

# THE ART OF FOOD

## CREATIVITY, DIVERSITY SUSTAINABILITY

### READER



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notes that **creativity**, **diversity** and **sustainability** is particularly important for local settings where landscape, agriculture, food, gastronomy, culture, arts and hospitality come together. Furthermore, food and cultural products are an important part of the economy from production and distribution to marketing, image and supply.

**UNESCO** has recognised certain ‘foodways’ on the list of the Intangible Cultural Heritage of Humanity in 2010, and many more ‘food cultures’ are lining up to be recognised. Longer-term strategies are clearly needed to deal with concerns for the safeguarding of intangible heritage, improve sustainable tourism strategies and support cultural and food diversity. Given the current (and long-standing economic crisis in most European countries) it is more important than ever to understand the values and creative potential for gastronomy, arts and culture. The importance of food diversity is amply demonstrated by the first two articles in this reader.

Initiatives to brand and support food visibility internationally and nationally have also to marry the need for diversity while at the same time projecting a strong and unified image. The meeting will benefit from learning about the challenges for **Tasting Europe**. The article on Serbia in this reader demonstrates how image/branding could be useful for national governments. And, the **European Region of Gastronomy** project highlights food diversity challenges at regional level.

There are many international organisations (including the Slow Food movement) hailing the return to the countryside, a focus on typical, historic products and the promotion of tourism that goes beyond the usual sun, sand and sea clichés but no-one is currently focused on the value of convergence in creativity. Many small and medium size enterprises are springing up to fill gaps in the market, providing fresh tourism experiences, innovative culinary-based activities and exciting ‘quality-driven’ employment. We need to know more about these enterprises, what is driving their existence and what are the potential opportunities (for example see the **Creative Tourism Network**) and threats (see the article on free trade agreements currently being negotiated between the EU and the US and Canada respectively). Prof. Dr. Greg Richards defined and coined the phrase ‘creative tourist’, meaning the tourist who does not want to observe culture in a passive way but rather, wants to connect and take-part in a creative experience.

At the same time food festivals and gastronomy fairs abound and are driving vast quantities of visitors. Many different types of public interventions exist – from product fairs and festivals to professional gastronomy events – without any study or understanding of the drivers and potential (see the case studies provided by students of the **International University of Catalonia**).

IGCAT believes that today’s exciting developments are where convergence is happening in tourism, culture, arts and gastronomy. Together with our partners, we aim to identify the most innovative and interesting ideas emerging in food and culture relations in regions and cities today, to analyse good and bad practice, support new incentives in this field and provide policy guidance.

We hope this reader sets the tone for this first experts meeting. We look forward to sharing ideas, knowledge and having a creative conversation.

Dr Diane Dodd, Director  
IGCAT

## GLOBALIZED DIET: MORE FOOD, LESS DIVERSITY, MORE ASSOCIATED RISKS

*International Center for Tropical Agriculture (CIAT)*

**Worldwide spread of a standard globalized diet is putting more food on the dinner table, but at the expense of diverse local crops; global uniformity heightens the risk of food crises due to climate change.**

A study, conducted by the International Center for Tropical Agriculture (CIAT) confirms that over the last five decades, human diets around the world have grown ever more similar—by a global average of 36 percent—and the trend shows no signs of slowing, with major consequences for human nutrition and global food security. People nowadays are consuming more calories, protein and fat and rely for most of their food on a few crops like wheat, maize and soybean, along with meat and dairy products. These foods are critical for combating world hunger, but as a global diet it provides limited diversity. It is important to bolster the nutritional quality of the major crops, as consumption of other nutritious grains and vegetables declines. Growing reliance on a few food crops may also accelerate the worldwide rise in obesity, heart disease and diabetes, which are strongly affected by dietary change and have become major health problems. The study calls for urgent efforts to better inform consumers about diet-related diseases and to promote healthier, more diverse food alternatives.

A more homogeneous global food basket makes agriculture more vulnerable to major threats like drought, insect pests and diseases, which are likely to become worse in many parts of the world as a result of climate change. As the global population rises and the pressure increases on our global food system, so does our dependence on the global crops and production systems that feed us. The price of failure of any of these crops will become very high.

Even though the human diet has become less diverse at the global level over the last 50 years, many countries, particularly in Africa and Asia, have actually widened their menu of major staple crops, while changing to more globalized diets.

The dietary changes are driven by powerful social and economic forces. Rising incomes in developing countries, for example, have enabled more consumers to include larger quantities of animal products, oils and sugars in their diets. Moreover, urbanization in these countries has encouraged greater consumption of processed and fast foods. Related developments, including trade liberalization, improved commodity transport, multinational food industries, and food safety standardization have further reinforced these trends.

Countries experiencing rapid dietary change are also quickly seeing rises in the associated diseases of overabundance. Hopeful trends are also apparent, as in Northern Europe, consumers are tending to buy more cereals and vegetables and less meat, oil and sugar.

***The complete article:***

[http://cgiarweb.s3.amazonaws.com/wp-content/uploads/2014/03/Global-Food-Supply\\_press-release\\_CIAT.pdf](http://cgiarweb.s3.amazonaws.com/wp-content/uploads/2014/03/Global-Food-Supply_press-release_CIAT.pdf)

## THE EVOLUTION OF DIET

*Ann Gibbons - National Geographic*

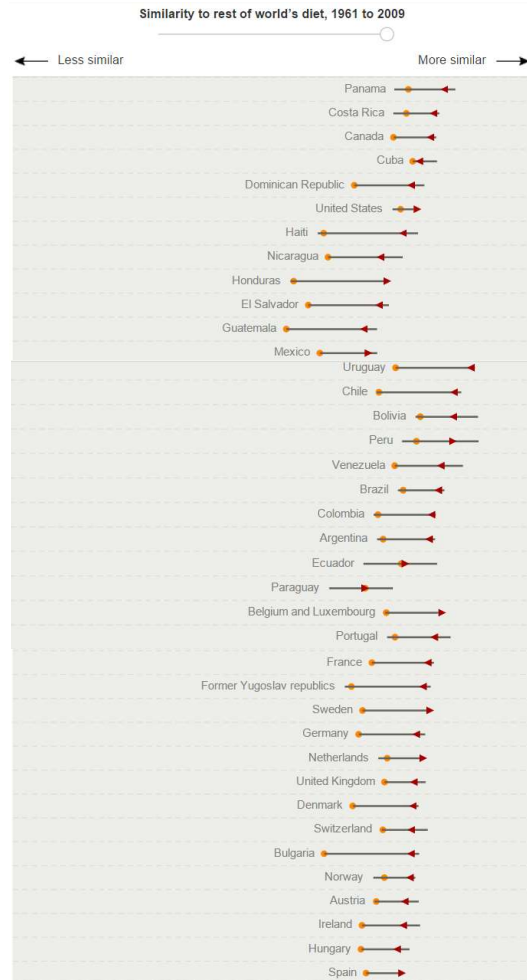
**As we look to 2050**, when we'll need to feed two billion more people, the question of which diet is best has taken on new urgency. The foods we choose to eat in the coming decades will have dramatic ramifications for the planet. Simply put, a diet that revolves around meat and dairy, a way of eating that's on the rise throughout the developing world, will take a greater toll on the world's resources than one that revolves around unrefined grains, nuts, fruits, and vegetables.

Until agriculture was developed around 10,000 years ago, all humans got their food by hunting, gathering, and fishing. As farming emerged, nomadic hunter-gatherers gradually were pushed off prime farmland, and eventually they became limited to the forests of the Amazon, the arid grasslands of Africa, the remote islands of Southeast Asia, and the tundra of the Arctic. Today only a few scattered tribes of hunter-gatherers remain on the planet.

