Cyprus as well as the two associations, the Pancyprian and Professional Association of the Beekeepers. The Larnaca Tourism Board has embraced the whole project and plays an extremely important role in the promotion of the Honey Routes.

Through the training, a lot of micro-businesses have been involved, and through the capacity building a lot of new products have been created. The previously unknown area of rural Larnaca

as well as the area's unique cuisine, particularly desserts and traditional sweets prepared with honey, became a pole of attraction for visitors through the Honey and Beekeeping Festivals and several other events.

Our beekeepers have participated in the International Award in London and won bronze, silver and gold medals for the superior quality of their honey, aligned with their perception that their honey is liquid gold. All of the nine Honey Villages are alert in seeking opportunities for development and new projects which will provide a continuously upgraded tourism product with new attractions, all related to honey and beekeeping.

The Commissioner of the Environment has taken the project under her auspices, as it protects the environment, especially bees, and creates environmental awareness. Youth entrepreneurship has been developed through the cooperation of the nine villages which are working together like bees do in hives. Last but not least, the contribution of media plays an extremely important role in the promotion of the Honey Routes, where parallel efforts of the Troodos Network have created the first results of having a group of female entrepreneurs from Qatar come to Cyprus to experience the Honey Routes.

MEDFEST was not simply a project in Cyprus, but a life changing sustainable development programme for nine communities in Cyprus.



by Nicholas Papadopoulos

FRANCE – The Mar and Munt Collection



Partner's Profile

Purpan Engineering School (EL PURPAN) provides a public service in training, research and international cooperation. The institution operates in the fields of agriculture, the food-processing industry, marketing, management and sustainable territorial development. Through its participation in MEDFEST, PURPAN managed to strengthen its skills in methodological aspects (cross sectoral work, support of public and private stakeholders, assessment) as well as thematic issues (sustainable food, territorial development, sustainable tourism). Even if these topics may seem unrelated to the organization, the development of culinary tourism finally coincided with Purpan's missions. Specifically, this activity was implemented at the service of vulnerable rural areas, in partnership with farmers, farmers' organizations and agri-food companies.

Several tasks related to the project have been included in academic activities at PURPAN:

- The example of MEDFEST was used to build a lecture to introduce students to the tools of project management
- MEDFEST activities led to different pedagogic activities; 4 months of internship dedicated to assessment criteria for sustainability, 6 months of internship dedicated to the pilot area, 5 months of teamwork for 6 students bound to the analysis of a culinary experience.
- The results of the study phase were valued through scientific activity (2 articles, 1 communication).

Finally, beyond the increased international visibility of PURPAN (exposure to the Mediterranean), MEDFEST fostered new partnerships with local stakeholders and led to the implementation of a new Interreg cooperation project.

MEDFEST Project in France

To implement the pilot activity, PURPAN established contact with a specific institution located in the Pyrénées Orientales department: Pays Pyrénées Méditerranée (PPM). In France, the "Pays" were created in 1995 as a coherent territory from a geographical, economic and social point of view, where local authorities and socioeconomic stakeholders work together for the sustainable development of this area. The PPM involves 58 municipalities into an association. These municipalities are grouped in 4 "Communautés de Communes" (union of municipalities). Anchored in the Catalan cultural area, the PPM has about 105,000 inhabitants, and it is characterized by a strong diversity of landscapes and biodiversity, at the

crossroad between sea and mountain. Thanks to this institution and its technical staff (8 individuals), the project managed to involve every stakeholder of the tourism sector: tourist offices, local public institutions, restaurant networks, farmers' organisations, and tourism service providers.

Within the framework of this partnership, the PURPAN team, supported by its external expert Territour, proposed a methodology which led to the elaboration of several tourism offers based on culinary resources, and dedicated to small groups of visitors:

- "Gourmet walk between sea and mountain" (3 hours) – hike in the forest, aromatic plant harvest, traditional meal, wine cellar visit
- "From waves to ridges" (1 day) – electric bike ride, Mar I Munt meal, kayak
- "Discover the flavours of Vallespir" (2 days) – bike ride, traditional Catalan meal, hike and harvest, culinary workshop
- "Mar I Munt circuit" (2 days) – hike in vineyards, wine cellar visit, Mar I Munt meal, market, farm and artisans visit

The project also led to the organization of a communication event in May 2019, based on a small market where farmers and artisans involved in tourism offers were able to sell their products to the public, and also where a famous chief of the area, Jean Plouzenec, made a culinary demonstration of an emblematic Mar I Munt recipe.

Finally, MEDFEST encouraged the organization to participate in study visits in different tourism sites of the Occitanie region. Dedicated to local stakeholders, this study visit (June 2019) was an opportunity for volunteering local stakeholders (farmers, tourism service providers) to learn from the experience of colleagues in other areas.

Typical landscape of the area



By the office de Tourisme Intercommunal des Aspres

The Impact of MEDFEST in France

The concrete impact of MEDFEST mainly concern the pilot area “Pays Pyrénées Méditerranée”. The commercialisation of tourism offers into local tourist offices and regional tourist agencies will increase the tourist attendance, and therefore the global attractiveness of the area through the valuation of its culinary assets. It is also important to notice that these offers will “survive” the project and will continue to exist after the end of MEDFEST financing.

The implemented methodology led to the involvement of a significant number of stakeholders through the conceptualisation of a common vision and a common goal. These stakeholders did not necessarily know each other and were not necessarily working together before the project. The contribution of this collective dynamic is a strong additional value for MEDFEST. New local partnerships also emerged from the work that resulted during the meeting.

The showcase organized in May 2019 had a strong impact in terms of communication (public attendance, media coverage), but also in terms of stakeholders’ “safe-respect”. The participants of the market (farmers, artisans) were happy to educate visitors about their activity and to share their enthusiasm with elected representatives invited to the event.

The project had an impact in terms of capacity building for local stakeholders. The study visit as well as the interactions with the MEDFEST expert during the different meetings were very beneficial. Given the specific methodology used within the framework of the French pilot activity, the sustainability of MEDFEST mainly refers to the collective and territorial dimension of the partnership, that led to a dialogue implemented between tourism, restaurants, farmers, artisans and local public authorities. The durability of the tourism offers after the end of the project is also an important indicator of sustainability. Finally, the work done will be used to design the next strategy of Pays Pyrénées Méditerranée, which will capitalize on the results and lessons learned to strengthen its development policy in the near future.



