

# SICILY

*Soul of Mediterranean Gastronomy*



EUROPEAN REGION OF GASTRONOMY

**SICILY** CANDIDATE 2025

# SICILY: A CULINARY MELTING POT

## FACTS AND FIGURES

**4 Active volcanoes:** Etna, Stromboli e Vulcan and an underwater volcano Empedocles

**7 Marine protected areas:** Ustica, Egadi, Pelagie, Capo Gallo and Isle of Females, Plemmirio, Isole Ciclopi, Capo Milazzo.

**5 Natural parks:** Etna, Nebrodi, Madonie, Alcantara, Monti Sicani: 84,655 hectares of parks across the island.

**74 Natural reserves** and **30 Special protection zones:** the natural reserves cover 10.5% of the regional surface

**15 Archaeological parks:** Mozia (Lilibeo-Marsala), Selinunte, Segesta, Monte Jato, Solunto, Himera, Valle of the Templi, Villa Romana of the Casale, Morgantina, Pantalica, Megara Iblea, Tindari, Eolie Islands.

**14 Smaller islands:** which make up the archipelagos of the Aeolian, Egadi, Pelagie, Ustica, Pantelleria and other small islands. The main archipelagos are made up of islands of volcanic origin which makes their “terroir” unique in terms of chemical composition. In fact, the products of its land and the sea are distinguished by reporting hints of sulfur and a very important salinity.

**7 UNESCO Sites - Material Heritage of Humanity:** Etna, Agrigento, Aeolian, Val di Noto, Roman Villa of the Casale, Syracuse and Pantalica Necropolis, Arab-Norman Palermo and the Cathedrals of Cefalù e Monreale.

### **2 Intangible Heritage of Humanity – UNESCO**

- Sicilian Puppet Theatre
- Traditional agricultural practice of cultivating the ‘vite ad alberello’ (head-trained bush vines) of the community of Pantelleria

### **2 Geoparks - UNESCO**

- Madonie Geopark
- Rocca di Cerere Geopark

**7.3 Hours of sunshine:** per day, as an annual average. Sicily has a warm climate in the summer with mild winters.

**427,000 Hectares of organic farming of which about 30,000 are dedicated to the cultivation of vines:** Sicily has the national primacy of Organic Agriculture

### **6,735 Agricultural enterprises by young farmers UNDER 35**

Sicily has the national record of agricultural enterprises managed by young people under the age of 35

**36 PDOs and PGIs, 31 DOC and DOGC wines and 59 products with the QS Quality Safe Guaranteed brand for wheat and livestock products (milk, meat)**



The QS trademark - Guaranteed Safe Quality – aims for enhancing agri-food products with a high quality standard and promoting their diffusion according to specific production standards.

**269 Traditional Sicilian Food Products recognized by the Sicilian Region and by the Ministry of Agricultural Resources. (P.A.T.)**

Products formally recognized as “typical traditional” niche products by the Region of Sicily and protected in their system of production, transformation or gastronomic preparation.

**32 Grape varieties and 29 Ancient grape varieties.**

Sicily as well as boasting one of the largest surfaces planted with vines in Italy, it is the area with the oldest winemaking tradition on the Peninsula.

**One billion in wine turnover.**

Sicilian wines have obtained important international recognition and have reached almost one billion euros in turnover

**3 Main remarkable headlands**

Historically, the three headlands named Cape Peloro, Cape Lilibeo and Cape Passero divide the island into three large valleys, giving rise to the name Trinacria, from the Greek treis (three) and àkra (headlands) because of its triangular shape. Hence the three historical Valleys that characterise Sicily, Val Demone, Val di Noto and Val di Mazara, signs of ancient dominations, from Arab to Bourbon, that have made this territory an island of contrasts, culture and beauty.



Salt production near Trapani, Sicily



## CULINARY HISTORY AND SYMBOLS

### **The historical-cultural value of Sicilian gastronomy for understanding the culinary identity**

The Sicilian culinary tradition is ancient and influenced by the historical, political and religious events taking place on the island. It still retains the imprint of all the peoples who have lived on it and left their traces. It is a surprisingly harmonious and balanced result of widely differing cultures, far apart in time and space. In fact, it is said that so much splendour in Sicilian cuisine is due to the many dominations over the island: each one of them left an indelible trace of its passage that mingled with previous ones, especially when it came to cooking.

Aware of being exposed and easy prey to anyone, Sicilian identity has learnt to absorb and internalise the many cultures it came into contact with over the centuries, then expressing them with a distinctive and unique style. It is therefore a regional gastronomic culture that shows traces and influences of all the cultures that have settled in Sicily over the last two millennia, handed down from generation to generation. We can certainly state that Sicily has taken the best from everyone and made it its own.

### **The Phoenicians, Greeks and Romans**

Thanks to its geographical position, SICILY played an important role for Mediterranean and European peoples. Multiple civilisations contributed to enriching the island with urban settlements, monuments and vestiges, but also with an intangible heritage of traditions, cultures and culinary legacies. Every people and every domination brought about the island's gastronomic richness.

The Phoenicians provided a new technique of food preservation by salting and smoking,

and their diet was based on cereals: especially spelt and barley.

The gifts brought by the Greeks to Sicily were respect for olive oil, the ability to graft wine vines with rootstocks imported from Greece itself, which allowed the birth of an archaic wine-making developed to the present day, and the use of spelt as an ingredient for very tasty tagliatelle and for shortcrust pastry.

The real gastronomic revolution brought by the Romans was wheat, and in particular the so called 'vestito' durum wheat, i.e. wheat that did not lose its ripening layer; at the same time, spelt made its appearance: food for rich and poor, warriors and poets. Even wealthy Romans were willing to spend fortunes to have a Sicilian cook at their service. Apparently, they are responsible for introducing the custom of baking 'in bread', hence the 'mpanate, stuffed flatbreads, and mustaceos.

The Romans acquired the culture of food, of banquet and convivium from the Greeks. They were large consumers of garum, a sauce obtained from the maceration of fish guts in brine.

Among the most popular dishes, eel (bred by them), moray eel in broth, stuffed squid and fava beans puree (macco di fave). They brought from the farthest provinces new fruits and spices: poppy seed, cinnamon, clove, ginger and pepper, used to preserve meat.

The Roman period coincided with the arrival of the Jewish communities in Sicily, whose stay will last until the end of the XV century, when they were expelled from the kingdom of Ferdinand and Isabella. Jewish cuisine left an indelible mark in Sicilian gastronomy.







For example, the scaccia and the vota-vota, prepared with unleavened dough and stuffed with vegetables, descend directly from unleavened bread, ritual Easter food. The mullet with saffron – still typical in Sicily – was a dish of the Jewish New Year. Jews also introduced garlic sautéed in olive oil as a dressing for vegetables. They were especially skilled in cooking the offal. Pani ca meusa, quarume, frittula, stigghiole, mussu, masciddaru and carcagnola have in fact Jewish origin.

From couscous, which in terms of preparation and ingredients may predate Arab-Berber immigration and go back much further, to Roman spelt; from Syracusan pastries, due to the presence of Byzantine nobility as the city was located at the western tip of Byzantium's dominion, to Kubaita-style 'sugar Pupo' (puppets) of definite eastern origin; from cod and stockfish, typically from Northern Europe but cooked in such a way as to convert them into Mediterranean dishes, to 'cassata' and 'cannoli' whose techniques for preparing cheese denote a Nordic origin; from the 'sarde a beccafico',

also known as bread fish, to the thousands of other dishes that the cooks - not surprisingly called 'monsù' - of noble families derived from French ones, from Angevin times up to the Bourbons.