### We'll Have What They're Having

**People increasingly eat the same types of food.** They now get more calories from wheat, rice, corn, sugar, oil crops, and animal products. Meanwhile, consumption of grains such as sorghum, millet, and rye and of root crops such as cassava and yams has fallen.

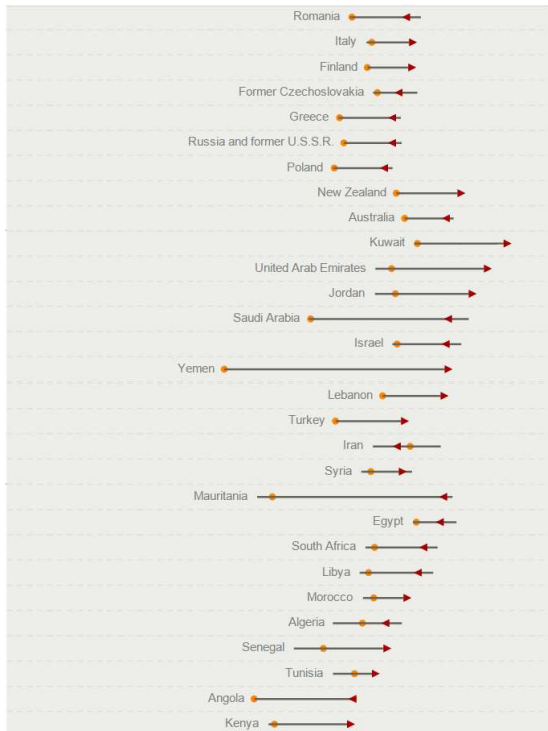
Comparing diets by country, the international agricultural research group CGIAR tracked five decades of change.



**On average European, North American, and South American diets have shifted less than the diets of the rest of the world.**



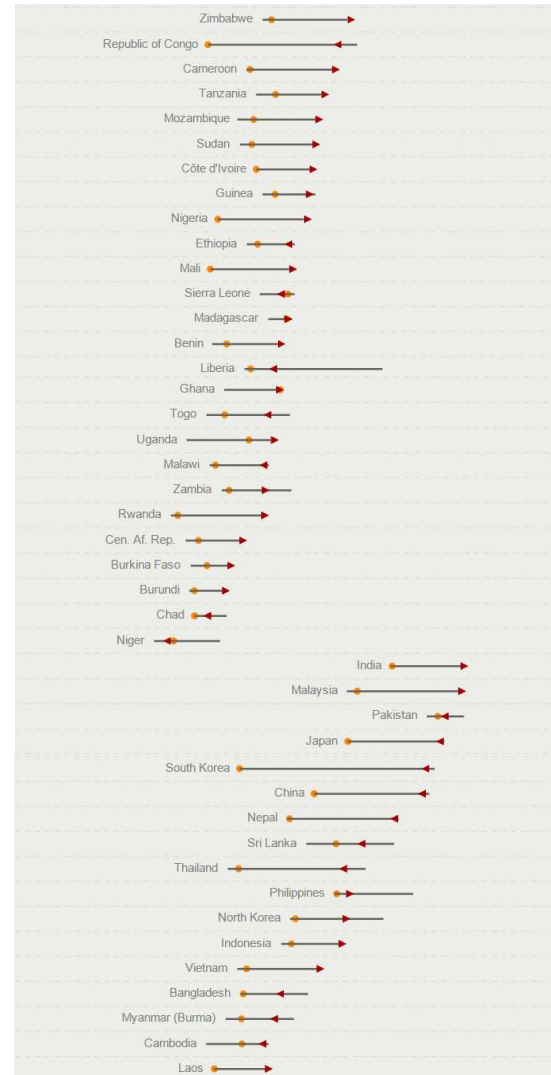




**Most Middle Eastern diets have changed less** than the global average of 36 percent, though Yemen's diet has changed more than that of any country in the world, driven by skyrocketing consumption of staple grains like wheat, rice, and corn, as well as sugar, and a reduction of traditional cereals like sorghum and barley.

**Diets have changed most dramatically in Africa**, where 18 countries have diets that have changed by more than 25 percent. Sugar consumption in Congo, for example, has increased 858 percent since 1961.

**Asian diets have also undergone drastic change.** Consumption of animal products increased fivefold in Korea, while rice, millet, and sweet potatoes declined.



**Complete article:**

<http://www.nationalgeographic.com/foodfeatures/evolution-of-diet/>





EUROPEAN REGION OF GASTRONOMY

## EUROPEAN REGION OF GASTRONOMY

**The European Region of Gastronomy** award will be officially launched by a newly formed platform of European Regions in March 2015. The award aims to contribute to better quality of life in European regions, by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation. This will be achieved through a knowledge-exchange platform of European Regions with the support of European institutions, coordinated by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT).

**The European Region of Gastronomy** award concept was developed by three European experts (Greg Richards, Diane Dodd and Robert Palmer) and endorsed by the European Committee of the Regions' Culture Chair, Mr. Anton Rombouts at their Plenary Meeting in Brussels on 30 May 2014.

### Focus Areas

The European Region of Gastronomy award is given to regions developing projects that focus on the following areas:



### *Feeding the Planet*

It is estimated that by 2050 the world's population will have risen to 9 billion people (currently we are just above 7 billion people). The European Region of Gastronomy award aims to stimulate debate about how we produce sufficient food for everyone. Given that it is estimated that in 2014 more than 20,000 people die every day from hunger in the world, questions to do with global trade, food distribution, emergency aid and food production are urgent.

### *Sustainability*

Sustainable local, regional and global food systems are important for all our futures. The European Region of Gastronomy award aims to stimulate debate about sustainable tourism, food and gastronomy practices in order to support the development of more environmentally, socially, culturally and economically sustainable food production and consumption.

### *Education*

The European Parliament recently called for gastronomy and food to be integrated into the education curriculum – a move that the European Region of Gastronomy is designed to support. The European Region of Gastronomy is based on principles of collaboration, and sees cooperation between the educational sector, public and private bodies (the so-called 'triple helix' model) as a cornerstone of the programme. We will work closely with education and knowledge institutions in the host regions and elsewhere to disseminate information about the importance of regional gastronomy.

### *Innovation*

Local food cultures are an important source of innovation. Traditions developed over centuries form the vital 'DNA' of food cultures and regional gastronomy, and local knowledge is therefore an important potential source of

new ideas and innovative products and experiences. The key role of innovation in gastronomy was highlighted at the recent Expert Meeting on Innovation and Tradition in Regional Gastronomy organised by candidate European Region of Gastronomy 2016, Minho Region, Portugal and IGCAT.

#### *Globalisation*

Globalisation poses both threats and opportunities for regional food systems. The globalisation of food production creates competition for local food producers and may threaten local products and traditional forms of food production and preparation. However, the growth of global food markets also provides opportunities for regional producers to expand their markets, providing they can create distinction to underline the added value of local products. It is important to share good practice and support cross-marketing of local products and services.

#### *Digital Agenda*

The Digital Agenda for Europe (DAE) aims to reboot Europe's economy and help Europe's citizens and businesses to get the most out of digital technologies. It is the first of seven flagship initiatives under Europe 2020, the EU's strategy to deliver smart sustainable and inclusive growth. The digital economy is growing much faster than other sectors, but it requires new ways of working. In the food sector, added value to food products is possible through the application of creativity, using digital technology.

#### *Linking Urban and Rural*

Recent years have seen a growing divide between Europe's rural and urban areas, particularly in the area of food. Young people are often no longer aware where the food they eat comes from. The European Region of Gastronomy provides an opportunity for regions to re-connect their rural and urban environments, bringing the countryside to the city, and the city to the countryside. This will also stimulate debate between urban and rural dwellers about the future of food and gastronomy.