By the office de Tourisme de Banyuls-sur-Mer

GREECE - Common Local Cretan Culinary Services and Experiences Guide



Partner's Profile

The Technical Institute of Heraklion Chamber of Commerce and Industry (TIHC) is a training center for placing students in local enterprises. It also supports all Heraklion Chamber's policies relevant to entrepreneurial culture development. It operates in close collaboration with local enterprises with the organization of information, dissemination of events, conferences, workshops and seminars. One of its main features of its operation relates to the audit of company needs in order to develop and deliver custom made solutions concerning the upgrading of skills and overall performance. The collaboration aimed at the establishment of an open innovation business hub has also created strong bonds with the regional scientific institutes and Science and Technology Park of Crete.

The main benefit from participating in the project is the improvement of the local economy and tourism. TIHC participated in all interregional meetings and public international events as well as the Learning Platforms. It raised the voice of SME's needs such as required trainings for entrepreneurs, as well as the internationalisation and the exploitation of their innovation capacity. TIHC participated in the knowledge transfer among partners, as well as in the detection and exchange of the best practices.

MEDFEST Project in Greece

In Crete, every spring, the Chamber of Commerce organizes an annual B2B event where local producers and craftsmen come together with hotel owners and food and beverage managers, and promote their local products to large hotel units and agri-product distribution channels. The event is called "Pan Cretan Forum for the Introduction of Local Products to Hotels and Product Distribution Channels". The event took place at the International Exhibition Center of Crete and 12,000 - 15,000 B2B meetings took place in one day. The Forum was awarded with the "Special Mentions and Grand Jury Prize" from the European Commission's "Enterprise Promotion Awards" in 2016.

The aim was to increase the visibility and sales opportunities of the already available sustainable gastronomic experiences. This means including the SCHEMAs (Sustainable Culinary Heritage Experiences in Mediterranean Areas) identified in Crete, such as gastronomy class providers, factory tour providers, winemakers offering wine tasting services, alternative tourism providers who offer culinary classes, in the "Pan Cretan Forum for the Introduction of Local Products to Hotels and Product Distribution Channels".

Activities TIHC is working on:

1. Communication with private initiators of SCHEMAs
2. Communication with Tourism Stakeholders (Pancretan Association of Hotel Managers, Union of Owners of Rented Apartments and Rooms in Heraklion, Prefecture "Filoxenia", Union of Professional Tourist Guides of Crete and Santorini, Union of Hotel Owners of Heraklion Prefecture, Association of Cretan of Tourism and Travel Agencies)
3. Coordination with Chamber's Forum Organizers
4. B2B meetings
5. Meetings with culinary tourism initiators to improve the pilot activity and make it more beneficial for them

The Pancretan Forum (B2B meetings) was the touchpoint event for gathering the stakeholders forum.ebeh.gr. Project representatives actively participated at 3 program events in order to communicate the MEDFEST project:

- Participation at the Regional Agrifood exhibition of Messara in Voroï (organized by the Region of Crete and many co-organizers including the Chamber of Commerce)

Greek products of high production quality and nutritional value must show their competitive advantages in order to gain the recognition and reputation that they deserve both in the local and international market. This implies high quality standards for raw materials, compliance with safety regulations (ISO, HACCP, etc.), international certificates such as the IFS, BRC or other certificates required by modern purchasing mechanisms, modern and practical packaging as well as a multilingual label. In addition, the agricultural sector needs to turn to new crops, organic crops and certified PDO and PGI products. The TIHC visitors of the 16th Regional Agrifood exhibition of Messara in Voroï were able to learn about new sustainable culinary heritage experiences.

- Participation at the International Exhibition Fair of Thessaloniki (with the USA being this year's honoured guest)

It is the largest exhibition event in Greece and the Balkans. The aim of this exhibition is to establish its leading position in Greece, to strengthen its competitiveness internationally, and to preserve the unique profile of an 'institution', its own special heritage. The kiosk of Heraklion Chamber hosted the Cooperative Networks "Cretan Hands" and "Cretan Olive Oil Network" as well as the MEDFEST project.

- Participation at the Heraklion Gastronomy Days Exhibition (organized by the Municipality and the Region)

MEDFEST was promoted in the "Heraklion Gastronomy Days" showcase that took place at the town harbour of Heraklion on the 11th, 12th and 13th of October. The event was organized by the Heraklion Municipality and co-organized by numerous local and regional organizations. The kiosk of Heraklion Chamber hosted the MEDFEST project in an effort to promote it.

- Participation at the 2018 Pie Festival organized by the Women's Association of Episkopi (where the Project Manager addressed the audience and spoke about MEDFEST)

The aim of the festival was to promote rich culinary heritage in pie making, promote ideas of using agricultural products in different ways, support intergenerational solidarity, achieve close cooperation with the Municipality and the Region of Crete, and promote the involvement and commitment of stakeholders.

Typical landscape of the area



by Maria Voudaski

The Impact of MEDFEST in Greece

In order to enhance sustainable tourism based on culinary heritage, MEDFEST promoted the utilisation of traditional knowledge, and local agricultural production and consumption, widening the traditional tourist offering and reinforcing the Mediterranean identity among locals who would also benefit from its economic impact.

In order to achieve those goals, it is crucial that each partner creates a SCHEMA capable of producing long-term positive effects on the socio-economic sustainability of local communities, and especially on the enhancement of the flow of tourism during low season. In order for this to be possible,

two conditions must be met: 1) broad engagement of local actors and stakeholders; and 2) responsible commitment. Stakeholders and their networks are crucial in organizing and maintaining a culinary experience.

In the framework of MEDFEST, the Cretan local players that diversify the culinary tourism product were identified and assessed in order to enhance the potential for tourism products using networking initiatives. That was followed by an assembly in which MEDFEST's aims were presented and thoroughly explained. The touch point event for gathering the main stakeholders was the Pan Cretan Forum, an institution formed by the Heraklion chamber.

One of the main issues that the stakeholders face is that the products are being promoted by unskilled staff. Another serious issue is the large difference in prices as the culinary experiences are not comparable. After the implementation of B2B meetings, the TIHC MEDFEST team and Tourism Stakeholders met in order to implement the "Common Local Cretan Culinary Services and Experiences Guide" in order to eliminate the aforementioned issues.

- The first objective was to ask the stakeholder to identify the contents of the services they are offering.
- The second objective was to create a common culinary experience description table.

