

6th European
Beer and Health
Symposium 2011
20 September, Brussels

“From myths to science”

**The Mediterranean Diet as
an Intangible Cultural Heritage of
Humanity (UNESCO):
the role of fermented drinks.**



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The Mediterranean Diet Foundation (FDM) is a non profit organization with a strictly scientific and cultural agenda. Promotes the investigation and dissemination of the many health advantages of the Mediterranean Diet and the Mediterranean lifestyle.



www.fdmed.org





*The Mediterranean Diet Foundation
Is the Transnational Technical
Coordinator of the Nomination for
the inscription of the
Mediterranean Diet on the
representative List of
Intangible Cultural Heritage of
Humanity, and its Follow up.*

*Approved on 16th of November 2010
by the UNESCO in Nairobi.*



INTANGIBLE CULTURAL HERITAGE (ICH)

Convention for the safeguarding of the intangible cultural heritage 2003

Adopted on 17 october 2003

***The Convention entered into force
on April 20, 2006***



United Nations Educational,
Scientific and Cultural Organization





Purposes of the Convention

Article 1



- (a) To safeguard the ICH*
- (b) To ensure respect for the ICH of the communities, groups and individuals concerned*
- (c) To raise awareness at the local, national and international levels of the importance of the ICH, and of ensuring mutual appreciation thereof*
- (d) To provide for international cooperation and assistance*



Article 2



“The ICH means the practices, representations, expressions, knowledge, skills –as well the instruments, objects, artifacts and cultural spaces associated therewith- that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.”



Article 2



This ICH, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.





MEDITERRANEAN DIET, INTANGIBLE CULTURAL HERITAGE OF HUMANITY

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The Mediterranean Diet is a millennium-old cultural corpus constituent element of the intangible cultural heritage as defined in Article 2 of the Convention.





The Mediterranean Diet, a cultural heritage

*Etymologically originating
from the Greek word
“*díaita*”, way of life, a
harmonious relationship
between mind, body and
environment.*