#### *Global Competitiveness*

The European Region of Gastronomy is designed to underline the distinctiveness of Europe's food cultures and practices, enabling food products and experiences to compete effectively with those from other areas of the world. We see regional foods as being one of the major strengths that Europe can use to profile itself globally. Collaboration with the Taste of Europe programme will explore opportunities.

#### *Health*

Food is vital for health, and gastronomy is literally the art of eating well. By showcasing regional and local foods that are wholesome and healthy, the European Region of Gastronomy hopes to contribute to raising awareness of health issues and to promote healthy eating.

#### *Diversity*

Regional gastronomy provides a wealth of diversity, not just in terms of a vast range of different foods, but also in the many ways of eating, presenting and serving foods around Europe. The conservation of local food cultures helps to promote the diversity of food, culture and creativity.

#### *Supporting SMEs*

According to DG Enterprise and Industry, more than 20 million SMEs in the EU represent 99% of businesses, and are a key driver for economic growth, innovation, employment and social integration. Small and Medium Enterprises (SMEs) are the backbone of regional food production and the mainstay of gastronomic experiences. The European Region of Gastronomy is designed to promote the work of SMEs and to help them achieve greater environmental, economic and cultural sustainability.

#### ***For more information about the European Region of Gastronomy:***

[www.europeanregionofgastronomy.org](http://www.europeanregionofgastronomy.org)



## REPORT ON THE EUROPEAN GASTRONOMIC HERITAGE:

*Cultural and educational aspects (2013/2181(INI))*



EUROPEAN PARLIAMENT

Developments in recent years have highlighted that diet, in its broadest sense, is extraordinarily important in modern society. On the one hand, in terms of the Millennium Goals, greater efforts need to be made to end hunger and problems relating to drinking water supply in all those countries which still suffer this scourge of humanity, which is absolutely inadmissible in the 21st century.

On the other hand, it is surprising to see how, in reasonably affluent developed countries, a lack of culture and/or education has turned food into a root cause of illnesses and conditions which generate huge expenditure in public and private health systems. Inappropriate diet is the main cause of conditions including obesity, anorexia, cardiovascular diseases, diabetes and gastric problems. Poor diet is of course not the only problem. Lack of exercise, consumption of harmful products such as drugs, excessive alcohol or tobacco, and a lack of emotional control are also major contributing factors in all these pathologies. But diet is undoubtedly the core element.

If we want to avoid having to bear extraordinary costs that are virtually unaffordable, in order to treat diseases and illnesses resulting from poor diet, it is absolutely essential to incorporate learning about diet and nutrition, taste workshops and a knowledge and culture of food and gastronomy into the various national education systems. It is also evident that gastronomy and cooking have become an increasingly important form of artistic and cultural expression, that food and good cooking are one of the fundamental pillars of family and social relationships and that satisfaction at meal times is of course essential in sensory and psychical terms, as it is a substantial element of psychological and emotional

tourism and that ultimately, while there are many incentives for tourism and travel, the enjoyment of good food is always an essential component of the experience.

If nutritional food and gastronomic food are to fulfil their role in modern society, it is vital to create an appropriate education and culture. It therefore seems absolutely necessary, in 21st-century societies, for food and nutrition and taste education to be incorporated as an essential and compulsory component into the education systems of all European countries. This makes it vitally important for the EU to develop food and gastronomy education policies. It does not make sense for our students to dedicate years, months, days and hours to studying a multitude of subjects, without devoting the necessary time to learning how to eat, in all senses: nutritional, diet-related, social and cultural, sensory and gastronomic. This education cannot be simply theoretical, because all sensory topics need to be experienced and practiced. So, in addition to acquiring the necessary theoretical knowledge, our school children need to experience, practise and nurture taste, touch and smell, so that they can develop a sensory enjoyment of food which is also healthy.

The main objective of 21st century food culture and education must be to show and convince everyone, young and old, that it is not only possible but necessary to combine healthy eating with gastronomy.

### ***The full report:***

<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+REPORT+A7-2014-0127+0+DOC+XML+V0//EN>

## FREE TRADE AGREEMENTS

### Concern over the current TTIP and CETA trade negotiation with US and Canada respectively.

The Transatlantic Trade and Investment Partnership (TTIP) between EU and USA and the Comprehensive Economic and Trade Agreement (CETA) among EU and Canada are bilateral agreements that are currently being negotiated and will not only affect specific sectors (agriculture, industry, cultural products and services, tourism etc.) but also importantly set the legal framework for trade in the future.

Referring to TTIP, on an official website of European Commission<sup>1</sup> the defend that “negotiations aim at removing trade barriers (tariffs, unnecessary regulations, restrictions on investment etc.) in a wide range of economic sectors so as to make it easier to buy and sell goods and services between the EU and the USA. EU and USA also want to make it easier for their companies to invest in each other's economy”.

On 26 September in Ontario, the last summit between the EU and Canada was held and participants decided the ratification of the bilateral Comprehensive Economic and Trade Agreement (CETA), putting it into orbit of implementation and waiving the few remaining civil rights of European citizens. Already seven rounds of discussion between US and EU have been completed, while the corresponding between CETA has reached its final form. The negotiations are moving towards validation under full secrecy and opacity. If the two agreements will be signed, there will be significant impacts on over 500 million European citizens and also millions of American and Canadian citizens.

In the negotiations neither representatives of elected parliaments nor entities of civil society participated (neither did the European Parliament and the US Senate participate in the negotiations). In contrast to many other agreements the American President will manage himself the agreement. The role of the European Parliament is delimited to approve or reject the final agreement. This contrasts with Article 218 of the Treaty on the Functioning of the EU (Lisbon Treaty)<sup>2</sup> which states that “the European Commission within the negotiation of international trade agreements is obliged to immediately fully inform the European Parliament”. The European Court of Justice in two important decisions on 06.26.2014 and 03.07.2014 has essentially criticized the lack of transparency and information to the negotiations. Only seventeen of the Member States have complained about this process.

The Guardian<sup>3</sup> notes that the common objective of these agreements is the circumvention of all the national laws that protect the rights of the peoples of Europe, in order to remove completely the last minimum barriers, ensuring the super-profits of the transnational corporations on both sides of the Atlantic. TTIP and CETA are considered as obvious examples of how undemocratic negotiations are taking place for trade and investment policies solely on behalf of big multinational enterprises. The negotiations are conducted in secrecy, with very little information being available for public scrutiny, while allowing the growing influence of corporate lobbies in shaping them.

<sup>1</sup> <http://ec.europa.eu/trade/policy/in-focus/ttip/about-ttip/>

<sup>2</sup> <http://www.lisbon-treaty.org/wcm/the-lisbon-treaty/treaty-on-the-functioning-of-the-european-union-and-comments/part-5-external-action-by-the-union/title-5-international-agreement/506-article-218.html>

<sup>3</sup> <http://www.theguardian.com/commentisfree/2013/nov/04/us-trade-deal-full-frontal-assault-on-democracy>

Furthermore, European Commission rejected the proposal submitted by 250 European social and other organisations, institutes and political parties in order to put into citizens' consideration, a formal investigation procedure of "European Citizens' Initiative" on the topic of TTIP. However this broad coalition didn't remained passive, deciding to launch a bottom-up "European Citizens' Initiative" in order for European citizens to express their views on this very important process that exceeds the framework of a simple trade agreement between states. Organisations supporting the campaign are more than 350.<sup>4</sup>

Nikos Chrysogelos, member of the European Parliament for Ecologist Greens/European Free Alliance states that citizens' response is impressive. In less than 6 days from the start of the electronic campaign 600,000 signatures were collected on the web platform <http://stop-ttip.org/>. Organizations, institutions and parties that support the "European Citizens' Initiative STOP-TTIP" focus their criticism on the lack of transparency in the discussions, the lack of democratic participation in the negotiations and to the effort of adopting standards that would limit the social and labour and consumer rights, and environmental protection. According to the initiators of the initiative "we want to prevent TTIP and CETA because they include several critical issues such as investor-state dispute settlement and rules on regulatory cooperation that pose a threat to democracy and the rule of law. We want to prevent lowering of standards concerning employment, social, environmental, privacy and consumers and the deregulation of public services (such as water) and cultural assets from being deregulated in non-transparent negotiations. The ECI supports an alternative trade and investment policy in the EU". On 11 October there were coordinated manifestations all across Europe and USA. Even if the European Commission claims that a potential dismissal will be at the expense of economic growth and employment, and will void five years of negotiations and will disturb its trading partners, the large participation shows that in most countries people are aware and worried.