Based on that, the TIHC MEDFEST team and the stakeholders created a gastronomy tour in the mainland of Heraklion in order to test and improve the "Common Local Cretan Culinary Services and Experiences Guide".



by Maria Vouidaski

ITALY- Mushrooms and Wild Herbs



Partner's Profile

Associazione Sviluppo Rurale (ASR) is a non-profit association that has been working for near twenty years in order to promote sustainable development of peripheral territories especially mountainous and rural areas. In doing so, ASR has been working on several sectors: agriculture, innovation and tourism. An important part of the Association activities has been adding value to traditional products, as well as creating tourism offers focused on local producers and agro-food varieties. This has been one of the main activities for ASR since its establishment. Throughout the years, gastronomy has been used as leverage to increase the capacity of different Italian territories to attract tourists. This was done with the creation of new rural itineraries focused on agro-food products and producers, and also through the valorisation of events such as rural fairs dedicated to local specialties. Through MEDFEST, the Associazione Sviluppo Rurale has deepened its knowledge on the culinary events' internal and external dynamic, on the array of possible ways of organizing and further developing these kinds of initiatives. Through its participation in the project, ASR also had the opportunity to find out how gastronomy is seen and used as a local development asset in other European countries.

MEDFEST Project in Italy

"Conference – Exhibit on Mushrooms and Wild Herbs" is the initiative that was improved through MEDFEST. This event has been organized in Spoleto for more than twenty years by the Pro Loco "A. Busetti", a non-profit local association, in cooperation with the mycological group "Valle Spoletana" and with the support of local institutions. Since its conception, the event has always been an interesting cultural exhibition. This aspect played a role in the choice of the name which was expressed with the title of "conference-exhibition". Even though mushrooms and wild herbs have always been the focus of the event, they were neglected as culinary resources. This meant that during the event but also throughout the year, these natural resources were barely valorised and promoted as traditional local products linked with cultural performance. This aspect was exceptionally important due to the fact that mushrooms and wild herbs are in reality part of Spoleto's culinary traditions. The consequence of this inconsistency was a missed tourism opportunity for the whole town in order to attract visitors during low tourism season because of the cultural and gastronomic value of mushrooms and wild herbs.

Through MEDFEST's important changes that occurred with the aim of making Spoleto a renowned sustainable culinary tourism destination, due to the rediscovery of local resources and the establishment of new cooperations with local tourism and gastronomic operators.

Also, the name has changed to “Mostra-mercato dei funghi e delle erbe spontanee” which translates into “Fair-Exhibit of Mushrooms and Wild Herbs”.

Typical scenery of Spoleto



by Laura Ridolfi

The Impact of MEDFEST in Italy

Associazione Sviluppo Rurale in cooperation with Pro Loco “A.Busetti” and the mycological group “Valle Spoletana” organized the study visit in Ceva (Piemonte). It was a very useful experience since in this town the municipality has been organizing an important mushrooms and wild herbs fair for more than 50 years. Visiting the fair and meeting with the organizers provided important information and ideas for the improvement of the event that takes place in Spoleto. In particular, the location where the event took place and the gastronomic valorisation of these resources (during the fair but also throughout the year) were amongst the most important lessons learnt. Based on this experience, new initiatives were taken for the improvement of the Umbrian fair-exhibit. The most relevant initiative was the involvement of small shop owners, food (mostly restaurant owners) and tourism operators for the valorisation and growth of the event, also made possible by choosing a different location for the event. Thanks to their participation, the 24th edition organized in Spoleto’s historical centre was not only a cultural initiative but also a gastronomic one. Dedicated menus and dishes made with mushrooms and wild herbs were available and promoted for the first time during the fair-exhibit. The visibility of these resources as local assets was also achieved through the involvement of small businesses (also non- food related) that decorated

their storefront's windows with all sorts of mushroom-shaped ornaments. The enhanced local cooperation was also facilitated by the contribution of the local businesses organization which aims the improvement of the economic sustainability of local shops (Confcommercio Spoleto).

Other parties which participated in the culinary improvement of the event included the culinary high school (G. De Carolis) that organized a cooking show, as well as all the exhibitors that sold mushrooms and other local agro-food products. Spoleto municipality supported the event with official announcements of its relevance for the city and by providing services necessary for the practical organization of the event. The most valuable impact which MEDFEST created was the enhanced cooperation among local actors and stakeholders and their increased awareness concerning the value of mushrooms and wild herbs as touristic culinary attractors.

The final results were shared with tourism operators specialized in gastronomic tourism who decided to include the event in their packages or to create dedicated tours focused on the event. No tourism packages were available before the project. Due to MEDFEST, the "Fair- Exhibit of Mushrooms and Wild Herbs" is now more than a local cultural event; it is a gastronomic tourism proposal to be offered in the market.

For the future development of the event, plans are being made by the Pro Loco "A. Busetti" in collaboration with local actors and with other organizations outside the Umbria region. Preliminary actions are being taken for the creation of partnerships with other institutions and associations that organize similar events dedicated to these natural resources throughout Italy. The joint effort to promote mushrooms as culinary attractions on a national level will increase their value and tourism appeal. The first steps are also being taken to further qualify the event through the achievement of the official recognition of the regional fair.



by Laura Ridolfi

PORTUGAL- Where Is It? The Best of the Mediterranean!



Partner's Profile

Throughout the last 30 years, Associação In Loco (In Loco) has developed local experiential activities that have helped to preserve the cultural identity of the Algarve's rural areas, where gastronomy is one of the key elements used to tell the story of a place and the people devoted to that land. From empowerment of women and supporting small-scale agriculture to collection of traditional recipes, many projects were developed by In Loco in territorial experiential activities linked to the culture and lifestyle of local communities.

During the last decade In Loco has been investing beyond the traditional support of rural tourism projects, to ecotourism and nature tourism as a strategy for sustainable development and synergic relations between the seaside and the hinterland, in a region where sun and sea have long been the center of the tourism industry.

Thus, In Loco has developed several thematic packages targeted for tourists from the coast interested in the rural areas' attractions, challenging them to discover unique places and to discover gastronomy based on a strong Mediterranean culture.

With the success of this intervention, territorial marketing was deepened with an online platform, which underlines the unique characteristics of each product, landscape or heritage resource, supported by the Mediterranean diet lifestyle and the network of companies and entities that work around this theme. Being part of MEDFEST has helped us to strengthen this line of intervention with Experiences of Sustainable Gastronomic Tourism, a key element that completes the current strategy.

Some of these experiences already existed but were not identified as such, while others had potential to perform well and with our help and support it was possible to develop a network of gastronomic tourism experiences.

Therefore, reinforcement of the relationship between the partners and the creation of new partnerships was one of the key elements in the involvement of In Loco with MEDFEST, where we were able to identify and connect the best of Experiences of Sustainable Gastronomic Tourism in Portugal.

MEDFEST Project in Portugal

Where is it The best of the Mediterranean

This is how we started our pilot project, in quest of the best experiences of gastronomic tourism in Portugal.