### **..and Arabs**

Although Sicilian cuisine can be traced back to the earliest Greco-Roman dominations, a major shift can be attributed to the Arab influence.

Arab domination allowed the downsizing of the latifundia and the creation of small and medium-sized farms able to develop a flourishing agriculture of bitter oranges, lemons, mandarins, cotton, rice, mulberries, sugar cane, almonds, hazelnuts, pistachios and grapes.

They also created the first irrigation network in the countryside, introduced the distillation of wine and grape marc and the production of alcohol used as a disinfectant.

The Arabs introduced alcohol distillation in

Sicily in addition to various agricultural and hydraulic technologies, sugar, spices and fruit were added to the distillate, creating rosolio (liqueur).

The Sicilian pastry, as we know it today, began to take shape: ricotta, honey, pistachios, almonds were already the basic ingredients, and the first cannoli and cassate appeared. Sorbet and ice-cream are also of Arabic origin: the scursunera was a jasmine ice-cream, the first ever made though with healing aims. The art of drying pasta and preparing cous-cous were also Arab.

Pasta was often seasoned with sardines, just like today for one of the most characteristic first courses of the cuisine of Palermo.

The batters and the sfincia, fried dough, were also introduced by the Arabs, also known for their preference for minced meat, often used as filling or in pies and timbales. The Arab tradition of selling ready-to-eat foods on the street was in continuity with the practice introduced by the Romans, giving strength to a trend that still survives and characterizes especially Palermo, in the form of the much celebrated street food.

Once again, the Arabs introduced new and more advanced fishing and tuna preservation techniques and tuna fisheries boomed, especially in the Trapani area. To fully understand the economic, social and cultural importance that tuna fishing achieved over the centuries, it is necessary to consider the civil and criminal immunity that the Kingdom of Aragon granted to all those who worked in the tuna sector during the tuna fishing season (called 'mattanza'). And indeed, between the 16th and 17th centuries, tuna fishing constituted a strong and growing driver of the island's economy. Tuna fisheries increased in number: in this period, there were 35 of them, 8 in the Trapani area.

During the Arab period, Sicily increasingly took on the aspect of a happy and scented island. The Arabs brought many gastronomic innovations: cous-cous, saffron, citrus fruits, sugar cane and rice, mulberry trees, spices, aubergines. Ice cream has Sicilian origins. Allegedly, during Arab rule, it was already common to prepare an ice-cream-like substance called 'sherbet' (sorbet). Under Arab domination, the first surf and turf dish in history was invented. An Arab cook, to feed the army encamped in the Syracuse area, decided to prepare them a dish of pasta with sardines mixed with wild fennel and pine nuts.

### **The Court of Emperor Frederick II of Swabia and the Normans**

The Normans, under the leadership of Ruggero d'Altavilla, defeated the Arabs in 1063 and in 1091 completed the Christian conquest of Sicily, laying the foundations of the Norman policy: affirmation of feudal power and guarantee of civil and religious liberties, following the example of the Arabs.

Sicilian cuisine retained many Arab-derived dishes, many expressions of the Sicilian dialect are also of Arabic origin, as Arabic are still some old neighbourhoods and many place names. Outstanding evidence of the Arab presence and craftsmanship in Muslim and Greek-Byzantine architecture during the Norman period are the churches and cathedrals, some of which were built on top of the numerous mosques that were razed to the ground, while others were incorporated into the dominant architecture. The Normans brought the so-called 'pesce-stocco' (stockfish) and 'baccalaru' (codfish).

In addition to 250 years of Arab influence, Sicilian cuisine developed greatly with the Court of Frederick II, as did many other

areas of life on the island. The renaissance of Sicilian cuisine occurred thanks to him. The tradition of 'stew' meat from Greco-Roman cuisine was resumed and meat was absolutely fresh, so spices were replaced by herbs such as basil, sage, parsley, thyme and mint. Apparently, the Emperor preferred refined foods that he expressly requested: one of his favourite recipes was the so-called "biancomangiare" (blanc manger), which seems to indicate a series of dishes with a few ingredients in common, in particular milk and almonds. The so-called 'simula sicula', Sicilian semolina, could be served with meat or fish or, for lean days of simple semolina cooked in milk, with pepper and saffron. The 'biancomangiare' meat consisted of chicken breasts, finely shredded and cooked in milk, in which rice flour and almonds had been dissolved. It is, however, a lightened version of an Arabic dish. Spices and edible animals that would seem strange to us today - such as swans, cranes and peacocks - were widely consumed.

With the Salernitan Rule of Health (commonly known as The Flower of Medicine, one of the oldest medical-sanitary treaties that sets out the indications of the Salernitan School for hygiene, food, herbs and their therapeutic indications), nutrition combined with gastronomy, giving rise to the science of food expressed in the court banquet, which became a socio-gastronomic symbol.

Fruit jelly, imported by the Arabs (aspic) also survived in Norman cuisine, as did some delicate sauces, such as the 'Agresta' one - made with lemon juice and similar to our 'Salmoriglio' dressing - and the 'Camellina' sauce - made with wine vinegar, cinnamon, ginger, pepper and cloves. It was precisely in the Arab-Norman period that the use of rice and saffron rooted.

Indeed, it seems that one of the most non-Sicilian dishes, 'Risotto alla Milanese' (saffron risotto), derives precisely from Sicily.

Some legends say that the origins of saffron risotto should be linked to the traditions of medieval kosher cuisine. It is therefore a dish connecting North and South of Italy. According to this legend, the ancestor of 'Risotto alla Milanese' (saffron risotto) was 'exported' from Sicily by some Jewish merchants; according to other versions, it was

first prepared by a Sicilian cook who later emigrated to the North of Italy. All versions are certainly logical, given that saffron and its pistils were historically first introduced in Southern Italy (Sicily) by the Moors. The name saffron derives from the Arabic 'zaafran' as this people was one of the first to use and spread it in the West towards the end of the 10th century. The term saffron describes a colour, 'asfar' (yellow), exactly that released by the pistils. Today, in Italy, saffron flowers are cultivated

in the hinterland of Sicily, as in the past.

### **The Swabians, Angevins and Aragon**

Following the reign of Frederick II and his sons, the island's crown passed to the Angevins, who transferred the centre of the kingdom from Sicily to Naples.

In the wake of the Sicilian Vespers uprising, the island seceded from the continental part of the kingdom, becoming an independent





island state under the Aragonese dynasty. During this period, aristocratic haute cuisine (both baronial and episcopal) consolidated for good in the many castles and also in men's convents and women's monasteries, where the secrets of pastry-making were hidden. Eloisa Martorana, a Norman noblewoman, brought in Greek nuns who were experts in processing almonds into marzipan: the "Frutti di pasta Martorana", splendid marzipan sculptures rich in decoration and sometimes filled with candied citron paste, are still well-known.

The real gastronomic revolution in Spanish Sicily was made by the new foods that gradually arrived in Europe: from maize to chocolate, from beans to peppers and chilli peppers but especially tomatoes imported from the Americas. The term "Mpanate", by which refers to a whole series of half-moon-shaped focaccias baked in many towns in south-eastern Sicily - from Ragusa to Modica, from Scicli to Siracusa - has an obvious Spanish origin.