A concern was raised in the meeting of the European members of the International Federation of Arts Councils and Culture Agencies (IFACCA) in Lithuania last September about the lack of consultation.

In light of the above, IGCAT would like to raise this very important issue.

The official line of European Commission as can be viewed from the Economic Assessment from March 2013,<sup>5</sup> is that these agreements will create job positions and boost economic growth. However the beneficiaries of these agreements are not directly people, but large international companies. As the European Citizens' Initiative Stop TTIP and CETA notes:

1. The Rule of Law (Rechtsstaat) is being affected by the introduction of a parallel justice system. Canadian and American companies receive the right to sue for compensation if they believe that they have suffered losses because of the law or EU measures or individual Member States of the European Union (Investor-State Dispute Settlement - ISDS). This may also affect the laws that have been enacted in the interest of the common good, such as laws and regulations on environment or consumer protection. Instead of public courts, private arbitration tribunals would meet secretly to make decisions about the compensations. The payment of these allowances will be made from the state budget, i.e. by using taxpayers' money. The decisions of arbitration courts are final, with no possibility of

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<sup>4</sup>The partner list can be found here: [http://stop-ttip.org/wp-content/uploads/2014/09/ECI-Partner-List\\_0917.pdf](http://stop-ttip.org/wp-content/uploads/2014/09/ECI-Partner-List_0917.pdf)

<sup>5</sup> The completed assessment can be viewed at:  
[http://trade.ec.europa.eu/doclib/docs/2013/march/tradoc\\_150737.pdf](http://trade.ec.europa.eu/doclib/docs/2013/march/tradoc_150737.pdf)

appeal and this directly contradicts with the basic principles governing the rule of law. With similar clauses existing in other active agreements (ex: North American Free Trade Agreement- NAFTA), companies have already been recourse several times for losses of many millions and sometimes billions of euros have been compensated (Ex: the power company Vattenfall from Sweden sued Federal Republic of Germany, claiming compensation of € 3.700.000.000, because two nuclear reactors were set off as part of the withdrawal of Germany from the production of electricity through nuclear energy).

2. Companies' lobbies will even participate in the drafting of new regulations and laws, under the excuse that these laws and regulations could affect their commercial interests. Thus the existing laws of EU and its Member States will have to change in cases they don't "agree" to the terms and articles of the agreements as they will have more power as intergovernmental agreements. This process of involvement of private interests in the legislative process very misleadingly named as regulatory cooperation. This means that the representatives of large enterprises will be called by the governments to participate in expert groups to influence the new legislation, even before they are discussed in the elected parliaments. This undermines democracy in the sense that the political intention must derive from the people, and not by the representatives of multinational enterprises creating agreements on trade and investment!
3. Multinational enterprises have and continue to have (allegedly) big impact during the secret negotiations with regards to CETA and TTIP. Only during the preparatory phase for TTIP, 590 meetings were held between European Commission and lobby representatives according to official statements. 92% of these meetings were conducted with representatives of companies, while only in a few cases there were discussions with consumer representatives or trade unions.
4. The negotiations are conducted under the utmost secrecy. Even public representatives know little about the progress of negotiations. They will receive the results in a form of huge text (CETA for example, has about 1,500 pages of legal text) only after the completion of the negotiations will public representatives be able to either accept or reject the entire Agreement
5. Workers' rights are under pressure and jobs positions in many industries will find themselves endangered such as in agriculture, entertainment, tourism and culture, due to tougher competition from abroad.
6. Liberalization and privatization are intended to be one-way. The return to public services, after being privatized, will become more difficult or even impossible by implementing the agreements CETA and TTIP.
7. EU and its member States will, will in an attempt at transatlantic "harmonization", undermine the power of national and local governments. For example, the USA permits the cultivation of genetically modified organisms and cloning for animal consumption that the EU currently does not allow. The USA does not force a certification system that informs the consumers that the meat is derived from cloned animals or the offspring of cloned animals. Therefore EU citizens will unwillingly be introduced to 'foods' currently not considered good for public health.
8. Standards in food and consumer protection are threatened as EU companies will lobby to reduce to the same level as the "lower" US standards. (In USA first must be proved the



dangerousness of a product and then it is banned, while in the EU each company must first prove the non-risk and then be allowed to use). However we still need higher and not lower protection standards from the ones that are valid today as regards to the use of pesticides and methods of production. The regulatory cooperation will make it much more difficult or even impossible to impose higher standards.

9. According to the economic assessment made by the European Commission “reducing non-tariff barriers will be a key part of transatlantic liberalisation. As much as 80% of the total potential gains come from cutting costs imposed by bureaucracy and regulations, as well as from liberalising trade in services and public procurement”. However, often the lifting of bureaucracy means the reduction of quality and protection as has been observed in many European countries

Members of the European United Left/ Nordic Green Left claim that if these agreements will be signed, the multinational enterprises will have the exclusive right to sue national governments before international judges, independent of the national and European legal systems. By the signing of these agreements, the rules of labor protection and labor rights, the environmental standards, the rules on food safety and public services such as health and education, as well as the laws on the protection of personal data are being placed in the margin and European citizens are left completely unprotected towards the profitability strategies of multinational enterprises. These agreements represent the most significant cases of implementation of extreme neoliberal policies at the expense of the working class and civil society on a global level. They will cause the sell-out of basic public services, and confine working and social rights.

Thus any ratification would constitute a flagrant violation even for the democratically “disabled” European Treaty of Lisbon, since are binding in secret not only the European institutions, but also the national parliaments in areas specifically excluded from the legislative powers of the Council and the European Parliament and the compulsory common policies. Such agreements are attempting to circumvent both the European and national parliaments, and jeopardize what has been acquired with decades of struggle, testing in such a way European culture which promotes free thinking and democracy.

In light of the above as a Cultural Institute we would like to address the fact that TTIP and CETA must not be signed or at the very least:

The TTIP and CETA agreements should:

- ensure that the aims and obligations of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (the UNESCO Convention) are fully respected. The Convention reaffirms the sovereign right of the signatory States to formulate and implement their cultural policies and to adopt measures to protect and promote the diversity of cultural expressions;
- guarantee that there will be no commitments that might be damaging to cultural and food diversity by respecting the aims and obligations of the UNESCO Convention and to especially take into account Article 20 of the Convention, which provides that signatory States recognize that they shall perform in good faith their obligations under the Convention and all other treaties to which they are parties. Accordingly, without subordinating the Convention to any other treaty, when interpreting and applying the other treaties to which they are parties or when entering into other international obligations, States shall take into account the relevant provisions of the Convention.