Using this appealing name, we defined and organized several self-driven routes connecting “hot spots” i.e. top-quality Experiences of Sustainable Gastronomic tourism: MEDNorth; MEDCenter; MEDSouth; MEDAlgarve.

The goal is to provide numerous travel plans to tourists in search of new experiences relating to cultural tourism by capitalising on Portugal’s gastronomic landscapes. Most of these experiences take place on the South (Alentejo and Algarve regions) due to proximity and the historical value of these regions in terms of their Mediterranean lifestyle.

Typical landscape of the area



by João Mariano

The Impact of MEDFEST in Portugal

Throughout nearly 3 years of work on MEDFEST, In Loco achieved the objective of identifying and connecting new experiences of Sustainable Gastronomic Tourism. Several tools were used to make this possible, from meetings, gastronomic shows, calls, and participation in several seminars and conferences, where we presented MEDFEST and its goals.

This has made a subtle uprising of Sustainable Gastronomic Tourism, which began being discussed in newspapers, magazines and television, and in the speeches of policy makers for tourism, amongst others.

By being able to organize an offer of this type of tourism on a single international platform, MEDFEST has developed strong means of promoting sustainable tourism internationally.



by João Mariano

SLOVENIA- Kras Carso Food Tour



Partner's Profile

The Mediterranean region is commonly represented by sea, sand and sun, but from our point of view the 3S' is insufficient. Research Centre of the Slovenian Academy of Sciences and Arts (ZRC SAZU) is trying to enrich this story with other assets. In the framework of the MEDFEST project, we collected practical knowledge on sustainable culinary experiences and learned about social innovations in this field. We have supported local communities in their efforts to design and organize successful sustainable culinary experiences, which gave them satisfaction as well as economic benefits. Our methodology was: share - cooperate - learn. We tried to implement it within the project partnership, local stakeholders and the wider Mediterranean community.

ZRC SAZU is one of the leading multidisciplinary research and educational centres in Slovenia comprising of 18 research institutes. Two of them, Anton Melik Geographical Institute and Institute of Culture and Memory Studies, have been involved in the MEDFEST project.

Our work was based on cooperation, complementation, and synergy with our collaborators – local culinary actors in the Karst region, located in the southwest of Slovenia. The research team carried out a series of activities that exceeded the narrow scope of individual specialized research areas such as workshops, good practice transfer, product development, capacity building, and promotion. In this way we helped in the design of a concrete tourism product, based on culinary heritage of the Karst region and respect not only for the visitors, but for the wider hosting community.

ZRC SAZU was a coordinator of the MEDFEST project, working closely with all project partners, as well as partners involved in other sustainable tourism projects, the wider research community, and businesses engaged in the tourism sector. Becoming a part of the network of organisations and individuals working in the field of sustainable tourism provided us with new and far-reaching perspectives, as well as developmental challenges that we intend to address in the future.

MEDFEST Project in Slovenia

Kras Carso Food Tour

Our vision was to collaborate with the local community and develop food tour packages aiming at attracting tourists who are willing to pay more to get high quality food and service in return. We chose to work in the Karst region that lies above the Bay of Trieste, where the Adriatic Sea curves into the land. Its most attractive natural treasures are seen in the mysterious underground world, in its numerous Karst caves. Also, special adventures offer

a walk through the villages of Karst, its surroundings, and its products, especially Karst prosciutto and Teran, wine with Protected Designation of Origin (PDO). Because of its proximity to the sea and Mediterranean climate, Karst cuisine has been influenced by the Mediterranean with its different aromas, spices and vegetables.

Kras Carso Food Tour is intended for visitors searching for a boutique tourism experience and high-quality food and service. The food tour is tailored to each season, reflecting the available resources, and culinary heritage developed around it, celebrating both special festive events and everyday life.

It was developed in close collaboration with three organisations: Planta Association, Komen Karst Public Institute and ZRC SAZU. These participants carried out various activities such as: 1) questionnaires, interviews and historical overviews to gather data on the local culinary offers; 2) a workshop with selected service providers to motivate the development of culinary packages; 3) examination of existent tourist offers to identify similar packages on food tours and creation of appealing texts to develop culinary packages and promotional material; 4) a study visit for local service providers to facilitate the demonstration and incorporation of heritage in their offer; 5) development of the food tour packages; and 6) production of promotional material addressing the food tour and organization of a promotional event.

Ferrari Garden Stanjel



By Mateja Šmid Hribar

The Impact of MEDFEST in Slovenia

The Kras Carso Food Tour was proposed by the local association Planta, which connects eight caterers and farmers who are very active in the development of Karst's culinary activities. Already engaged in several events which promote local culinary and oenological heritage (Month of Karst Cuisine, The Wild Tastes of Karst and Štanjel Wine Festival), the members have been considering expanding their offer to a touristic product experience of high quality, with "boutique" character and availability throughout the whole year.

The first meeting between the members of Planta Association and the ZRC SAZU team which took place at the workshop organised in the frame of MEDFEST project in February 2018 resulted in taking concrete steps to transform the idea into a product.

The Kras Carso Food Tour is aiming at becoming a sustainable culinary experience, based on the culinary heritage of the Karst region, which will be fully seasonally adjusted. The Food Tour is strongly anchored in the local environment and in the local community, with local suppliers, local guides, local products, and local ingredients.

The Food Tour was developed together with every member of the Association and their successors, giving the opportunity to different generations to express their expectations and their doubts, aspiring to ensure its longevity.

The Kras Carso Food Tour was initiated during an exciting period for Slovenian gastronomy. In 2021, Slovenia will become a European Region of Gastronomy. This initiative, led by the Slovenian Tourist Board, will position gastronomy in the centre of promotional activities for tourism. In order to coincide with the national vision of developing sustainable tourism, Kras Carso Food Tour is committed to follow several criteria for the developing destination of five-star experiences. These are:

- **local** - based on the local identity, faithful to the nature, culture and people of the area, supporting localeconomies
- **authentic and unique** - bringing a genuine and original experience
- **experiential** - addressing the visitor not only functionally but also emotionally and experientially
- **boutique** - being organized for small groups, giving the visitor a sense of individuality and exclusiveness
- **premium** - provide premium quality in all elements of supply and service

Exchange of experience played an important role in the finalisation of the Kras Carso Food Tour. Members of Planta Association and a representative of the ZRC SAZU team, participated in the study visit to Alberobello, Matera and Torre Canne in Italy, which was organised within the framework of MEDFEST's capacity building activities in March 2019.

The visit included degustation of typical Mediterranean foods, where participants learned about hospitality, participated in guided tours as well as a cooking class.