Under Spanish domination, the development of such an iconic Sicilian product as the tomato can also be credited. Although initially (until the mid-17th century) the tomato was considered an ornamental plant, perhaps even poisonous, it later became almost a symbol of Sicilian gastronomy, as the main ingredient of sauce par excellence. Only in Sicily and Tunisia, when people say 'sarsa' they mean tomato sauce only, whereas in international gastronomy there are hundreds of sauces.

### **Noble families, the role of the Monsù and poor cuisine**

In the late 16th century, the so-called Monsù arrived from France and Baroque cuisine, the important and aristocratic cuisine,

was created. Between the 18th and 19th centuries, these great chefs consolidated the great baronial cuisine. The nobility fostered a culture of fine and sophisticated eating under the valuable guidance of French head chefs at their service. These great chefs, called Monsù, introduced a refined style and new recipes from both France and Naples into the already rich Sicilian cuisine, which became a mixture of French and Spanish culinary styles. The word Monsù is a dialect translation of



the French 'Monsieur le Chef', an appellation by which head chefs in French aristocratic households were called. They were French culinary experts who began to enrich the already sumptuous Sicilian cuisine served at the tables of aristocratic families. Stuffed shortcrust pastry quiches were created by

the Monsù, as well as the Agrigento 'pastizzu di cavatteddri' - a sweet pastry dish enclosing a savoury filling - and the 'pastizzu di piseddra e corcociuli', typical of the island's inland area - a sweet pastry dish enclosing layers of peas and artichokes stewed with onions, cauliflower or broccoli, a filling of minced pork and veal, eggs, grated pecorino cheese, potatoes, sausage, parsley and onion.

The excesses of the Spanish aristocratic

and herbalist monks.

Often these recipes were also ironic, such as 'Cascavaddu all'argintera', a derivation of the French 'Arboulaste'. A disgraced silversmith used to cook it this way hoping that the scented smells would convince the neighbourhood that he was cooking expensive delicacies with hare or, at least, rabbit. It was during this period that one of Messina's best-known dishes 'U Farsumauru' (Falsomagro, fake lean) - at first called 'Rollò' from the French 'Roulé' - became widely popular. Highly ironic as it is not lean at all! Alongside aristocratic recipes, popular variants emerged thanks to waiters and servants who, stealing the chefs' secrets, reinvented dishes.

One example is the sweet and sour sauce, which was initially used to preserve fish and meat and later became essential for the aubergine and artichoke chunks in 'Caponata'. In other words, having a Monsù was a blessing that no respectable noble family could renounce, and no money was spared to get one.

### **The most recent Sicilian culinary and food history**

The most recent Sicilian culinary and food history is enriched with the resources offered by the well-known historical noble and non-noble families. Such as the Florio family, who contributed to the cultural and gastronomic renaissance of the Island, as well as to the valorisation of Sicilian fish, first and foremost tuna, and to the processing and preservation of food.

Other families contributed to the Island's agricultural and food development, such as the prolific Alliata family, Princes of Valguarnera, Dukes of Salaparuta, Princes of Gangi and Gravia, who among other

families continued to define Sicily's cuisine. On top of this was the cuisine of the feudal farmers and fishermen in the marinas. The various traditional recipes, handed down orally, began to be collected and put in writing, especially for the ingredient quantities, and they were jealously guarded by nuns



numerous titles also boast that of 'Lords of the Lands of the Snow of Etna'. Snow was crucial for the ice cream production, but also for the preservation of perishable products. They founded and named one of Sicily's most historic wineries in 1824, the Duca di Salaparuta and they were the first firm supporters of raw-food veganism and vegetarian cuisine; they collected more than 1,030 recipes in the historic book 'Vegetarian Cuisine and Natural Raw Food' of 1932, first published under the more complicated but visionary name of 'Manual of Natural Gastrosophy'.

Duke Henry firmly supported the vegetarian and naturist diet, insisting that all of man's necessary food subsistence could be satisfied through the products offered by nature and its cycles. That is why, in his book, he proposed a diet based mainly on cereals, vegetables and pulses: healthy, pure foods that go perfectly with a noble beverage such as wine. Legend has it, in fact, that he loved to organise wild parties at his estate in Sicily, Villa Valguarnera - so much so that he was excommunicated by the local bishop - and lavish lunches, which included wines from his own vineyards in Casteldaccia producing (even today) the magnificent red and white Corvo wine. But the really surprising thing for all the guests, especially for those times, was that the courses were all vegetarian! Today, Villa Valguarnera is one of the most mystical places to visit, taking in the Sicilian history and food and wine culture of the past and present.

Alongside the rich and aristocratic families, however, there was the cuisine of the poor, inspired by that of the aristocracy but unable to afford the same ingredients, which gave rise to incredible gastronomic variations that are now much sought after by tourists. Hence, if pasta with sardines in wealthy

aristocratic families is revisited and seasoned with the refined grouper instead of sardines, the poorest who could not even afford sardines have invented the so-called 'pasta con le sarde a mare'. An ancient recipe that is prepared without fresh sardines, at best with some very poor salted anchovies. The common aspect characterising the dish is the disappearance, among its ingredients, of sardines which, as revealed by the name of the recipe itself, 'remained at sea'. It is an age-old dish in which the housewives of the time - making a virtue out of necessity - were forced to replace the economically unaffordable fresh sardines with salted ones. It is, therefore, the same dish in which only the most affordable ingredients, namely wild fennel and raisins, were present. Making 'pasta con le sarde a mare' meant being able to afford the same fortune as others even if the sardines were still at sea. Even today, this dish is still a tasty alternative to the iconic pasta with sardines. Rediscovering the most authentic and genuine local product is a powerful consumption trend.





# ICONIC RECIPES

Although Sicilian gastronomy may be fairly homogenous in broad outline, it varies greatly from province to province and even the smallest villages often propose dishes specifically linked to that territory. Variable distances from the sea and the availability of different products have determined the main differences, but the variety of this regional cuisine is mainly the effect of the different dominations experienced in Sicily.

## SARDE A BECCAFICO

Sicily is famous for its sardines, with big, fat specimens caught off its shores every day. They're prepared in all sorts of ways, but one of the most popular is a beccafico, which sees them stuffed with pine nuts, raisins and breadcrumbs before being baked.



## PASTA ALLA NORMA

The "pasta cc'a Norma", queen of Catania cuisine, was created by an Etnean chef in honor of the composer Vincenzo Bellini. It seems that the premiere of the Norma alla Scala, in 1831, had been a fiasco. Disappointed, Bellini had returned to Catania determined not to write any more composition. Instead, after enjoying this delightful dish, described as a steaming volcano of pasta complete with a sciara of tomato sauce, lava rocks of eggplant chunks and salted ricotta snow, he changed his mind. He added the "Casta diva" to the opera and triumph arrived! There are many other stories about the origin of the Norma and the grandmothers of Catania serve it with fried aubergines in slices not in chunks, the substance is that the dish is very good and is now a symbol of Catania.