- adequately reflect a 'local food and culture diversity' exemption by securing a broad and future-proof exclusion; and a clear exemption of cultural services is needed in the agreement, and we hereby recommend the negotiators to use the broader notion of the UNESCO Convention. A reference to the obligations of the UNESCO Convention should also be stated in the preamble of any trade agreement.
- contribute to more transparency in the negotiation process by making the negotiation documents available to a greater extent to the citizens of Europe; a big democratic problem in the TTIP and CETA negotiations has been the lack of transparency. The secrecy of the negotiations also contradicts Article 11 of the UNESCO Convention, which states that Parties acknowledge the fundamental role of civil society in protecting and promoting the diversity of cultural expressions. Parties shall encourage the active participation of civil society in their efforts to achieve the objectives of the Convention.

If adequate safeguards are not enshrined in the free trade agreement, this will logically affect national and regional cultural subsidies and schemes, harm local and regional employment in the cultural and local food sector and be detrimental to the European copyright systems. All these possible detrimental effects of the trade agreements are counterproductive to the strengthening of the conditions of the artists, local food sectors and the creative sector in Europe and will counter efforts to support sustainable tourism initiatives.

An open and democratic negotiation process is crucial to make the free trade agreement a success for everyone.

## PLACING FOOD

*Nina-Marie Lister*

### The perils of placeless food

In Toronto, a city-region of 5 million people there is no shortage of food choice, from *foie gras* to French fries. **Foods once considered luxuries or specialties are now staples, branded by every supermarket chain, while imported delicacies fill entire grocery aisles.**

And yet, amid these flavours of diversity, there is growing disparity, ambivalence, and ignorance. Indulgence and hunger coexist in this city of plenty, complicated by a **lack of the most basic awareness of food as part of nature**—of its sowing and growing, from seed to harvest; of time and place, seasons and soils.

Like other cosmopolitan urban regions, Toronto is a city with the menu of the world. So how is it that so much of this food diversity seems to come from nowhere in particular, while consumers—who are otherwise increasingly gastronomically knowledgeable—neither notice nor care? **Have we become so disconnected from our food that we have forgotten the truth that underlies the cliché—we are what we eat?**

If we look to the most common place of purchase as evidence, we find that for most supermarket shoppers the origin, growing, and production of food is invisible and irrelevant. In most cases, price is the deciding factor in what people will buy.

Although interest in organic and more healthful foods is evident in the dedicated organics sections that are now appearing even in the big supermarket chains, these comparatively expensive products are sold primarily to upscale consumers—and even these more discerning shoppers will often reject locally grown and seasonal produce in favour of something exotic from Mexico or South Africa that is certified “organic.”

But if we take seriously the intertwined issues of nutrition, health, local agriculture, food security for a growing population, and sustainability of the food supply, we ought to be very concerned with the place of food, and its place in our lives.

The risks of placeless food—food that comes from anywhere and everywhere—are worth considering. One of the most immediate concerns is that **in spite of access to everything, many city residents have nothing to eat. Hunger is a growing problem** in this city of plenty, which somehow has more food banks than McDonald’s outlets (Toronto Food Policy Council 1994, 6). The reasons for urban poverty and hunger are complex, but they are deeply rooted in our attitudes to food and the way in which we grow, market, import, and sell it. **When the food supply is ruled by the laws of commerce rather than respectful of the laws of nature**, and food retailers cater ever more exclusively to the affluent, **the result further marginalizes the poor.** People who in the past could at least grow vegetables in the summer are now more often dependent on food banks to feed their children and themselves.

Environmental risks are significant, as food sources become industrialized, centralized, and mass-produced. In particular, **the loss of genetic diversity** and **eventual extinction** in seeds and crop stock are paramount concerns to global food security. Other related threats to environmental health result from agricultural pollution, declining soil fertility, and the loss of habitat for other species that co-exist on farmland. Increased reliance on fertilizers, pesticides, fossil fuels used in farming, and widespread irrigation at once impoverish and contaminate the biosphere.

There are other societal and economic risks, too, including loss of farming as a basic skill, the disappearance of the rural community

and way of life, and the decline of the local agricultural economy. For the population as a whole placeless food may pose long-term health risks, some of them poorly understood, as foods travel farther to market, losing vital nutrients in transit, and as foods are mass-produced, genetically engineered, and grown with an increasing reliance on chemical pesticides and fertilizers. At the root of these complex risks is a relatively simple question of value. **If a society does not value its farmers and farmland, then it does not value the capacity to grow its own food, and both will eventually be lost.**

For small farmers in particular, farming is becoming an unsustainable activity, and for those who are close to an encroaching city, it is often more profitable to sell their land than to farm it (Watkins et al. 7). Small family farms have shrunk in both size and number, while large-scale agricultural industries have grown. The number of farms in Canada has dropped from 711,000 in 1921 to fewer than 250,000 today. (Heintzman 2). **The combined forces of urban pressure on farmland, low prices from corporate food processors, and increasing reliance on food imports (many of which can be produced more inexpensively elsewhere) make for a grim economic outlook for the local family farm.**

To achieve economies of scale and predictable profits, industrial agriculture imposes uniform crop types and management practices, such as **standardized planting and harvesting dates**. As a result, **biological and genetic diversity has declined** on most farms in Canada and other industrialized countries over the last century, and virtually all modernized farms are now **monocultures**. Low crop diversity in turn results in reduced diversity of other species, such as insects, birds, and soil organisms.

According to the Food and Agriculture Organization (FAO) of the United Nations, **75 percent of crop diversity was lost during the twentieth century** as traditional crops were edged out, while modern cultivars have replaced older varieties for 70 percent of the

world's corn, 75 percent of Asian rice, and half of the wheat in Africa, Latin America, and Asia. **In losing traditional plant varieties, we also lose forever the unique genetic history of each species and, along with it, genes for disease and pest resistance, as well as the potential for adaptation to differences in soils and climate.**

The business of agriculture is now firmly entrenched in a general **trend toward globalization and corporatization**. In Toronto, 50 percent of all foods flow through (just) three corporate providers. As a result, **we have the most oligopolistic food economy in the Western world in which a small group of powerful players effectively controls our food supply** (TFPC 1994, 37; 1996, 6).

#### Activating the edible landscape

**What can Toronto do to ensure the long-term sustainability of a safe, healthy, and accessible food supply?** This is a significant challenge faced by cities all over the urbanizing world: too much reliance on food from “elsewhere” unbalances our food systems; provenance is lost, along with the ability to adapt to changes in climate or fuel prices, or to accommodate outbreaks of pests or disease....all, ecological systems are evolved from context and place: they are specific to the uniqueness and nuance of the landscapes in which they function. This is the critical link to be restored in urban food systems—a **necessary rebalancing of food from global to local**.

One tangible step forward would be **to re-establish and reaffirm the place of food in local landscapes**. There are many ways in which cities like Toronto can activate an edible landscape, in which locally grown food is a valued and accessible resource. Cities like Toronto need to consider seriously a **concomitant approach to greenbelts** for near-urban agricultural planning that includes, for example, farmland trusts, agricultural preserves, and—most important—tax incentives to keep farmers on the land and the land working.



## GASTRONOMY AS A TOOL IN CULTURAL DIPLOMACY AND NATION BRANDING IN SERBIA

*Tanja Strugar, University of Arts in Belgrade*

**ban market to the farm.** Community food organizations need to work closely with municipal agencies to secure urban sites for markets and nurseries and to promote the value of local produce. The direct purchase of farm goods can be organized in many ways. To help city residents connect with local farmers, **community shared agriculture (CSA) projects** are an innovation that works well. Each year in early spring, customers purchase a subscription or one share of the year's harvest (often organically grown) from a local farm—whether rural or urban agriculture. By paying for their produce in advance, at the beginning of the growing season, CSA shareholders provide the start-up capital necessary for farmers to purchase the year's seeds and supplies, thereby eliminating the farmer's dependence on bank loans and chemical inputs to guarantee the harvest.