The experience was very valuable as it empowered and encouraged the members of the Planta Association to finalize the Kras Carso Food Tour and offer it to potential visitors in late Spring 2019.



By Marjan Močivnik

SPAIN- Gastronomic Routes: Menja't l'Alt Urgell



Partner's Profile

The Food Observatory (ODELA) is a well-established research group associated with the Department of Social Anthropology at the University of Barcelona (UB). Its main goal is the management of knowledge related to food and health. Using quantitative and qualitative research methods, we apply a holistic approach comparing stated practices with actual behaviours and practices.

The relationship between gastronomy and tourism has become stronger with the advancement of post-Fordist tourism and an increase in the segmentation of the sector. In many rural areas, the fact that food is now seen as a form of heritage as well as the increasing number of tourists is helping the recovery of local agricultural species that were at risk of disappearing. The renewed role of these species leads to the recovery of preparation methods that were nearly forgotten. Eating a local traditional dish or dining at local restaurants is increasingly seen as an unmissable experience when visiting a rural area. Additionally, visitors often buy souvenirs to take home which may well include local wines with PDO, cheese, and many other kinds of food products.

Our project "MEDFEST - Culinary Heritage Experiences: How to Create Sustainable Tourist Destinations" has enabled us to transition from theory to practice by applying our knowledge and research into the Catalan territory, in the Alt Urgell region. At the same time, it has allowed us to visit local agri-food producers and record their needs in order to work together in the design of an innovative gastronomic tourist product: "Gastronomic Routes: Menja't l'Alt Urgell".

MEDFEST Project in Spain

Historically, the region of Alt Urgell has been one of the poorest in Catalonia. It is located in the North Western region of the country and on the steep slopes of the Pyrenean mountains. Several waves of depopulation have affected the district since the end of the 19th century and continued to do so until the 1980s. At the beginning of the 20th century, the area has improved its connection to larger regional markets by developing a new production system based on specialization in dairy farming. Nowadays, the region is struggling to consolidate its economic development, fostering heritage policies, tourism, and artisan productions. This context is the reason why we chose this area to develop our MEDFEST project.

During the project, we worked closely with the region's agri-food producers to collectively design seven Gastronomic Routes. The main goal of the "Gastronomic Routes: Menja't l'Alt Urgell" is to revitalize and bolster the economic and social conditions of rural producers and artisanal work in general. This is why the routes are not focused on just one product and instead, they link together different villages and producers with a beautiful landscape as the background. Among the promoted products are artisanal cheese, yogurt, lavender, homemade marmalades, aromatic herbs, mountain wine, baking products, meat products, craft beer, and a formerly extinct local variety of apple.

The routes also give visitors the opportunity to link local products with the surrounding history through visits to small museums, making it possible to learn more about the local life and economic activities of the past. The human element is also very important, and we worked directly with a local association (Menja't l'Alt Urgell) to establish a more efficient support and cooperation network, which brings together all the currently active producers and artisans in the area involved in the same project.

The routes are single-day activities. There are two or three visits in the morning (depending on the distance between the farms), lunch in a local restaurant offering local products and one last visit afterwards.

Typical landscape of the area



by Albert de Gràcia

The Impact of MEDFEST in Spain

One of the most important achievements of the ODELA-University of Barcelona in the MEDFEST project is the creation of an innovative sustainable experience; "Gastronomic Routes: Menja't l'Alt Urgell". We believe that the route design allows us to transmit a great quantity of knowledge relating to this territory and its agri-food products. Its format permits the presentation of a sustainable touristic experience to different villages and local producers.

From the beginning of the project, the main stakeholders have been identified to participate in the creation of the "Gastronomic Routes: Menja't l'Alt Urgell". The selected stakeholders are representatives of local and regional administrations, tourism, agri-food producers, research institutions such as the CETT-University of Barcelona (Tourism, Hotel and Gastronomy Campus), the University of Girona, and the Alicia Foundation (research centre devoted to the technological innovation of cuisines).

We were able to ensure the economic cooperation of the regional administration (Diputació de Lleida), which allowed us to create a promotional video and website. We have also received the support of local administrations such as the Consell Comarcal de l'Alt Urgell and the Town Council of La Seu d'Urgell through the Turisme de La Seu organisation.

The Catalan Tourism Agency could help make the project visible by promoting official visits to the territory, through its own institutions and in collaboration with the Spanish Tourism Offices. We are working on the cooperation of local tourist agencies and tour operators from Catalonia and Andorra in order to offer the brand-new experience.

Our work with an expert from the Tourism, Hotel and Gastronomy Campus of the University of Barcelona led to the development of a "Gastronomic Routes Management Guidelines" document to help producers, restaurateurs and administrations manage their participation in the project.

The MEDFEST project gave the opportunity to ODELA-University of Barcelona to collaborate with partners from the different business areas and to increase the visibility of the Alt Urgell region and its agro-food producers.

Taking advantage of the fact that our research centre is organising an International Congress - International Conference of the Food Observatory and Alicia Foundation "Food Heritages, Tourisms and Sustainability" (<http://www.ub.edu/odela/en/v-congres-internacional-patrimoni-alimentari-turismes-sostenibilitats/>) - a booth has been given to producers from the Alt Urgell region to sell their products and promote gastronomic routes.

This will allow participants from more than fifteen countries and different local, regional and international administrations to get to know this gastronomic tourist product.



by Lluís Salvadó

Croatia

Modern Recipe: Boškarin Tartare with Istrian Prosciutto, Beetroot Jelly, Extra Matured Istrian Cow Cheese and Spinach Oil



By AZRRI- Agency for rural development of Istria Ltd. Pazin

Number of servings: 6

Cooking time: 2 hours

Ingredients:

Boškarin Tartare with Istrian Prosciutto

Ingredient	Quantity
Boškarin sirloin	200g
Sliced Istrian prosciutto	100g
Lemon	1
Beetroot	40ml
Leek	
Olive oil	
Salt	
Pepper	

Garlic Cream

Ingredient	Quantity
Garlic	7 cloves (1 bulb)
Milk or dairy cream	0.5l
Soy lecithin	3g
Potato	1

Beetroot Jelly

Ingredient	Quantity
Fresh beetroots	0.5kg
Isomalt	150g
Horseradish	1 piece
Gelatin sheets	20g
Salt	
Pepper	

Grilled Cheese

Ingredient	Quantity
Extra-matured cow's cheese	50g

Spinach Oil

Ingredient	Quantity
Olive oil	0.2l
Young spinach	0.5kg

Procedure:

Cut the *boškari*n meat and the prosciutto into tiny cubes. Pour lemon and olive oil over the meat and prosciutto.