## PASTA CON LE SARDE

If "*la pasta cu a Norma*" is the perfect vegetarian Sicilian dish, then "*pasta con le sarde*" is the fishy equivalent. Fresh sardines, salted anchovy fillets and wild fennel are made into a sauce with distinct North African flair thanks to the addition of pine nuts, raisins and saffron, before being stirred through bucatini, a type of spaghetti with a hole running through the centre. This dish was prepared for the nobles using grouper. The poor, unable to afford groupers, used sardines. For those who could not even afford the sardines, the pasta was with the "*sarde ammare*" or sardines are not present on the plate but are in the sea.





## CAPONATA

Arguably Sicily's most famous culinary export, caponata is now seen on menus across Europe. But it's the perfect example of external influences over the island's cuisine. The recipe can change from household to household, but it must always contain aubergines, pine nuts, raisins and plenty of vinegar. Served at room temperature, usually as an antipasto, the fried aubergine is turned into a stew with celery, onion and tomatoes, before being flavoured with capers, olives, pine nuts and raisins. The sweetened vinegar finishes it off with a lovely tang.



## SFINCIONE

The origins of Sfincione, the thick Sicilian-style pizza from Sicily. This pizza most refer to as "Sicilian" is actually derived from sfincione, a street food synonymous with Palermo, Sicily's capital. Nowadays, it's topped with tomato sauce, but the original version was complete with anchovies, sliced tuma (Sicilian cheese made from raw sheep's milk), breadcrumbs with grated pecorino cheese, onions, salt, and extra-virgin olive oil.



## ARANCINA/O

The arancina/o originates from a recipe of Arab cuisine: a rice scented with saffron enriched with vegetables, herbs and pieces of meat. Normally it was served in the center of the table in a single tray and, each one reached out his hands to eat it. One day to make it take-away, the Arabs made it into a ball similar to an orange, which, when breaded and fried, acquired consistency, so much so as to resist transport. Originally it was made only of rice, at that time the tomato had yet to arrive from America and there was no real 'inside' to be filled. The idea of the filling was born a long time later.



## CANNOLO

Il Cannolo was born as a Carnival treat, there are obviously various stories about its origin. Also regarding the shape there are various versions: the first is that it resembles the spouts of drinking troughs and fountains in which ricotta cream was used instead of water for Carnival. Some people argue that the cylinder is nothing more than the symbol of the phallic form, therefore a symbol of generating force and fecundity with an apotropaic value. The Sicilians have found an empirical agreement about the authorship: the best cannoli belong to those who make them better; but there are two schools of thought: the piece of candied orange or the cherries at the ends are from the Palermo school, while the sprinkling of pistachio or almond grits are from eastern Sicily, also on the realization and on the consistency there are two different currents of thought: the most refined cannoli of the city, with thin and elaborate ricotta, the coarser country cannoli, with a dense and less worked filling.





## FROM THE ATLANTIC TO THE MEDITERRANEAN: THE CASE OF MODICA CHOCOLATE

Chocolate, Modica's delight, has gone through the centuries-old experiences of a manufacturing process surrounded by the secrets of "*cicolateri*" (artisan chocolate makers, in local dialect) who, at least since 1746, amalgamated cocoa with sugar and spices. Since Modica was not overwhelmed by the industrial revolution, the town helped to give notoriety to its bar, still produced by hand in its historic caf  s in the nineteenth century. Only in the second half of the twentieth century, the artisans of chocolate adopted the manufacturing "in a bain-marie" and the use of tempering machines to melt chocolate, keeping the core of the cocoa mass at a low temperature to ensure the granularity of the sugar that distinguishes this chocolate, also avoiding the process of conching to preserve the organoleptic properties of cocoa.

The importance of this tradition becomes evident, since it is not the so-called Aztec recipe to be used (the Mexican-Aztecs did not use sugar in the preparation of "*xocolatl*"), but the manual technique imported from the Americas by the Spanish *conquistadores* and thus widespread in their lands.

The Spanish influence (also promoted by the Jesuits) is certainly to be ascribed to the original Modican craftsmanship on the volcanic stone, the so called "*valata ra ciucculatti*" (in local dialect), that is the Mesoamerican metate. In the cavity of its base was placed a container with burning coal that gradually provided heat to the curved axis, on which the chocolatier - holding a lithic and cylindrical rolling pin - worked, amalgamated and refined the bitter cocoa paste together with sugar, cinnamon or vanilla.

To certify the eighteenth-century historical certainty of Modica Chocolate, the CTCM (Consortium for the Protection of Chocolate of Modica), has created the Chocolate Museum in 2014, located in Modica in the Palace of Culture. Here stands the hall of archival sources, obtained from the archives

of the noble House of Grimaldi and organised in a chronological sequence (from 1746 to 1915), which allows us to identify raw materials, aromas, methods of preparation, chocolatiers' names.

The animated section of the same museum, called "*u dammusu ro ciucculattaru*" (the chocolatier's house, in local dialect), and allocated in Grimaldi Street, is also connected to the archives: it is a special place to live an adventure-like experience that opens the imagination.



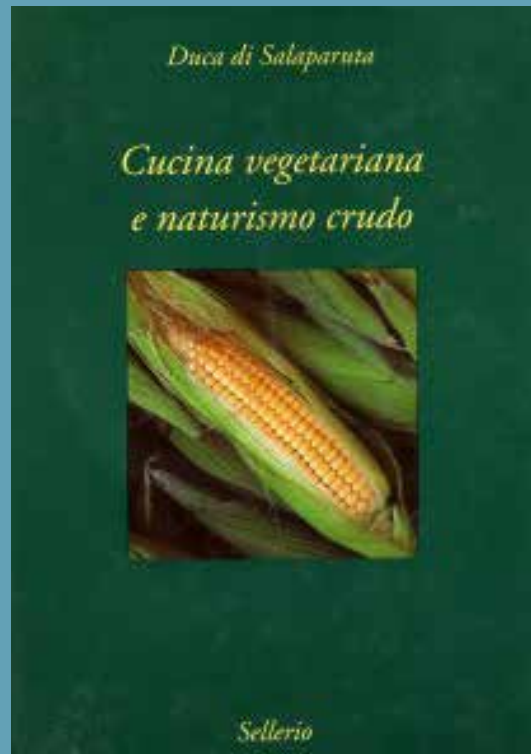


# SOME OF THE MOST IMPORTANT BOOKS ON COOKING AND THE HISTORY OF SICILIAN GASTRONOMY

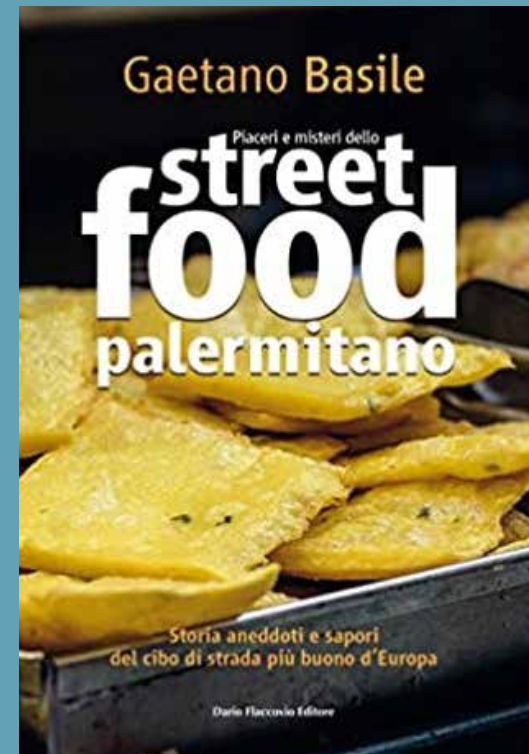
Sicilian cuisine has a long history. The first recipes were handed down through word of mouth. However, already at the end of the fifth century BC there is the presence of a primordial book of Sicilian recipes by the author Mithaecus. Mithaecus was a Sicilian who brought good cooking to Sparta and to Athens. He earned a backhanded compliment from Socrates in Plato's *Gorgias* and lasting, albeit limited, fame. His book was written in the Doric dialect (appropriate both to Greek Sicily and to Sparta) and narrated the main recipes of the land of origin of Mithaecus. Since then, numerous texts and volumes of Sicilian recipes have been written. Here we indicate only a few. (Dalby, 2003; Hill and Wilkins 1996).