**Strategies that address food security directly are most needed.** Food security is statistically and culturally difficult to measure, but is of growing importance in urban public policy worldwide: it exists when all people in a given place, at all times, have access to sufficient, safe, and nutritious food to meet their dietary needs for an active and healthy life (FAO 2002). Food banks should not be allowed to become a permanent, internalized feature of the food system; other strategies can be adopted. For example, subsidies for fresh food box delivery, food recycling programs from restaurants to community kitchens, urban agricultural cooperatives, community gardens, and planning policies that designate specific grocery retail locations can all make important contributions.

Toronto *can* guarantee its own food security. Through a synergy of innovative policies, bold legislation, and creative community action, Toronto can reassert itself at the centre of a plentiful foodshed and a robust food system. Redesigning an edible landscape is an important step in a long-term strategy, reconnecting food to place, and place to food. In committing ourselves to this basic act of recovery, we can regain our ability to feed ourselves and in so doing, honour the land that ultimately sustains us.

**The complete article:**

[http://www.ryerson.ca/foodsecurity/publications/articles/lister\\_2007.pdf](http://www.ryerson.ca/foodsecurity/publications/articles/lister_2007.pdf)

Food has presented itself in a variety of spheres, ranging from nutritional value to symbolic meaning. Its value has also transpired in seemingly unlikely fields, specifically foreign affairs and nation branding. With examples such as France, Japan, and Mexico, countries have been attempting to reorganize and define their gastronomy in order to utilize it within the initiatives that centre on promoting the country. This promotion has served well different areas to epitomize a nation, such as tourism, diplomacy, cultural exchange, etc. It has become increasingly clear that gastronomy is not only a useful tool to have when attempting to rebrand an identity, but it has also played its part in the improved understanding of different cultures, establishing a platform for exchange and acting as an instigator for further collaboration and partnering between culturally diverse parties. Additionally, the effectiveness of using food in the context of tourism efforts is also evident; many nations have established routes, festivals, and retreats in response to the popularity of their cuisine.

With this in mind we turn to Serbia, whose reputation has been tarnished and considered negative by foreigners and locals alike due to association with events that took place during the 90's, and the gradual segmenting of the former Yugoslavia into Serbia and its neighbouring countries. Though there have been attempts at rebranding the country, the lack of systematic cooperation between different sectors and agencies has resulted in semi-successful and typically unsustainable efforts. This being the current state of affairs, perhaps the inclusion of a common theme between all relevant parties would have positive results.

The introduction of new policies and initiatives centered on food internationally reveal the effectiveness of such efforts, and with a similar practice, Serbia could establish a public policy that would coherently connect the educational, cultural, tourism, and economic sectors within its public policy through gastronomy. The inclusion of gastronomy in intersectorial efforts made within the public, private and civil sectors could play a key role in rebranding Serbia beyond her historically oriented negative reputation, and replace it with a positive one that highlights its diverse culture, symbolically depicted through food. Furthermore, the establishing of a cultural policy would assist in the systematizing of gastronomy in Serbian affairs, and result in sustainable and strengthened efforts oriented towards protecting and maintaining Serbian gastronomic heritage.

The analysis of the research revealed three major obstacles that lie in front of Serbia if it chooses to develop its gastronomic reputation: the etymology of 'Serbian' dishes can be traced back to other countries, which leaves Serbia with the issue of determining what can technically be called Serbian cuisine; many other nations have already patented several of 'Serbian' dishes and foods, such as Slovenia protecting ajvar (bell pepper spread) as their dish, though it isn't traditionally made and consumed there; and finally there are major gaps in intersectorial efforts towards utilizing gastronomy, such as the National Tourism Organization Of Serbia only being able to promote gastronomy, and not develop a sustainable project, resulting in many initiatives not reaching their full potential. With these obstacles in mind we turn to the public, private and civil sectors in order to see what Serbia has done thus far in its efforts in using gastronomy.

While reviewing Serbia's interactions with its cuisine, it became increasingly clear that in order to establish such policies there are three major steps that need to be taken: the defining of Serbian gastronomy, the patenting of the dishes and foods, and only then could there be an attempt to systematize efforts within all relevant sectors. Specifically, all relevant stakeholders should collaborate in order to establish a clear image and definition of Serbian gastronomy, since many, if not all, of the dishes originate from or are shared with other nations. After this, the dishes and foods selected during the defining process should be placed under Serbia's protection through patents in order to maintain any claim to the aforementioned as part of the country's cultural heritage. The final step in this process should be the development of a system whereby producers and carriers of these dishes and foods could label themselves as such and slowly build a database that could later be transformed into food tours, routes, etc. With assistance from the educational system and civil sector in redefining the image of Serbian gastronomy amongst younger generations, these efforts could assist in the reintroduction of positive values once held by Serbs, and affect Serbia's image both within the country and internationally.

In order to successfully implement the use of gastronomy on a national level it is crucial that a cultural policy be developed addresses the use of gastronomy in the nation branding and cultural diplomacy of Serbia. In order to achieve this it would be reasonable to delegate the role of enforcing this policy to an institution that falls under the jurisdiction of the Ministry of Culture, specifically one that has relevant experience with the gastronomy and/or intangible cultural heritage. This institution would then be expected to develop a regular gastronomic representation abroad through the embassies, encourage others that fall under the jurisdiction of the Ministry of Culture to participate in the conservation and protection of Serbian gastronomy, as well as enforce intersectorial cooperation.

Once it develops a sustainable plan in this direction all that would be left is to maintain and improve its initiatives, as well as establish a collective goal and project amongst relevant parties.

The popularity of food in the fields of cultural diplomacy and nation branding has allowed for many nations to rewrite their reputations, both within their borders as well as outside. Serbia has to take massive steps before it could consider utilizing the methods that other nations have taken, but if all relevant parties came to a consensus as to how they could all play their part in this gastronomic initiative, then perhaps Serbia's reputation could take a turn for the better far sooner than anticipated. Like preparing a feast, coordination, cooperation, and the willingness to succeed are the most important ingredients for its success.

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## AGENDA 21 FOR CULTURE

The Agenda 21 for culture, first adopted in 2004, has over the past decade served to stress the role of culture in fostering sustainable development. More than 500 cities, local governments and organisations from all over the world are currently linked to the Agenda 21 for culture. The document has been adopted by United Cities and Local Governments (UCLG) as its reference document in the field of culture.

This decade has seen a progressive global recognition of culture as an integral factor in sustainable development, as proven by an increasing number of reports, statements and commitments from international institutions, national and local governments, as well as civil society actors, experts and other stakeholders. Likewise, as trends towards urbanisation increased in all world regions and as the economic, social, political, environmental and cultural effects of globalisation became more visible at local level, the role of local governments as fundamental actors in the national and international scene has become more important and visible, despite the diversity of institutional frameworks in which they operate.

The principles and undertakings of the Agenda 21 for culture are backed by a growing corpus of knowledge and policy statements which can be found in another document:

<http://www.agenda21culture.net/index.php/newa21c/draft>

### Online Questionnaire

In the process of updating Agenda 21 for culture, in March 2014 the Committee on culture of United Cities and Local Governments (UCLG) launched an online consultation questionnaire. Available in English, French and Spanish, the questionnaire posed questions, among others, on the level of knowledge of Agenda 21 for culture and the activities of the UCLG Committee on culture, and the elements which would require revision, and in what way.

In particular, the following aspects can be highlighted to summarize the information:

- Most people who responded to the consultation knew about Agenda 21 for culture. From the contributions received, there emerges a broad, complex view of the implications of the relationship between culture and sustainable development: recognition of the space of culture, its interrelationships with numerous other dimensions, and contribution of guidance for models of policies and management in this area.
- Those who knew about the activities carried out by the UCLG Committee on culture especially value the publication and translation of documents (Agenda 21 for culture, as well as declarations and thematic reports) and the advocacy work.
- In general there is a consensus that the main contribution of Agenda 21 for culture is raising awareness on the link between culture and sustainable development, locally to internationally (transversality of culture, intrinsic values of culture, etc.).