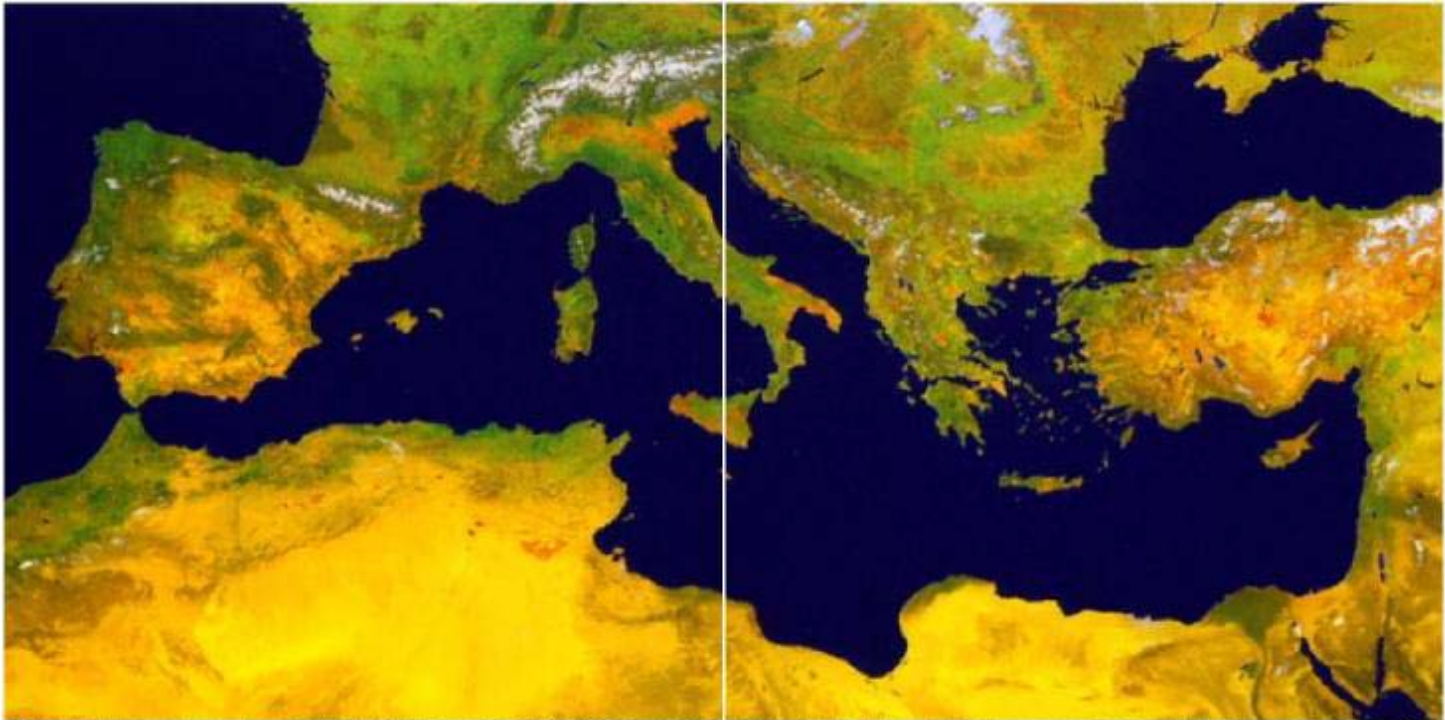




The Mediterranean, more than just a sea

The Mediterranean historically constitutes a privileged space of contacts, exchange, knowledge and creation of cultural and material transfers.







The Mediterranean, more than just a sea

Mediterranean, from the Latin “mediterraneus”, “sea between lands”. Cradle of civilizations and cultures, the Mediterranean, an area of interaction and irradiation, synthesis and syncretism, always a space in movement





The Mediterranean, more than just a sea

Egyptian, Hebrew, Phoenician, Punic, Ancient Greek and many others .The succession of civilizations has given its contribution to the richness and diversity of Mediterranean Diet.



HISTORIA DE LA CERVEZA

Edad Media: ordenes monásticas

Cerevisia monacorum





The Mediterranean, more than just a sea

The cultural space where knowledge and flavor arise from the same root, where bread is born-shared food item par excellence-, where culture germinates from “cultus”, cultivate, honor.





The Mediterranean, more than just a sea

In the Mediterranean, olive oil illuminated the table, welcomed and bid farewell to life, wines and beer put a name to social relations...