Blanche the garlic in hot water and set aside in iced water to cool. Boil the milk with grated potatoes, add garlic and soy lecithin. Mince in a food processor, strain and fill the whipped cream dispenser.

With a juicer, extract beetroot and ginger juice. Mix the juice with isomalt and boil. In the meantime, let the gelatin soak in water and then add it to the mixture and let it cool for a few hours in the refrigerator. Once the jelly is cold, put it in a planetary food mixer and beat until the texture becomes spongy.

For the spinach oil, blanch the spinach in hot water, cool in ice and with an immersion blender prepare a puree. Pour the spinach puree and olive oil in the Thermomix and stir for 20 minutes at low speed on a temperature of 40 °C. Pour into a colander and let the oil drain.

Arrange a piece of beetroot sponge on the plate and a tartare dumpling. For the dressing, use the garlic cream, spinach oil, grilled cheese and microgreens.

Traditional Recipe: Boškarin Stew with Homemade Gnocchi



by AZRRI - Agency for Rural Development of Istria Ltd. Pazin

Number of servings: 4
Cooking time: 2.5 hours

Ingredients	Quantity
Boškarin shoulder	250 g
Onion	200g
Garlic	20g
Red wine	100 ml
Tomato paste	Tip of a TBSP
Gnocchi	200g
Olive oil	50ml
Laurel	
Salt & Pepper	

Procedure:

Stew: Cut the meat into cubes. Clean and chop the onions and make the onions sweat in olive oil. Once the onions are soft, add the meat and simmer until the meat stops releasing liquids. Add the tomato paste and simmer a little bit more, pour the red wine and boil until the alcohol evaporates. Add the vegetable broth, bay leaves, salt and pepper. Cook until the meat is softened.

Potato gnocchi: Rice the boiled potatoes, add flour and eggs and knead the dough. Shape the dumplings. Boil the dumplings in salted water, drain and serve in a deep plate with Boškarin sauce on top.

Cyprus

Traditional Recipe: Honey Pies (Pishies)



by Leda Ayiomamitis

Easy and delicious, pishies is a traditional sweet with a long history. It is created in most villages in Cyprus with several variations depending on the ingredients that are available. It is related to several celebrations, mostly weddings. Nowadays, it is mostly served during fasting periods. They are small pies, which are fried and then topped with honey.

For the dough:

Ingredient	Quantity
Flour	4 cups
Olive oil	cup
Salt	teaspoon
Lukewarm water	40ml

For the filling:

Ingredient	Quantity
Ground almonds	
Cinnamon	
Frying Oil	

For the syrup:

Ingredient	Quantity
Sugar	1 cup
Water	1.5 cups
Cinnamon	1 piece
Honey	cups
Rosewater	

Procedure:

Roll out the dough on a sheet, brush with oil and sprinkle with cinnamon and ground almonds. Wrap the roll sheet and cut small pieces (approximately 31 of 2-3cm each). Roll them a bit with the “shuttle” (rolling pin) and fry in hot oil. You can add crushed roasted almonds and some extra cinnamon powder.

Traditional Recipe: Honey Balls



by Nicholas Papadopoulos

All big festivals and feasts in Cyprus have stalls that serve Honey Balls.

Ingredient	Quantity
Self-rising flour	2 cups
Lukewarm water	2 cups
Powdered yeast	1 sachet
Sugar	2 TBSP
Salt	1 pinch
Sunflower oil	
Honey & Cinnamon	

Procedure:

Stir the flour with yeast and sugar and slowly add the water. Stir until it becomes a smooth dough. Finally add the salt and leave the mixture covered in a warm place to infuse the dough (about 20-30 minutes).

In a deep saucepan, heat sunflower oil on moderate to high flame. Take a portion of the mixture with your hand and make a tight fist so that a little dough comes out between your pointing finger and thumb. With a teaspoon, which has been dipped in water, scrape the dough into the hot oil and fry until it reaches a nice golden colour. Put the honey balls one by one on a platter covered with absorbent paper.

Serve with honey, cinnamon and anything else you can imagine

France

Traditonal Recipe: The “Pyrénées Mar i Munt”



by Jean Plouzenec

Ingredient	Quantity
Monkfish	1
Calamari	12
Shrimp	12
Chicken	1
Rabbit	1
Pig Cheeks	5
Onion	4
Tomato	6
Cinnamon	50g
Olive Oil	
Salt & Pepper	

For the picada sauce:

3 slices of stale bread
4-5 garlic cloves
3 handfuls of almonds
1/2 bunch of parsley
40 g 70% dark chocolate
1 tbsp vinegar
2 tbsp olive oil

Procedure:

Cut monkfish into 12 pieces. Cut the chicken into pieces leaving the bone on as well as the rabbit. Peel and cube the tomatoes. Prepare the picada sauce by roasting the almonds and crushing them roughly using a mortar. Pour 2 tablespoons of olive oil in the pan & heat it. Add the peeled & chopped garlic cloves as well as the bread. Crush the chocolate using the mortar. Add the vinegar into the garlic, then put aside. Preheat the oven to 180 C. Peel & chop the onions. Coat the pieces of meat and chicken with cinnamon. Pour 3 tablespoons of olive oil into the casserole and brown the meat. Remove to the side and add the onions. Cook until translucent and add tomatoes. Bring to a simmer. Return the meat and cover with water to the top, adding salt & pepper and letting it simmer for 45 minutes.

Meanwhile, clean the squid and cut into 4 pieces lengthwise. Cut the tentacles and put them in a large casserole with a little bit of olive oil & place on medium heat. Let it cook, stirring it slowly until it turns white. Add the shrimps, frying on each side on low heat. Remove, add some more oil and brown the rabbit meat. Add all the fish and shells to the casserole and cook in the oven for 30 minutes.

Before serving, add a bowl of the juice from the casserole into the picada. Stir and pour over the casserole.

Traditional Recipe: The Catalan "Rousquilles"



by Jean Plouzenne

Rousquilles are small biscuits topped with icing sugar.

Ingredients:

For the biscuits:

Ingredient	Quantity
Flour Icing	150g
sugar	45g
Butter	45g
Honey	15g
Milk	2 tbsp
Baking powder	1 tsp
Egg yolk	1
Orange blossom	1 tbsp

For the icing:

Ingredient	Quantity
Egg white	1
Icing sugar	70g
Water	35ml
Lemon juice	2 tbsp

Procedure:

Cut the butter in small cubes, then mix the butter, flour, baking powder and icing sugar.

Add egg yolk, honey, milk and orange blossom. Mix until obtaining a supple and firm dough.