- A large majority of people who responded agree on the need to revise Agenda 21 for culture, to update it, incorporate new challenges and give it a more practical orientation.
- There are various global and local trends on which the new Agenda 21 for culture should reflect: globalization, digitalization, effects of the market on culture, social inequalities, emergence of “free” knowledge and culture (commons), distance of the population from traditional cultural institutions, new spaces for creativity, etc.
- The new Agenda 21 for culture should be based on values similar to those which inspired it in 2004, while emphasizing the importance of aspects such as constructing collective citizen competences, measuring impact and the relevance of culture in political, social and environmental terms.
- In line with the main deficiencies detected in the previous period, the questionnaire respondents request that in the next two-year period the UCLG Committee on culture reinforce the practical dimension of Agenda 21 for culture (through resources including training, technical assistance and assessment) and continue with advocacy work and raising awareness on culture and sustainable development.

***The complete questionnaire results:***

<http://www.agenda21culture.net/index.php/newa21c/questionnaire>

## CASESTUDIES

*Convergence of Culture and Gastronomy***Food Festivals with Cultural Events****STADT, LAND, FOOD – BERLIN, GERMANY***Shoshana Brandt*

The event takes place in the big market hall of Kreuzberg, opened for various food-events. “Stadt, Land, Food” wants to distinguish itself from the existent trade fair formats. Therefore it takes place in back yards, gymnasiums, schools, and bars which surround the market hall. The festival brings agriculture to the city and combines great fresh food with culture. Several workshops are organised in the neighbourhood, film series, art, theatre performances and activities for kids, all related to food- culture.

<http://stadtlandfood.com>

**GASTRONOMY DAYS – ATHENS, GREECE***Myrto Panagiotopoulou*

“Gastronomy Days” main objective is to focus on the most representative aspects of the Greek gastronomic tradition and contemporary reality and serve as a reference point of the contemporary Greek creation and production and a meeting point for people, companies and institutions that belong to the broad gastronomic field.

<http://www.imeres-gastronomias.gr/>

**EAT STREET BARCELONA – BARCELONA, SPAIN***Ruben Recio Cruz*

The “Eat Street Barcelona” is a gastronomical event which aims to promote food street sellers. The event is being organised by the magazine BCNMés, which is a small circulation magazine focusing on culture and fashion. In spite of other major capitals which allow street selling, such as Amsterdam or Berlin, Barcelona has regulations which prohibit this kind of activity. In order to fight this regulation, the food festival proposes meals made by portable kitchens, such as vans.

<http://bcnmes.com/eatstreet/>

**ALIMENTARTE FOOD FESTIVAL – BOGOTA, COLOMBIA***Natalia Rojas*

This giant picnic emerged in 2003 and the main objective is to raise funds for orphans and widows of the assassinated policemen. Each year in August, El Virrey Park receives, for two weekends, all kinds of local, regional and international restaurants that assemble their stand around the park so that diners can enjoy the gastronomic delights in the centre of the park. There is furthermore a big cultural agenda for every day and each edition there is a different international guest.

<http://www.fundacioncorazonverde.org/Content/Default.aspx>

## Food Markets with a Difference

### BANGKOK FARMERS MARKET – BANGKOK, THAILAND

Nanar Ngoson



Pop-up creative food market focusing on healthy food and living. It is a gastro-nomic event where people can buy fresh food which is not available in any regular supermarkets. Besides that there are shops with

handmade clothes at the market, people can listen to good quality music for free, join artistic activities or participate in a wine tasting.

<http://www.bkkfm.org/>

### MUFFENALE – BOHN, GERMANY

Sarah Kristina Jakuszeit



The Muffenale is a Culture and Art Festival in Muffendorf (Bonn), Germany. Although Muffenale originally is an art market, nowadays it is a festival for all family members and generations. On the day of the event lots of Muffendorf's residents Muffendorf open their inner yards to present their several artworks, designs or typical national as well as international food. There are special activities for children and several musical acts. The Muffenale can only exist, because of all the inhabitants of this small village, who are offering a wide range of arts and gastronomic services.

<http://www.bergfunken.de/pdf/Muffenale%202014%20Programm.pdf>

### SHILIN NIGHT MARKET – TAIPEI, TAIWAN

I Fang Chang

The Shilin Night Market is one of the 'must see' destinations for tourists visiting Taipei.

At the night market, you can find clothing, accessories and games but the most striking

characteristic of the night market is the street food, called 'xiao-chi' in Mandarin, which can be compared to tapas in Spain.



## Cookery Class Style Events and Competitions

### THE FEAST OF CHEESE AND WINE – LVIV, UKRAINE

Valeriia Nepeina



The Feast of Cheese and Wine is a gastro-nomic fest, where the public can learn about the culture and tradition of cheese making and wine production in Lviv, visit the fair, workshops, contests, concerts, movie demonstrations and try different sorts of cheese and wine from Ukraine and Europe.

<http://www.cheeseandwine.lviv.ua/>

### THE ULTIMATE TASTE TEST – MANILA, PHILIPPINES

Jose Gamboa



The Ultimate Taste Test is an annual tasting event gathering 52 different concessionaires who give a "first taste" of their products. The food products are homemade and are not

yet commercially available or otherwise have just been released in the market. A tasting event where visitors get to rate the food prepared on a scale of 1 to 5. The top rated vendors receive publicity and are invited to become concessionaires in a weekly food market.



<http://www.facebook.com/UltimateTasteTest>

**ПНР ARCHAIC RUS. FEAST – MOSCOW, RUSSIA**

*Rubina Khosseyn*



“ПНР” is a food fair, which takes place every December since 2012. The Fair offers to visitors the chance to discover more than 25 regional foodstuffs from more than 150 national and international food producers. The Food Fair is focused on providing Muscovites the perfect place to taste and buy fresh and ecological products, which they can hardly find in any of the city’s supermarkets. The visitors are invited to join the most famous chefs during their Master classes to cook a masterpiece by themselves. There are also a great number of complementary events that take place during the Fair: lotteries, children games, competitions with prizes and a lot more.

<http://fair.pir.ru/>

**MAFTOUL FESTIVAL – BIRZEIT, PALESTINE**

*Hanan Wakeem*

The Maftoul Festival is a two days festival held in the village of Birzeit. It emphasizes Palestinian heritage through joining food and cultural activities.

The festival aims to empower Palestinian women and create opportunities for them by promoting individual and small competitions industries. The concept of the festival is based on Maftoul (Palestinian version of couscous) cooking competition, where individuals mainly females and women’s associations from the Region participate by preparing Maftoul dishes in their own way. Their entries are then judged by a jury formed by members of the Palestinian Chefs Association. The winner is awarded with financial grant or business investment.



<http://www.rozana.ps/index.php>

**TEXAS CHILIFEST – TEXAS, USA**

*Shawn Fernandez*

Chili cook-offs are part of the Texan culture.

One organization took this idea of culture, and combined it with other Texan cultures to create the ultimate cultural event. Chilifest was an event created in 1991. It was a weekend festival that put many different teams to create the best chili they could. At the same time, many concerts took place featuring country music: a staple of the Texan Culture.