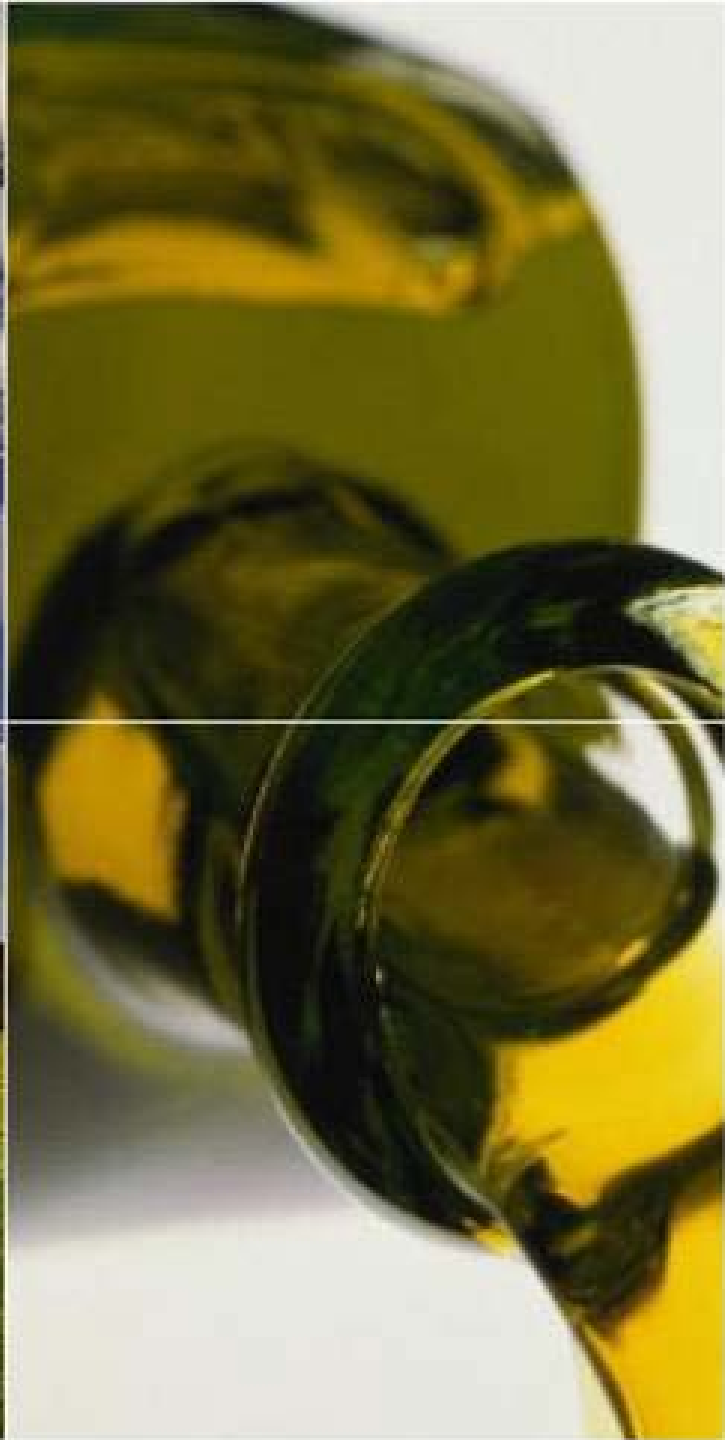
MEDITERRANEAN DIET

The ensemble of practices, representations, expressions, knowledge, skills, spaces, and associated objects that people around the Mediterranean have created, and historically recreated in interaction with nature, around food.





This intangible heritage is part of an inheritance that favors rural sustainability and reproduces a system of symbolization. Eating together is the foundation of social practices and many rituals and festivities...





*The Mediterranean Diet,
much more than a
nutritional guideline*

*“We do not sit at the table
only to eat, but to eat
together”*

Plutarch



The techniques, procedures and abilities ranging from the landscape to the table and concerning fishing or cultivation, harvesting storing, processing of production, preparation and consumption of food.



The Mediterranean Diet transcends the nutritional aspect of food and elevates it to the category of sacred, symbolic and festive. It accompanies most social celebrations and religious festivals that mark annual cycles.



Constitutes a nutritional pattern, enriched by diverse cultures, which for thousand of years maintained the same food structures and proportions.



*...to the trinomial of wheat,
wine and olives, to the
legumes, the vegetables, the
fruits, the fish, the cheeses, the
nuts, other fermented
beverages, the spices an
essential condiment must be
added, maybe even a basic
ingredient: the sociability.*



The Mediterranean Diet bases its exceptional character on simplicity, on normality and the wit and imagination for combining products and flavors, obtaining the maximum performance with minimal resources and a large diversity of dishes with the same products.



*The Mediterranean Diet
constitutes one of the most
universal cultural expressions
of sociability and
intercultural dialogue,
contributing to the
cooperation and respect of
differences.*