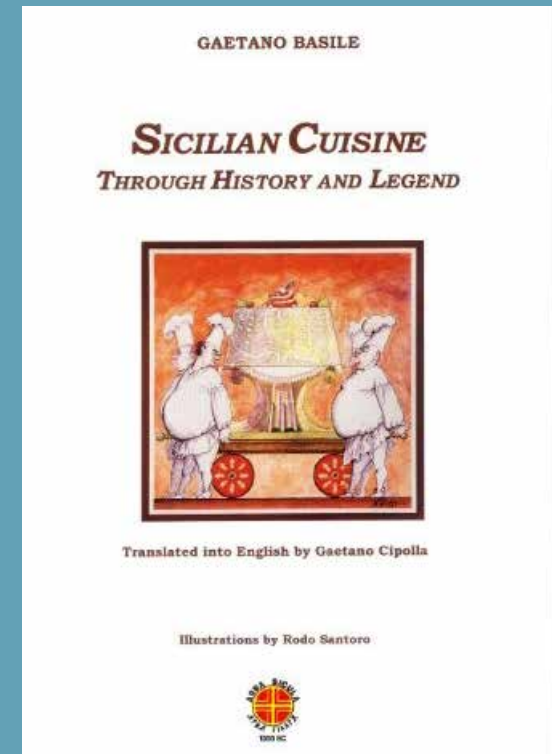
'Profumi di Sicilia' by Giuseppe Coria has always been a comprehensive guide to the culinary tradition of Sicily, to discover the reality of an island through its flavours. An atypical book that collects, classifies, illustrates and describes the most authentic and genuine recipes of Sicilian cuisine, drawing out their folkloric and ritualistic soul.



"Vegetarian cuisine and raw naturism", is one of the very first texts on vegetarian nutrition, disclosed in 1930 a few decades after the birth (and diffusion) of the term "vegetarianism".



A recent world street food ranking by VirtualTourist published by Forbes put the Thai capital in first place with just one Italian town in the top ten: Palermo in fifth place after Bangkok, Singapore, Menang and Marrakesh. In a survey of TripAdvisor users, Sicilian food won the favorite regional food in Italy crown! In this book Gaetano Basile describes the historical origins of Sicilian street food and its presence that become useful anecdotes to understand the value of Sicilian gastronomy. This is a well-written history of how Sicilian cuisine developed through its three-thousand-year history. Gaetano Basile has something interesting to say about all the conquerors of Sicily and what they contributed to its wonderful cuisine, from the Greeks, the Romans, the Arabs, the French and the Spaniards. No recipes in this book, but fascinating explanation of how Sicilian delicacies as "arancini", "pasta chi sardi", "pasta cca Norma" and "caponata," to name a few, were created.





# FERTILE LAND TO DISCOVER 2

## OUR LANDS AND PRODUCTS

*Numbers of the region to understand the richness of a land and its sea*

Sicilian agriculture represents about 10% of the whole Italian agriculture System and it reaches almost 20% if we consider the entire agro-industrial sector. With its 427 thousand hectares, it is the Italian region with the largest amount of soil worked organically and the first for the number of 10,596 sectoral workers.

**Sicily is an island that boasts an enormous fruit production.**

The first fruit to mention is the *fico d'India* (**prickly pear**). With 8,210 hectares and a total production of 147843,4 tons in 2020, it has two certified variety: the *Fico D'India dell' Etna Dop* and the *Fico d'India di San Cono Dop*. The color of this fruit is different according to the variety: yellow-orange for the *sulfarina*, purple-red in the *sanguigna*, and white in the *muscaredda* variety.

The production of **peaches** is mainly composed of 3 certified varieties: the *Pesca di Leonforte IGP*, also called *settembrina* because it ripens mainly in September; *Pesca Bivona IGP* and *Pesca from Delia IGP*.

The production of **medlars** is also important in terms of quantity. The best known cultivars are *Virticchiara* (early), *Rossa* (early), *Nespolone di Trabia* and *Marchetto IGP*.

The **table grape** is mainly composed of two certified varieties: *Canicattì grape IGP* and *Mazzarrone IGP*. Among the other kind of fresh fruit we can find **cherries** including the *Ciliegia dell'Etna DOP* and **capers**, among which they stand out *Cappero di Pantelleria IGP* and the *Cappero delle Isole Eolie*. It's necessary to mention **almonds** from Noto, and **pistachio** from Bronte, well known for the marked taste properties.

**Citrus fruits** are a fundamental part of Sicilian agriculture.

The total area of the Island dedicated to





citrus fruits is 88,000 hectares, of which 58.000 are **oranges**, 21.000 **lemons** and 5.000 **mandarins**. The citrus farms are about 42.000, and the employees, between production and marketing, amount to about 31.000 people.

In Sicily several types of **oranges** are grown, including *Navelina*, *Tarocco*, *Valencia* and *Ovale* produced in Syracuse and Catania, and *Moro* and *Sanguinello* produced only in Catania. In the field of certified products, the most relevant products are the *Arancia Rossa di Sicilia IGP* (Red Sicilian Orange) and the *Ribera Dop*. Sicilian blood oranges, cultivated exclusively in the Piana of Catania and in some villages in the area of Enna and Syracuse, are unique in the world for their taste and their nutritional value, therefore they awarded PGI Mark by the European Union and are considered the ultimate healthy fruit.

To the proximity to the active volcano Etna, a particularly fertile soil and a dry climate with strong thermal excursions, create ideal growing conditions for this extraordinary fruit with its typical red pulp.

Such pigment contains the anthocyanin, a substance with strong antioxidant and antineoplastic qualities that, combined to the high percentage of vitamin C, makes our orange one of a kind, not comparable to any other production.

Sicilian **lemons** account for 80-90% of Italian lemon production. There are three certified types: '*Limone di Siracusa PGI*' (Protected Geographical Indication), '*Limone dell'Etna PGI*', '*Limone Interdonato di Messina PGI*'.

Finally, the best-known varieties of Sicilian **mandarins** are the '*Cleopatra*', the '*Avana*' and the '*Tardivo di Ciaculli*', while for **clementines** we find the '*Primo Sole*' and the '*Nova*'.

Sicily is also very proud of its vegetable production: tomatoes, artichokes, onions, cabbage, potatoes, courgettes and carrots

to name a few. Two certified products stand out in this category: the '*Pomodoro di Pachino PGI*' (tomato), cultivated mainly between Pachino, Portopalo di Capopassero, Ispica and Noto, and the '*Carota novella di Ispica PGI*' (carrot).