### Street Festivals

**ABBOT KINNEY FESTIVAL – CALIFORNIA, USA**

*Kalena McElroy*



The festival began 29 years ago to create recognition of the area’s unique character and increase visitors to the neighbourhood. Abbot Kinney Boulevard alone is filled with over 100 quirky boutiques, eateries and unique art galleries. The festival is run by a non-profit community organization which gives out a grant each year with the festival proceeds. The grant is given to projects held in the local community that sparks creativity. Past recipients include supporting the women’s and children’s window art program, creating an organic garden and funding a program which allowed an art studio to have a day solely for public use.

<http://www.abbotkinney.org>



### TASTE OF DANFORTH – TORONTO, CANADA

*Stephanie van Laeken*



The "Taste of the Danforth" is a large food festival held over two days in early August in the City of Toronto. It is considered the largest street festival in Canada with approximately 1.5 million attendees annually. There is no admission charge the event welcomes all to enjoy modestly priced samples of cuisine available at restaurants along this stretch of Danforth Avenue. The growth of the festival reflects the diverse communities who live in the Toronto Community.

<http://tasteofthedanforth.com/>

### Cultural Events with Food

### TOLLWOOD FESTIVAL - MUNICH, GERMANY

*Adeline Vogelsang*



Tollwood is a cultural festival which combines performing arts with music performances, arts, craft and gastronomy. At the festival panel discussions are held on the above mentioned themes, which are also interpreted by different visual artists through sculptures and installations on the venue. The festival aims to display a multicultural society and the main priorities, *tolerance*, *internationality* and *openness* are represented in the market structure and gastronomic selection of the festival.

<http://www.tollwood.de>

### ANATOLIAN CULTURES AND FOOD FESTIVAL – CALIFORNIA, USA

*Meryema Yalcin*



The Anatolian Cultures and Food Festival is an annual event of four days where the Anatolian culture is shared with the visitors. The goal of this project is to promote cross cultural awareness, encourage dialogue between various cultural, spiritual, ethical and belief traditions and find a common ground. The 3D replicas of important cultural cities make the festival unique.

<http://www.anatolianfestival.org>

### O DA! EDA! – MOSCOW AND ST. PETERSBURG, RUSSIA

*Sabina Khosseyan*



Oh, Yeah! Food! Is an annual festival held in major parks of two main cities of Russia, Moscow and Saint-Petersburg. During the festival, which usually last for 2 days, citizens are offered with not only degustation of the dishes and food from different cuisines, but also master classes from chef and head-cooks of the best restaurants and chain of restaurants of Russia; bookshop with presentations of new books and autograph sessions by well-known and famous Russian authors; parties with DJ sets in the night time.

<http://xn--80aakbe5c.xn--p1ai/>

### SPRING PERFORMING ARTS FESTIVAL – UTRECHT, THE NETHERLANDS

*Frédérique Schokking*



SPRING Performing Arts Festival is an international festival representing the most innovative dance, theatre, performing arts, cross-over and more. One of the methods of SPRING is using the convergence of food and performing arts. SPRING is using food as a tool to reach more people to combine dinner and talks, where people experience a full festival experience, not only a single show.  
<https://www.springutrecht.nl>

### TARANTELLA POWER – BADOLATO, ITALY

*Angela Picone*



Tarantella Power Festival was born in the summer of 2009 in Badolato, an ancient medieval Village in southern Italy, Calabria. The aim of the festival is to promote local culture, especially music, dance, food and crafts. The whole day it is possible to stroll through the street of the town, participate to free traditional folk dance, music workshops, performances and exhibitions, but, above all, to visit "catoji", ancient stone cellars where people retain food that is entirely homemade like olive oil, wine, pasta, salami, bread, cheese and dried vegetables.

<http://tarantellapower.it/>

### THE MELA FESTIVAL – OSLO, NORWAY

*Awat Sarzali*



The Mela festival is an international cultural festival that takes place in Oslo, Norway in accordance with art and cultural expression.

The festival includes many different art forms such as music, dance, literature and theatre accompanied by the Mela food market which offers countless culinary experiences from around the world, making it the largest and most diverse culinary marketplaces in Norway. The word mela is Sanskrit and means "meeting". Melas vision is to broaden horizons and make art expression that has existed for centuries in other parts of the world, known in Norway. Mela aims to bring together Norwegian and foreign artist through own artistic productions where they work together.

<http://mela.no/>

### PETROVACKA NOC – PETROVAC, MONTENEGRO

*Janja Raznatovic*



The night of Petrovac is the biggest traditional event, a one-day festival of fish, wine and beer, which is held in late August. During this day visitors are enjoying the fish, beer, wine and traditional sweets, participate in numerous sporting events, listen to concerts by famous musicians with great fireworks at the end of the program. The night begins with a parade and a concert of Budva city Music and ends late at night, with concerts of pop musicians from the region.

<http://dev.sayber.com/budva/event/petrovacka-noc/>

## JAKARTA FASHION & FOOD FESTIVAL – JAKARTA, INDONESIA

Yosia Revie Pongoh



The main goal of the Jakarta Fashion & Food Festival (JFFF) is to lift the image, the dignity of the Indonesian people through culture-based industries. JFFF takes place annually in May at Sentra Kelapa Gading area. Stepping on its 11th year, JFFF more consistently tries to promote the Indonesian culinary and fashion industry by continuing to explore the cultural diversity of the country and presenting a variety of products that are ready to be enjoyed by fashion and culinary lovers in Indonesia.

<http://jfff.info/>

## À VOIR ET À MANGER – PARIS, FRANCE

Lelia Loison



The French culinary arts festival “À Voir et à Manger - Le Goût des Autres” was organized in 2012 in the public cultural institution 104. The 104 is a Parisian structure dedicated to contemporary creation “in all its diversity”. The festival “À Voir et à Manger” took place in March 2012 for a one-shot edition that hasn’t been maintained for the following years. The event lasted for eight days and was composed of several performances, workshops, conferences and exhibitions revolving around the culinary arts field. The aim of the event was to blend arts with gastronomy in an interactive, transversal and creative way.

## Food Experience Activities

### FORAGING

Ian Foreman



The popularity of foraging is an indication that “foodies” are seeking an experience that transcends merely enjoying dinner at a restaurant. It points to multiple factors at play – personalisation, local identity, history, tradition, folklore and mythology, sensory knowledge, etc. – that have made foraging a significant riposte to or a bringing back to earth, literally, from the oftentimes alienating and dislocating globalising cultural tendencies. In the UK, foraging has mushroomed into a popular cultural tourism market for those seeking to experience the pleasures of sourcing free-food, with experts, at a cost.

[www.foragingcourses.com](http://www.foragingcourses.com)

### BRUNCH WITH

Yiwen Huang



BrunchWith features tastemakers' brunch experiences from around the world. It is an event based on the idea that getting together all the creative and culture related people anyone that has a unique take on life and food and a story to tell and having brunch with them.



## Food and Theatre

### DE WINTERPARADE – THE NETHERLANDS

*Iris Kuntze*



The Winterparade is a small festival that started in 2010 and is held yearly in different cities in the Netherlands during the months December until February. The central concept of the festival is 'the table of the idea'. This represents a 120 meters long table where the whole event happens. On this table visitors are served a menu while watching interactive performances like theatre, dance, art and music. The performances are held on the same table you are eating, so the level of experiencing gastronomy and culture are highly intertwined.

<http://www.tafelvandeidee.nl/winterparade-2/home/>

## Conferences

### CONGRESO GASTRONÓMICO DE POPAYÁN – COLOMBIA

*Ana Margarita Suárez*



It is an event around gastronomy as a cultural expression, that intends the exchange and profound in the knowledge and information around culinary practices in Colombia and other countries. It has academic events and discussions related to regional food, drinks and trends; commercial and industrial exhibitions; arts and crafts exhibition all in the gastronomic context. In addition, the congress has an international guest every year, in order to exchange and create a link between different cultures in the gastronomic field.

<http://www.gastronomicopopayan.org>