Reasons for this Nomination



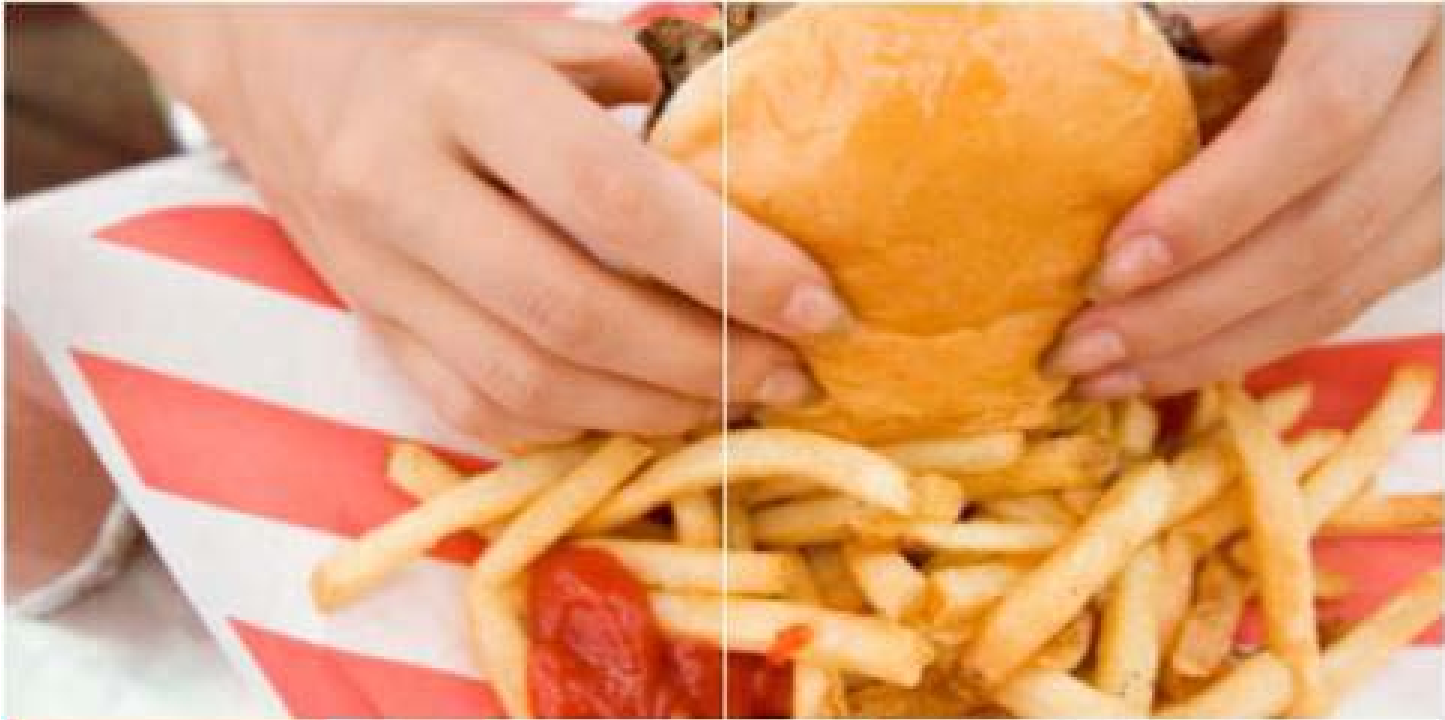
Recently a process of raising awareness has been taking place, concerning the need to protect that Mediterranean Diet represents.



Its inscription as ICH will represent an important counterpoint to the processes of erosion that are threatening it.