Put in the refrigerator for 1 hour.

Stretch the dough with a rolling pin to obtain a 0.5-centimeter-thick cake. Cut it with a glass.

Put the pieces on a greased hot plate and then bake in the oven at 180°C for 10 to 15 minutes. While it is cooking, prepare the icing by whisk the egg whites, and heating the sugar to obtain a syrup.

Mix the syrup with lemon juice and pour it immediately on egg whites. After baking, soak each rousquille in the icing. Put them on a rack and dry in the oven that has been turned off with the door open.

Greece

Traditional Recipe: Pilafi



by Sevasti Krasanaki- President of the woman association of Episkopi "Ergani"

A traditional Cretan dish offered in weddings.

Ingredients

For the lamb

Ingredient	Quantity
Lamb	1 kg
Onion	1
Tomato	1
Thick sea salt	1 pinch
Lemon	1
Raki (traditional alcoholic drink)	0.5l
Water	1.5l

For the rice

Ingredient	Quantity
White long grain rice	2 cups
Cretan goat's milk butter	2 tablespoons
Thick sea salt	1 pinch
Lemon juice	0.5 lemon

Procedure:

Add the lamb, the onion, and the tomato to a large casserole, covering with water. Add the raki and place the casserole over high heat. Bring to a boil and remove the froth that gathers on the surface of the water using a slotted spoon.

After 10 minutes turn the heat down to low and cover the casserole, add salt and let it simmer for 2-3 hours or until the meat is softened, checking from time to time if it needs more water.

When they are done, remove the pieces of meat and season with lemon, strain the stock and season with extra salt if needed. Measure the stock. We are going to need 6 cups of stock for 2 cups of rice (For every 3 cups of stock you need 1 cup of rice).

Boil the strained stock once more and add the rice, stirring over medium heat so that it does not stick until all the liquid has been absorbed. This will take about 15-20 minutes.

Sauté the butter in a small pot, remove the pot from heat and pour the butter over the rice. Stir and cover the casserole with a cotton towel. Let the pilafi rest for 10 minutes to absorb the remaining liquid. Add lemon juice from 1 lemon to the rice just before it is completely done.

Recipe by Krasanaki Sevasti - President of the Women Association of Episkopi in Hersonissos Municipality "Ergani"

Traditional Recipe: Gemista (Stuffed Vegetables)



by Maria Voudaski

Gemista is a traditional Mediterranean recipe for Greek stuffed tomatoes and/or other vegetables that are baked, until soft and brown. In a way, Greek-style Risotto A delicious vegetarian recipe using in-season vegetables.

Ingredient	Quantity
Green pepper	1
Yellow pepper	1
Red pepper	1
Aubergines	2 small-medium
Courgettes	2
Tomatoes	3 large
Carrot	1
Artichokes	2 medium
Large onion	1
Tomato purée	2 tbsp
Whitelonggrainrice	400g
Olive oil	1-1/3 cups
Salt	1 pinch
Freshlygroundblackpepper	1 pinch
Fresh mint	1 bunch
Dried oregano	1 tsp
Flatleaf parsley	1 large handful

Procedure:

Preheat the oven to 160C°/140C° Fan/Gas 3. Start by preparing the vegetables for stuffing. Cut the tops off from the peppers and tomatoes to create lids, set the tops aside. Scoop out the pepper's seeds and discard. Scoop out the tomato's flesh and seeds and save them. Cut the aubergines and courgettes lengthways and scoop out the seeds and flesh inside, leaving a boat-shaped shell ready to fill. Add the flesh from the courgettes and aubergines to the tomato flesh and seeds and chop well. Finally chop all the other vegetables (carrots, onion, artichokes).

In a large pan over medium heat, warm 3 tablespoons of the olive oil and fry the onion for 3–5 minutes until soft. Add the chopped vegetables and vegetable flesh and the tomato purée. Cook for about 10 minutes until softened. Add the rice and 150ml/5fl oz of the vegetable stock, raise to a simmer and cook for 10 minutes, stirring occasionally. Season with salt and pepper and stir in the herbs.

Arrange the vegetable shells on a roasting tin or ovenproof dish and spoon the rice mixture into them. Place the lids on the peppers and tomatoes and drizzle them all with the remaining olive oil.

Pour the remaining stock into the tin, cover with foil and bake for 1 hour. Remove the foil and bake for another 15–30 minutes until the vegetables and rice are cooked. Serve hot with feta cheese on top of them, warm or cold.

Recipe by Mathioudaki Evangelia

Italy

Traditional Recipe: Strangozzi con i sanguinosi (Spoleto's Traditional Pasta)



by Laura Ridolfi

Ingredients:

Ingredient	Quantity
Strangozzi	
Sanguinosi (Mushrooms <i>Lactarius deliciosus</i>)	
Tomato sauce	
Garlic	
Extra-virgin olive oil	
Salt	

Procedure for Making the Pasta

Mix the flour with salt and water in order to get a flexible and smooth dough that does not stick to the fingers. Let it rest for an hour. Thereafter, roll the dough being careful that it is not too thin. Let it dry for about 30 minutes and then roll it around itself to get something like a tube.

Cut the dough with a smooth knife to obtain pasta strips which will be a little bit narrow but thicker than regular tagliatelle. Unroll and separate the strangozzi and put them on a flat surface with some flour to prevent them from sticking to each other.

Procedure for Making the Mushrooms:

Clean the picked mushrooms, wash and cut them into small to medium pieces. Brown the garlic in a saucepan and then add the mushrooms. Add salt, pepper and tomato sauce and let it cook for about half an hour. Boil the pasta and when the strangozzi are "al dente" put them in the saucepan. Stir and serve. (With time, this recipe has changed a bit with some people, for example, adding parsley to the sauce).

Traditional Recipe: Rocciata



by Laura Ridolfi

Ingredients:

To make the dough:

Ingredient	Quantity
Homemade flour	200g
Extra-virgin olive oil	3 tbsps
Cold water	
Salt	

To make the filling:

Ingredient	Quantity
Green-leaf vegetables (wild herbs, but also spinach and chards can be used)	1kg
Grated Parmesan cheese	100g
Eggs	2
Salt	

Procedure:

Create a volcano with flour and put olive oil and a pinch of salt in the middle. Stir by gradually adding water until a smooth and homogenous pasta dough is obtained. Leave the dough to rest for a couple of hours.

Meanwhile wash the vegetables, chop them up and let them cook for just a few minutes in a pan without adding water. Add salt, Parmesan cheese and the beaten eggs. Roll the dough with a rolling pin – it must be extremely thin – and put the filling inside. Roll the dough by giving it a spiral shape and spread some olive oil on top. Cook the rocciata at 180° for 25-30 minutes. It can be served either warm or cold.