### The dairy sector

Sicilian cheese variety and production is of great importance. Many local cheeses are called 'historical cheeses', as they are produced according to traditional systems based on a set of factors defined as 'characteristic of biodiversity', such as raw milk, the use of traditional wooden equipment, and the maturing and ripening of cheeses in cool and ventilated natural premises: all features that survive in artisanal cheese production.

Sicilian dairy biodiversity thus counts numerous types of cheeses, mainly sheep, but also goat and cow cheeses. Certified productions include 5 cheeses with Denomination of Origin:

- '*Pecorino Siciliano PDO*'
- '*Ragusano PDO*'
- '*Piacentinu Ennese PDO*'
- '*Vastedda della valle del Belice PDO*'
- '*Provola dei Nebrodi PDO*'

### Ancient grains

Wheat cultivation in Sicily occupies a large part of the island's surface area: durum wheat covers an area of 264,075 hectares and production in 2021 reached 727,565 tonnes, while soft wheat covers 110 hectares and production in 2021 reached 350 tonnes. Among the wheat varieties, the most widespread is '*Simeto*', followed by '*Duilio*', '*Ciccio*', '*Mongibello*' and '*Arcangelo*', but the best known are certainly the 'ancient Sicilian grains': there are 52 varieties of indigenous grains that are widely cultivated and consumed in Sicily. Spikes are grown without pesticides and artificial fertilisers,

and harvesting methods are artisanal and respectful of nature.

There are about 70 producers of ancient grains on the Island and the dedicated surface area has increased from 500 hectares in 2016 to about 3,000 in 2019.

### Sicily: the Island of the Olives

Sicily is called "**the land of the sun**", full of light and weighed down by heat that reverberates over the luxuriant nature: it possesses the ideal conditions for the olive tree.

The olive tree is a highly distinctive element of the natural Mediterranean vegetation and it adapted itself to even the most extreme environmental conditions of the Mediterranean regions.

The average production of Sicilian oil is around **34 million kilos**, (with the record vintage of 2015 with more than 52 million kilos produced). The added value of green gold for the Sicilian economy every autumn involves 106,000 producers and about 20 million plants on **158,502 hectares** of surface which represent 13.85% of the national olive-growing heritage, placing Sicily in third

place behind Puglia and Calabria. 128,500,000 hectares of olive groves.

Regarding the cultivation of olives, the hectares dedicated to **organic farming are 38,584** (2019 data).

### Fishing and the fishing industry

Fishing and the fishing industry constitute one of the most important production sectors with continuous and steady growth also as part of food and wine promotion initiatives. This sector was also very important in the past and this is proven by the many caves in which Palaeolithic remains of molluscs and fish or drawings and graffiti depicting the fishing of tuna, groupers, sea bass, sole and moray eels have been found. The Sicilian fishing production system still represents one of the leading sectors of the region's economy.

Every year, it accounts for about a quarter of the Italian catches and a third of the industry's total revenues. In addition, Sicily has the biggest fleet among the Italian regions, both in terms of units and tonnage.





Sicily's highly appreciated and top-quality fish products also include those derived from aquaculture, an activity carried out in accordance with procedures meeting precise guarantees of freshness, safety and traceability.

Sicily boasts the highest number of fish preservation companies in Italy (32%) and jobs in this sector (27%).

Aquaculture accounts for around 20% of total Italian production and consists almost exclusively of sea bass and sea bream production.

Trawl and artisanal fishing methods are not only used to catch swordfish in the area of the Strait of Messina, but also sardines, tuna, anchovies and mackerel, i.e. the typical bluefish of the Mediterranean Sea. Furthermore, fish farming is carried out for tuna, sea bass and sea bream. While 150 species of fish were once consumed on the Island, today consumption has been reduced to only forty, which is why the recovery of the remaining 110 species makes it possible to redistribute the fishing effort over all the resources; this makes it possible to recover an immense but lost ethno-gastronomical heritage which is important not only for fishermen but also for the entire seaside villages of Sicily.

Alongside the programmes aimed at repopulating benthic and surface marine fauna, supported by river and lake fish farms, Sicily is pursuing a 'fish tourism' project based in Trapani, where the famous tuna fisheries have been completely renovated and transformed into real holiday facilities.

The former Florio delle Tonnare plant of Favignana and Formica is an ancient tonnara (a traditional fishing system for tuna), one of the largest in the Mediterranean Sea - renovation and transformation into a museum.

### **Tuna Fishing**

Sicilian tuna is a local excellence. The

millenary experience of Sicilian bluefin tuna fishing, introduced by the Arabs around the year 1000, has been handed down over the centuries, from father to son, from fisherman to fisherman.

What might appear to be a violent fishing ritual is in fact an open-air museum of traditions and customs that transcend space and time. The famous Sicilian '*tonnare*' (a set of special nets that also gives its name to the place where this type of fishing takes place) and the '*mattanza dei tonni*' (tuna fishing - a

Phoenician technique used to trap and catch bluefin tuna) belong to the Mediterranean history.

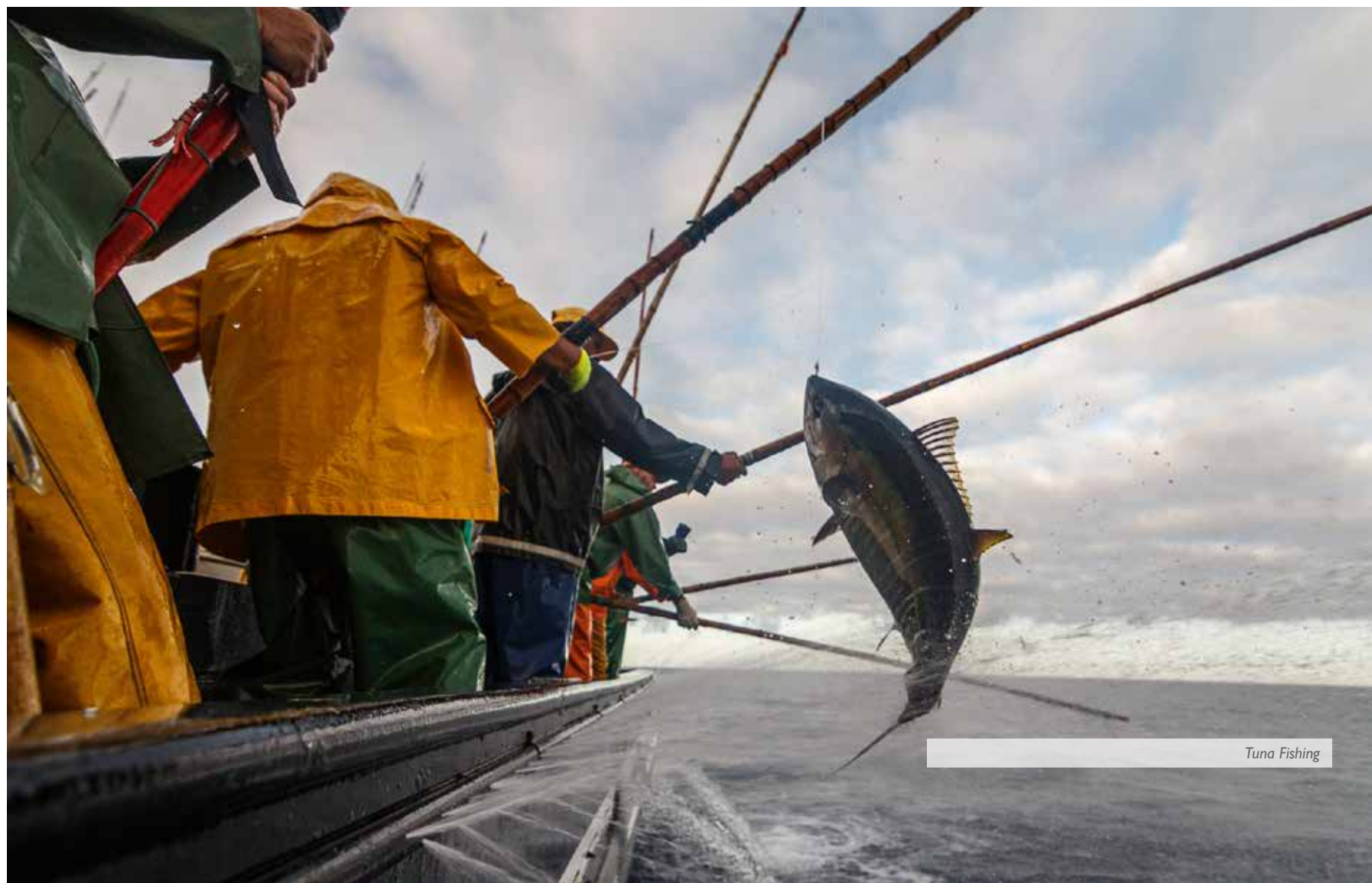
Even today, the highly prized products of the tuna fisheries (one is the '*ficazza*' or bluefin tuna salami, made into fish pâté or preserved in oil or salt and stored in glass jars) are appreciated and sought after all over the world.