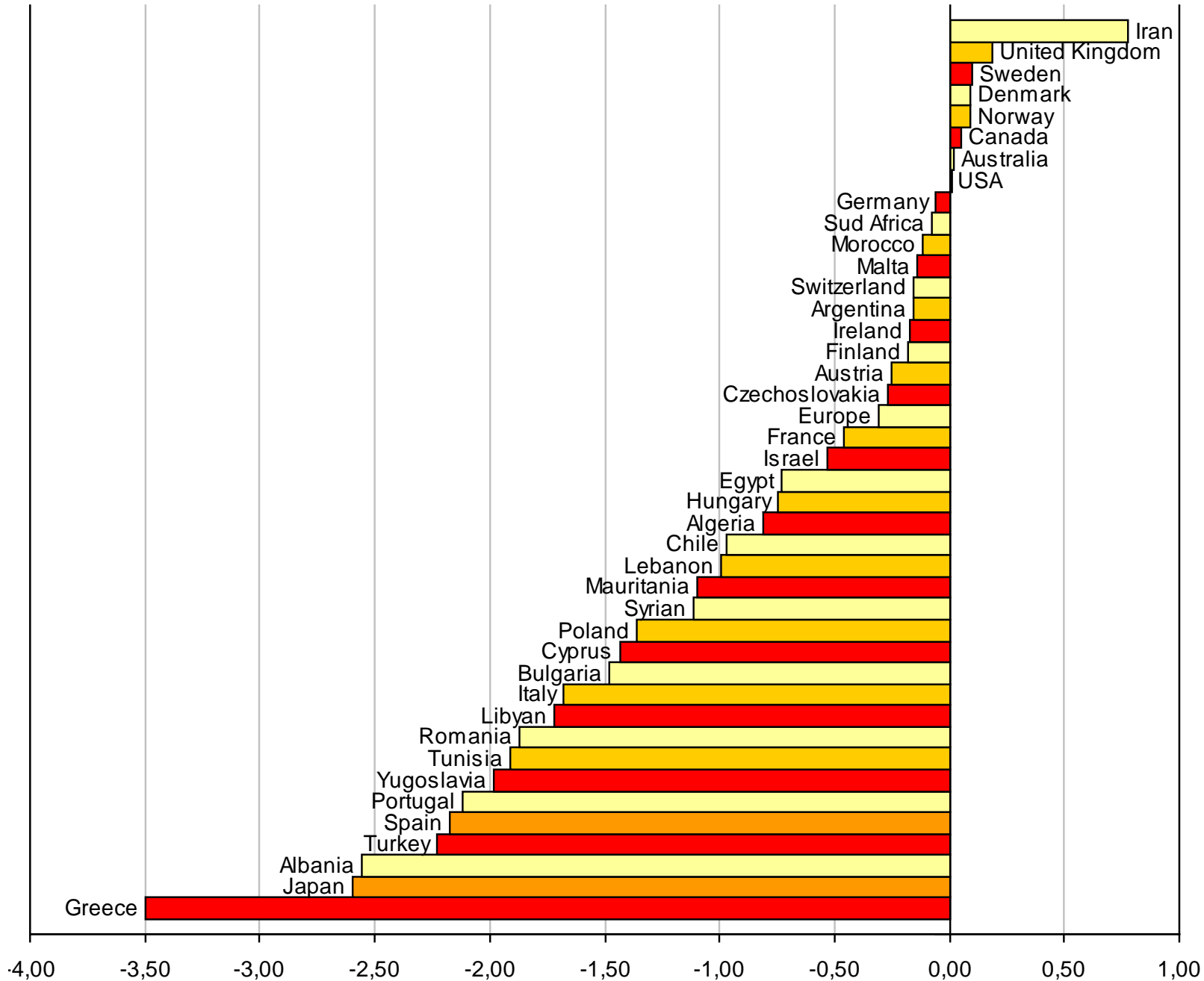


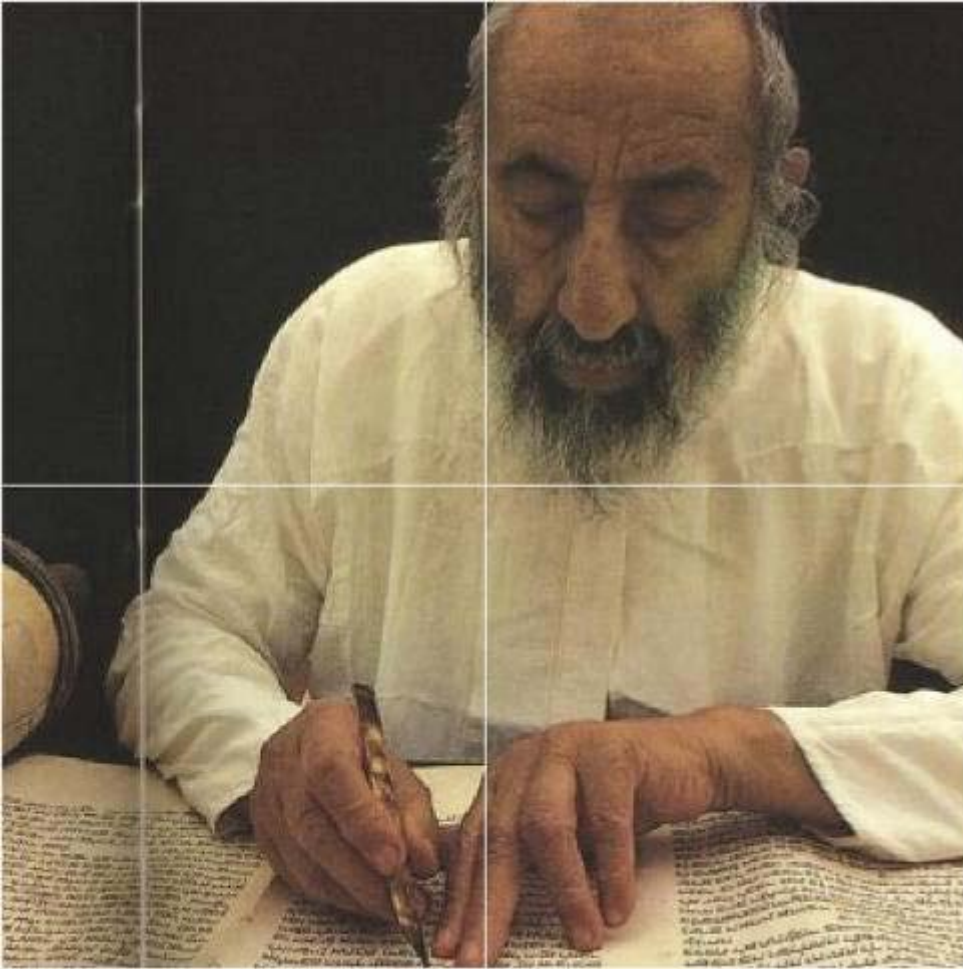
*The effects of globalization
and social transformations
have set off the alert on the
dangers that the
Mediterranean Diet can
suffer.*





