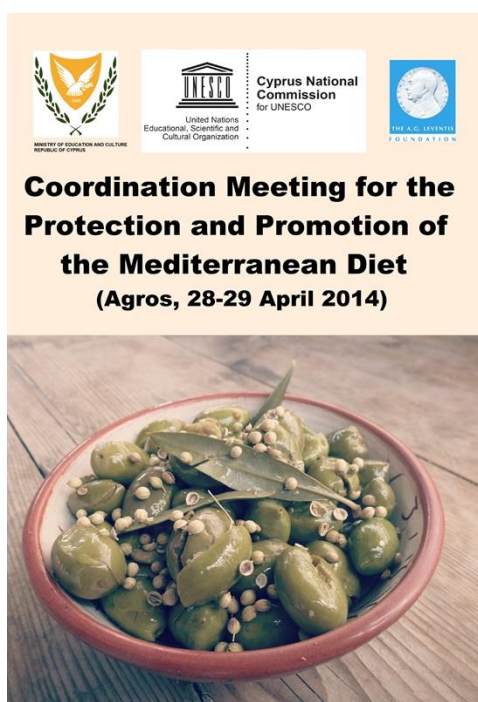


The Mediterranean Agronomic Institute of Chania (MAICH/CIHEAM) acts as the Coordination Point for the Mediterranean Diet in the Intangible Cultural Heritage List of UNESCO

Upon the completion of negotiation rounds, Greece has been assigned the coordinating role of the Network of the seven Member Countries subscribed to UNESCO's Mediterranean Diet in the representative list of Intangible Cultural Heritage, from 1 May 2014 to 30 April 2015. An intergovernmental meeting held in Agros, Cyprus, on 28-29 April 2014, which was attended by representatives of the relevant ministries, agencies and Emblematic Communities of Italy, Spain, Portugal, Cyprus, Greece and Croatia, as well as the National Committee of UNESCO, adopted the proposal of the Ministry of Agricultural Development and Food (MADF) of the Hellenic Republic (Greece) to undertake the coordination of the Network, with the **central coordinating point being the Mediterranean Agronomic Institute of Chania (MAICH/CIHEAM)**.

This effort of the Greek government and specifically the Ministries of Rural Development & Food, and Culture & Sport, was launched in 2011, immediately after the recognition by UNESCO of the Mediterranean Diet as Intangible Cultural Heritage, following the submission of a portfolio to the UNESCO Committee. The Member Countries and Emblematic Communities of the Mediterranean Diet as Intangible Cultural Heritage are **Koroni (Greece), Agros (Cyprus), Brač and Hvar (Croatia), Soria (Spain), Cilento (Italy), Chefchaouen (Morocco) and Tavira, (Portugal)**. November 16 has been set as the Flagship Day to celebrate the Mediterranean Diet.



The very high quality of Mediterranean agricultural products, such as olive oil, wine, vegetables, fish and cheese can serve as catalysts for the diffusion of the Mediterranean diet and the dissemination of information and knowledge, since such products form the apex of Mediterranean exports.

The selection of MAICH/CIHEAM as the coordinating point of the Mediterranean Diet as Intangible Cultural Heritage is a significant achievement, since it is regarded as possessing the necessary scientific and research expertise which will enable the seven countries to undertake joint actions and initiatives, for both the preservation and the dissemination of the values of the Mediterranean Diet. During the meeting, representatives of MAICH/CIHEAM unveiled in detail the activities of the Institute and the proposal for the coordination of activities and specific actions aimed at maintaining the status of the Mediterranean Diet as Intangible Cultural Heritage, by highlighting all aspects of this lifestyle, based on a nutritional model, with beneficial

properties for health and welfare, and framed by cultural elements enclosed in traditional methods and practices which are passed on from generation to generation.