### **The Red Prawn**

One of Sicily's most renowned and iconic fish assets is the Mazara del Vallo Red Prawn.

In the past it was discarded and thrown back into the sea during fishing trips, today it is the most sought after and appreciated seafood.

The history of the Mazara del Vallo Red Prawn is intertwined with the seafaring history of the small town of the same name in the Trapani area, far west of Sicily, separated from Tunisia by less than two hundred kilometres. Formerly an important Phoenician *emporium*, Mazara del Vallo boasts the largest seafaring unit in Italy, the second largest in Europe. A history that began with subsistence fishing, mainly of bluefish. Then came



Tuna Fishing



the industrial turning point at the end of the 18th century, when the Hoops family from England started preserving anchovies for the British Navy.

During its heyday, from the late 1940s to the 1990s, Mazara had around 1,300 fishing vessels equipped with advanced technology and specialised in deep-sea fishing of this shellfish. Today, around sixty of those vessels are still in operation, along with around thirty fish processing and canning factories. The 'Rosso di Mazara' is among the most renowned companies capable of proper communication and product innovation.

### **Swordfish Fishing**

*'If tuna fishing gives the impression of an orgasmic, violent and exhausting chorus, swordfish fishing has the most refined and mischievous aspect; and, in contrast to the bloody materiality of that, we find the cunning made of ambush and supreme individual skill of this'.*

In the summer of 1948, Francesco Alliata di Villafranca- exponent of a historic noble family of Palermo and a refined documentary filmmaker of the sea - used these words to describe the difference between two types of fishing that have now disappeared from Sicilian seas; the second type of fishing - that of swordfish - is certainly less known and remembered today than the exploits of 'rais' and 'tonnaroti' in Sicily and Calabria region. Swordfish fishing, typical of the area around the Strait of Messina, is one of the many traditions linked to the thousand-year-old land of Sicily. It is an ancient practice that has sustained the inhabitants of the Mediterranean island for centuries. Swordfish fishing is even mentioned in the Odyssey: thanks to the monumental epic work, a milestone in the classical Western culture, it is possible to understand how old and deep-rooted this tradition has always been and how it has managed to survive over time.

### **Sicilian wine**

Vineyards, grapes, and wine are of sacred importance in Sicily.

When you think about Sicilian Wines you have to imagine an Orchestra where all the instruments together a perfect sound.

The history of Sicilian wine is long and fascinating, bringing together collaborations between different kind groups of people who have shared a passion for the grape. Some ancient archeological findings testify that Sicily was one of the first Italian region to practice the art of enology.

In the past we produced a large amount of wine but it was mainly used to add body to more sophisticated wines produced elsewhere. Until the 1950s our vineyards exported Sicilian wine to France and Northern Italy to increase the alcoholic content and balance the colour of their most renowned wines. More recently, we have witnessed a growing interest from enthusiasts who are strongly committed to innovating, transforming and improving the quality of our vineyards.

These people have produced new vines, experimented with new techniques and modernized the plants. The sun, the land, the hills and the sea breeze have done the rest, providing an extraordinary variety of Sicilian wines which have taken a leading role on the international stage.

The refined hospitality offered by many wineries has spread throughout the island. Many wineries are open to the public for tastings, providing the opportunity to appreciate the production of Sicilian wines DOC and DOCG, whether red, white, rose, liqueur or sparkling, derived from the cultivation of native grape varieties: first of all the Zibibbo, the oldest, imported from the Phoenicians in Pantelleria, Black Avola, Nerello Mascalese, Nerello Cappuccio, Carricante, Catarratto, Cricket, Frappato, Perricone and Inzolia.

For enthusiasts, then, there are great things to discover! We can go looking for fine wines

to taste along with the traditional flavours of Sicilian gastronomy, choosing routes along the Wine Roads crossing Sicily, from the sea to the hill and around the volcano.

**Grape varieties and Wines with regional diffusion:** Catarratto bianco comune, Catarratto bianco lucido, Grecanico dorato, Grillo, Inzolia (Ansonica), Nerello mascalese, Nero d'Avola (Calabrese).

**Grape varieties and Wines with local diffusion:** Albanello, Alicante, Carricante, Damaschino, Frappato, Malvasia of Lipari,



Minnella bianca, Minnella nera, Moscato bianco, Nerello cappuccio, Nocera, Perricone, Zibibbo.

### **Minor and Ancient grape varieties:**

Catanese bianca, Catanese nera (Catanese nero), Inzolia nera, Lucignola, Orisi, Prunestra, Quattro rappe, Recuno, Reliquia bianca, Usirioto, Vitrarolo, Zibibbo nero and 29 other ancient and "memory" vines.





# FOR THE SUSTAINABLE DEVELOPMENT OF SICILIAN VITICULTURE.



***“Sicily, the sun-soaked island at the heart of the Mediterranean, has always enjoyed a healthy tendency toward independence and out-of-the-box thinking. The result? Sicily is the largest organic vineyard in Italy today, comprising 34% of all organic vines in the country!”***

*Monica Lerner, WINE REVIEWER Robert Parker  
Wine Advocate - From Tasca d'Almerita review*

SOSTain Sicilia is the sustainability program for Sicilian viticulture promoted by the Sicily SOSTain Foundation with the purpose of certifying the sustainability of the regional wine sector. The specifications are based on 10 minimum requirements, which companies have to comply with in order to obtain certification by an independent third party and the Sicily SOSTain Foundation authorization to use the **SOSTain label**.