Difference 1960-1965 and 2000-2005





*Its inscription will contribute
to give visibility to all its
associated cultural, social and
symbolic content, granting
them greater opportunities to
express it.*



Its inscription will decisively contribute to give visibility of the network of institutions, associations, foundations etc. dedicated to the research, promotion and dissemination of MD, reactivating its actions.

Effects of a Mediterranean-Style Diet on Cardiovascular Disease

A Randomized Trial

Current Research

A Large Randomized Individual and Group Intervention Conducted by Registered Dietitians Increased Adherence to Mediterranean-Type Diets: The PREDIMED Study

Original Scientific Paper

Adherence to a Mediterranean-type diet and reduced prevalence of clustered cardiovascular risk factors in a cohort of 3204 high-risk patients

Polymorphisms Cyclooxygenase-2 -765G>C and Interleukin-6 -174G>C Are Associated with Serum Inflammation Markers in a High Cardiovascular Risk Population and Do Not Modify the Response to a Mediterranean Diet Supplemented with Virgin Olive Oil or Nuts¹⁻³

^{1,4,5,*} José Ignacio González, ^{4,5} Mònica Bulló, ⁶ Paula Carrasco, ⁴ Olga Portolés, ⁴ no, ⁷ María Isabel Covas, ^{5,8} Valentina Ruíz-Gutierrez, ⁹ Enrique Gómez-Gracia, ¹⁰ ¹¹ Miquel Fiol, ^{5,12} Manuel Conde Herrera, ¹³ José Manuel Santos, ^{5,14} Guillermo Sáez, ¹⁵ ⁶ Carlos Lahoz, ¹⁷ Ernest Vinyoles, ¹⁸ Emilio Ros, ^{5,19} and Ramón Estruch^{5,20}

Hypertensive Status and Lipoprotein Oxidation in an Elderly Population at High Cardiovascular Risk

¹ Miquel Fiol, ² Montserrat Fitó, ³ Miquel Martínez-González, ⁴ Jordi Salas-Salvadó, ^{4,6} Ramón Estruch, ^{4,7} Ernest Vinyoles, ⁸ Miquel Fiol, ⁹ Dolores Corella, ^{4,10} Fernando Arós, ¹¹ Enrique Gómez-Gracia, ¹² Valentina Ruíz-Gutierrez, ¹³ José Lapetra, ^{4,14} Emilio Ros, ^{4,15} Joan Vila¹ and María-Isabel Covas^{1,4}

<http://www.predimed.org>

Carotid intima-media thickness is inversely associated with olive oil consumption

ORIGINAL CONTRIBUTION

Predictors of adherence to a Mediterranean diet in the PREDIMED trial

The Mediterranean diet protects against waist circumference enlargement in 12Ala carriers for the PPAR γ gene: 2 years' follow-up of 774 subjects at high cardiovascular risk

Inhibition of circulating immune cell adhesion: antiinflammatory effect of the Mediterranean diet

Cristina Razquin¹, J. Alfredo Martínez¹, Miguel A. Martínez-González², Dolores Corella³, José Manuel Santos⁴ and Amelia Martí^{1*}