Portugal

Traditional Recipe: Algarve Bread



by João Mariano

Ingredients:

A small amount of old (sour) bread dough:

Ingredient	Quantity
Wheat flour	70g
Water	30g
All-grain/whole meal flour	50g
Salt	2g

Add all the ingredients and knead to form a ball. Place in a sealed container and place in the refrigerator. The batter is prepared 48h beforehand and rests in the refrigerator the whole time. At the end of the 48 hours, the dough will have doubled in volume and emit a smell (and flavour) like vinegar.

Final dough:

Ingredient	Quantity
Hard wheat flour (alternative: regular flour)	370g
Wheat flour	270g
Water	390g
Salt	13g
Old (sour) dough	150g

Procedure:

Mix the flours and water until dough is formed, let it stand for 20-30min. Add the sour dough and salt and start kneading until you have a smooth and shiny dough (by hand 15-20min, with the machine 5-7min on the second speed).

Place in a slightly oiled container and allow to leaven for four hours. After two hours, the dough should be stretched and folded in order to expel some of the air bubbles. The dough will not grow much at this stage; the aim is to develop an acidic taste. Another alternative is for leavening to take place in the refrigerator for 12 hours (overnight, for example).

Preheat the oven to 250°C. Sprinkle a surface with a little flour, remove the dough from the container and reserve 200g of dough for the next time you will bake bread. You can form the "head" of the bread by stretching the bread so that it has one half less than the other and fold one over the other before placing in the oven or at right away. Let the dough leaven for 45min.

The old dough should be stored in the refrigerator, up to three days, or alternatively in the freezer where you can rest it for longer.

Bake the bread at 250°C for the first 5 minutes and then lower the temperature to 200°C. Breads of 1kg should be cooked for one hour, breads of 500 grams for 30-45 minutes or until the internal temperature reaches 96°C.

Traditional Recipe: Peas with Poached Eggs



by Artur Filipe Gregório

Ingredients:

Ingredient	Quantity
Peas	800g
Onion	200g
Garlic	20g
Eggs	6
Tomatoes(fresh orcanned)	200g
Homemade Bread	6 slices
White wine	100ml
Fresh coriander	30g
Olive oil	30ml
Salt	3g
Ground black pepper	2g
Cumin	2g

Procedure:

In a pot, pour olive oil, sliced onion, and chopped garlic. Warm gently for 2 minutes. Add the crushed tomatoes and the peas and wrap again for another 2 minutes. Cool with white wine and half the amount of chopped coriander. Add water as much as possible and cook on low heat for 25 minutes. Season to your taste with salt and spices. Add the eggs and cook in a covered pan, for 2 minutes, on low heat. Turn off the stove and serve with chopped coriander on top of a slice of whole wheat bread.

Slovenia

Traditional Recipe: Rolled Dumplings with Cottage Cheese



By Maja Topole

Ingredients

For the dough:

Ingredient	Quantity
White flour	0.5kg
Butter	80ml
Eggs	2
Milk	250ml
Yeast	20g
Salt	1 pinch
Sugar	2 pinches

For the filling:

Ingredient	Quantity
Cottage cheese	0.5kg
Raisins	1 handful
Walnuts	1 handful
Eggs	1
Sugar	1 handful
Lemon juice	A few drops
Lemon zest	

Procedure:

To make the dough, mix all the ingredients and leave to rise. When the dough has risen sufficiently, roll it out and spread the filling on top of the dough. Wrap it with a kitchen towel and let it rest for 30 minutes. Turn them from one side to another. Still wrapped, place them in slightly salted boiling water and cook for 30 min. When cooked, remove them from the water, leave to cool for a few minutes, then remove the kitchen towel.

We suggest serving the Cottage cheese rolled dumplings warm with melted butter, bread crumbs and sugar on top. Additional ingredients can be added to the basic recipe, according to taste (e.g. fruits, herbs, etc.)

Traditional Recipe: Omelette with Asparagus and Pancetta



By Marjan Močivnik

Ingredients:

Ingredient	Quantity
White flour	3-4 tbsp
Fresh asparagus	0.45 kg 4
Eggs	50ml
Sparkling water	A few thin
Pancetta	slices

Procedure:

Fry the asparagus beforehand to rid it of any bitterness. Mix all the ingredients and fry the omelette.

We suggest serving the omelette with two pieces of whole-wheat or rye bread, previously toasted, sprinkled with a bit of Istrian olive oil.

Spain

Traditional Recipe: Rye Bread Soup



by Salvador Maura

Number of servings: 4

Cooking time: 2 hours

Ingredients:

Ingredient	Quantity
Vegetable bouillon w/ vegetables from the orchard	1liter
Onion	1/2
Garlic	4-5 cloves
Donja (traditional charcuterie)	4-5 cuts
Dry rye bread	
Thyme	2-3 branches
Mas d'Eroles Herm	1 pinch
Esenda Cheese (local artisan cheese)	
Olive oil	
Salt	

Procedure:

Cut the onion, garlic and *donja* into small pieces. Fry with enough oil in a casserole or pot with a little salt. When they are well browned add the rye bread and then blanch it with the vegetable bouillon previously boiled in another pan. Add the cheese. To finish the dish, put some thyme sprouts.

Modern Recipe: Crumbled Lamb Neck with Purée of Jerusalem Artichoke and Carrot

by Adrià Porta

Number of servings: 2

Cooking time: 2 hours

Ingredient	Quantity
Lamb collars	2
Carrot	1
Onion	1
Potato	1
J. Artichoke	100g
Laurel	
Smoked oak oil	
Olive oil	
Lemon	
Salt	
Pepper	

Procedure:

Boil the carrot, potato, Jerusalem artichoke and onion. Once cooked, strain, mash and set aside.

Cook the lamb necks with bay leaf, lemon, a little salt, pepper and oil on low temperature. Once cooked, debone the necks, crumble the meat and toast a little in the oven.

Put a little purée on the base of the plate, the shredded meat on top, and to finish, a few drops of smoked oak oil.

MEDFEST

Culinary heritage experiences: how to create sustainable tourist destinations



MEDFEST aimed to tackle the problem of fragile rural hinterland of the Mediterranean using the untapped potential of the rich culinary heritage of the area recognised as an intangible cultural heritage of great value by the UNESCO. The project resulted in the making of new sustainable tourism, gastronomy and culture products and simultaneously safeguarding the culinary heritage of the Mediterranean for future generations. MEDFEST was a transitional project co-financed by the European Regional Development Fund.