Effect of a Traditional Mediterranean Diet on Lipoprotein Oxidation

A Randomized Controlled Trial

Mari-Pau Mena, Emilio Sacanella, Mónica Vazquez-Agell, Mercedes Morales, Montserrat Fitó, Manuel Serrano-Martínez, Jordi Salas-Salvadó, Neus Benages, Rosa Casas, Rosa María Corella, Emilio Ros, and Ramon Estruch





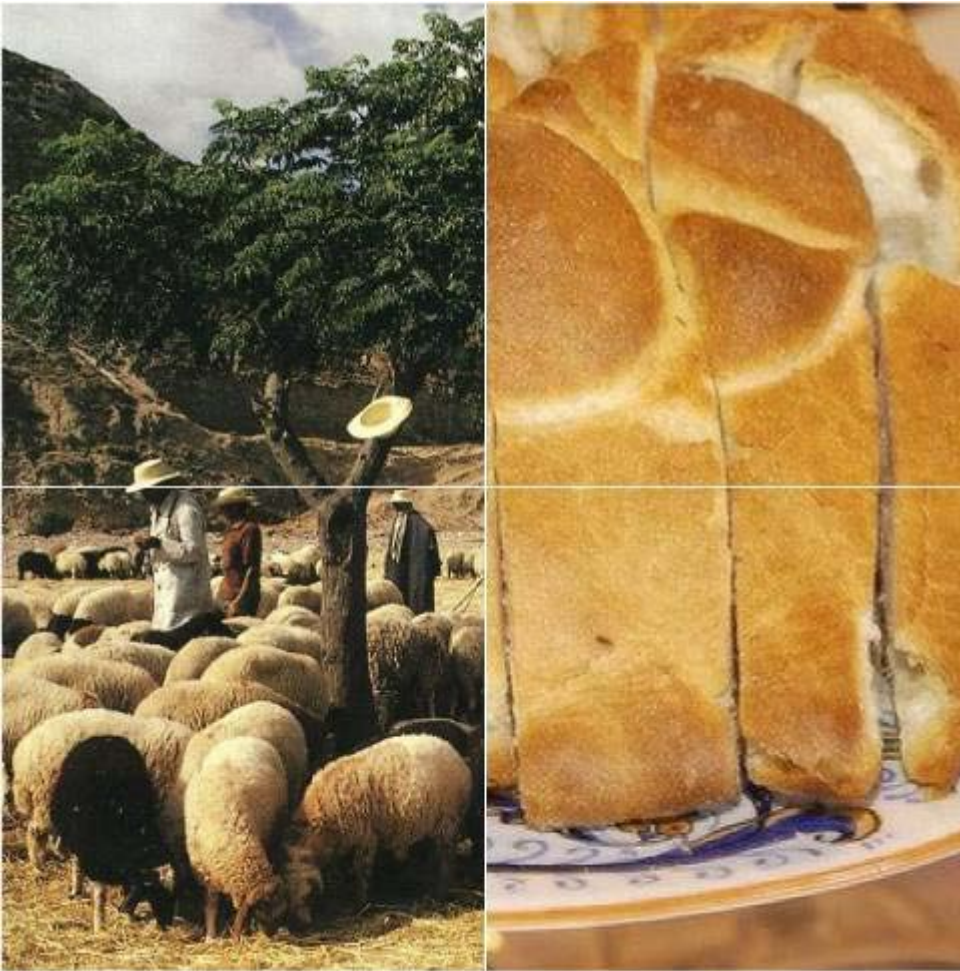
Its inscription will stimulate institutional safeguarding efforts, which will lead to an increased presence and visibility of this heritage in normative texts, and protective measures and an increased legal recognition...



In the four States Parties that presented the nomination, different institutions at the local, regional and national level have developed different frameworks to protect MD. There is an evident convergence between institutional and civil society initiative to protect this heritage.



Greece, Italy, Morocco and Spain agreed on the necessity of stimulating research, documentation, dissemination and protection initiatives. They will work on initiatives to preserve it with many other countries in and outside the Mediterranean basin.



From the beginning of this project, the territories, localities, associations, foundations, institutes and research centres, as well as local, regional and national governments collaborated in preparing this nomination and now work on its follow up.





Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura



Patrimonio
Cultural
Inmaterial



UNESCO » Cultura » Patrimonio Inmaterial » Listas del Patrimonio Inmaterial

Patrimonio Inmaterial

Sobre el patrimonio inmaterial

Convención

Asamblea General

Comité Intergubernamental

ONG, instituciones y
expertos

Listas del Patrimonio
Inmaterial

- ▶ Inscribir en la LSU
- ▶ Inscribir en la LR
- ▶ Seleccionar para el Registro

Salvaguardia

Lenguas en peligro

Asistencia Internacional &

<http://www.unesco.org/culture/ich/es/RL/00394>

La dieta mediterránea

◀ [Retorno a la lista completa](#)

Inscrito en 2010 sobre la Lista Representativa del Patrimonio Cultural Inmaterial de la Humanidad

Pais(es): España, Grecia, Italia, Marruecos

Identificación

Diaporama

Video

Descripción

La dieta mediterránea es un conjunto de competencias, conocimientos, prácticas y tradiciones relacionadas con la alimentación humana, que van desde la tierra a la mesa, abarcando los cultivos, las cosechas y la pesca, así como la conservación, transformación y preparación de los alimentos y, en particular, el consumo de éstos. En el modelo nutricional de esta dieta, que ha permanecido constante a través del tiempo y del espacio, los ingredientes principales son el aceite de oliva, los cereales, las frutas y verduras frescas o secas, una proporción moderada de carne, pescado y productos lácteos, y abundantes condimentos y especias, cuyo consumo en la mesa se acompaña de vino o infusiones, respetando siempre las prescripciones de cada comunidad. La dieta



Barcelona, elegida oficialmente sede del secretariado de la Unión por el Mediterráneo

La capital catalana ha sido elegida oficialmente en la conferencia que celebran en Madrid los ministros de Exteriores de los 43 países de la organización

LA VANGUARDIA 4 noviembre 2008

Barcelona, sede de la Unión por el Mediterráneo

Barcelona, capital del Mediterráneo

La ciudad albergará el secretariado de la Unión por el Mediterráneo - Moratinos y Hereu se felicitan por el logro "de un sueño" que se inició en 1995

El País 5 de noviembre 2008

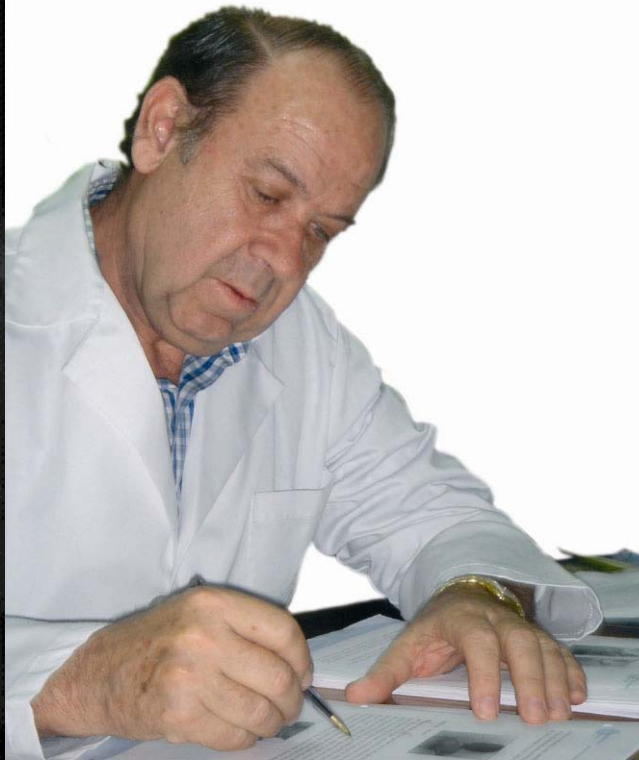
Union for Mediterranean FMs decide to locate secretariat in Barcelona [+-](#)

09:10, November 05, 2008





MEDITERRANEAN DIET, INTANGIBLE CULTURAL HERITAGE OF HUMANITY





MEDITERRANEAN DIET

a way to dialogue through the colour, the smell, the pleasure of sharing.

<http://www.unesco.org/culture/ich/es/RL/00394>



Thank you very much.

Professor Lluís Serra Majem, MD, PhD

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