SOSTain gives companies not only the opportunity to apply a system of indicators that enables the assessment of the environmental, economic and social performance of sustainable development models, but also to translate the results into a sustainability certification, issued by an independent third party recognized by the Ministry of Ecological Transition and ACCREDIA, the sole national accreditation body designated by the Italian government. The certification contributes to enhancing the final product, generating added value for the consumer that compensates some of the efforts of producers to reduce their environmental impact.

The main goal of the Sicily **SOSTain Foundation** is to promote the **sharing of best practices aimed at respecting the ecosystem**, stimulating research and higher education to develop a culture of sustainability at all levels, orienting production and consumption models to increase awareness in Sicily and elsewhere of the importance of the **2030 Agenda for Sustainable Development**, and contribute to the achievement of the

Sustainable Development Goals (SDGs). Sustainability is not a prerogative of organic, biodynamic or integrated viticulture. Sustainability embraces these definitions and goes further, adopting an approach based on the measurement and the reduction of environmental impact. SOSTain is open to all winemaking companies in the Sicilian territory united by the desire to share best practices in the vineyard and in the cellar, with the goal of respecting the ecosystem.

**SOSTain**, the programme for sustainability in Sicilian viticulture, **is open to all Sicilian wine-producing companies**, whether they are organic, biodynamic, natural, integrated or other kinds of wine producers... The sustainability programme can be an important **driver of competitiveness**, especially in foreign markets, giving visibility to the Sicilian territory as a whole, and to wine companies in particular, and is therefore an effective **tool for local development**.

## **The numbers of the foundation:**

- 26 Associates Wineries 15 of which Certified Wineries
- 28.039 ha Vineyard Associated Surface
- 19.201.643 SOSTain bottles

## **THE 10 INGREDIENTS OF SUSTAINABILITY for the SOSTain Foundation**

1. SOSTain companies are required to manage their vineyards in a sustainable way.
2. The companies participating in the SOSTain program choose not to use chemical herbicides
3. To protect biodiversity, if the company has a surface area of more than 15 ha, it must maintain natural areas on at least the 5% of the company land.
4. SOSTain companies use only eco-compatible materials in the vineyards.
5. It is required that 100% of the grapes and wines purchased, if any, are of regional origin
6. Measuring the impact on air, water, the vineyard and the territory with the indicators of the VIVA program, recognized by the Ministry of Ecological Transition.
7. Processes are considered environmentally efficient if they are able to produce wines using max. 0,7 kWh/l of electricity.
8. The average weight of the still wine bottles used during the year must be less than or equal to 550 g/0.75 liters.
9. SOSTain companies publish every year a sustainability report
10. SOSTain companies must carry out mandatory analyses to verify the absence of residues in wines every year.



## BRANDS, LABELS & RECOGNITIONS

Several public and private centers are involved in assessing the quality of products, supporting producers in improving production and certifying the quality of products:



The Regional Institute of Wine and Oil, established in 1950, was born as a public body at the service of Sicilian viticulture, responsible for the protection, evolution and promotion of production. The Institute's field of intervention is very vast and follows all stages of wine production: from the initial planting and cultivation of the vine, to the final moment of promoting the finished product. In 2011 the following powers have been assigned in the field of oil: enhancement and promotion of extra virgin olive oil produced and packaged in Sicily; enhancement and promotion of table olives produced and packaged in Sicily; certification, research and innovation in the olive oil supply chain.

**CoRFiLaC**  
Consorzio  
Ricerca  
Filiera  
Lattiero  
Casearia  
• Ragusa •



CoRFiLaC is a Dairy Research Center established with a special Sicilian Regional act. It is a publicly governed regional entity of Sicily in collaboration with the University of Catania, the township of Ragusa City and with private associations of producers. Its main focus is applied research in the dairy sector. Since 2019, the consortium has extended its activity to the whole agribusiness sector. In collaboration with the Center of Research on Neuromarketing of IULM University (Milan) the CoRFiLaC analyses the reaction of the customers also with neuroscientific approach.



The CoRFiCarni (Meat Industry Research Consortium), in collaboration with the University of Messina, has the institutional purpose of achieving the highest production and quality indices of Sicilian meats, promoting the traceability of the entire production cycle by combining training activities and technical-scientific consultancy services together with laboratories such as to offer an integrated system with interventions of technological innovation for the supply chain from farm to table.



The CoRiSSIA - Research Consortium for the Development of Innovative Agri-environmental Systems - are aimed at the enhancement and defense of agri-food resources, unconventional and genetic waters and the innovation of production and agro-industrial systems.



The Consortium (Regional Consortium for Applied Research and Experimentation, ) pursues the development and structural and organizational modernization of systems: agri-food, agro-industrial and agri-environmental in Sicily, through applied research and experimentation



The Co.Ri.Bi.A (Research Consortium on Biological Risk in Agriculture - Regional Center for the Safety of Agri-food Products) has the aim of pursuing, without profit, the development of Sicilian agriculture not only with regard to production, but in the interest of public health. It contributes to the development and innovation of Sicilian agriculture and, in the agro-industry sector, contributes to the transfer of scientific technologies, developing models compatible with maintaining environmental balances and public health with the desire to enhance regional production.





The “Gian Pietro Ballatore” Research Consortium carries out specific research projects in the cereals supply chain, the dissemination and dissemination of results, the promotion of the culture of quality, the training of technicians, producers and operators.



### The QS Trademark

The QS trademark - Guaranteed Safe Quality – aims for enhancing agri-food products with a high quality standard and promoting their diffusion according to specific production standards (18 wheat companies (13 farmers, 5 processors); 34 sheep meat companies; 4 beef companies; 3 cow's milk companies) According to the Rules of the Use of the QS Trademark and the Procedure for Using the Logo deliberated by the Region of Sicily, the products that can get this logo are the following per Supply Chain:

- **Vegetable productions:** fruit and vegetables, table oil, cereals, leguminous and forage crops, nursery gardening, officinal plants.
- **Livestock productions:** Pigs, sheep, goats, beef cattle, dairy cattle, chickens, rabbits, helici-culture and beekeeping.
- **Fish supply chain:** Fishery and aquaculture







# Sicily includes 51 Slow Food Presidia

## 01. Sweets

Scattata di Alia  
Manna delle Madonie  
Cuddireddra di Delia

## 02. Fresh and dried fruit and derivatives

Oliva minuta  
Mandorla di Noto  
Melone Purceddu di Alcamo  
Albicocca di Scillato  
Susine bianche di Monreale  
Pistacchio verde di Bronte  
Pesca nel sacchetto  
Melone Cartucciaru di Paceco  
Antiche mele dell'Etna  
Mandarino Tardivo di Ciaculli  
Fragolina di Sciacca e Ribera

## 03. Insects

Ape Nera Sicula

## 04. Dairy products and cheeses

Vastedda della Valle del Belice  
Provola delle Madonie  
Provola dei Nebrodi  
Piacentinu Ennese  
Maiorchino

## 05. Legumes

Fagiolo Cosaruciaru di Scidi  
Fagiolo di Carrazzo dei Nebrodi  
Fagiolo Badda di Polizzi Generosa  
Lenticchia di Villalba  
Lenticchia di Ustica  
Fava larga di Leonforte  
Fava di Ustica  
Fava Cottoia di Modica  
Lenticchia nera delle Colline Ennesi

## 06. Honey

Miele di Timo Ibleo

## 07. Vegetables and vegetable preserves

Pomodoro Siccagno della Valle del Bilici  
Cipolla Paglina di Castrofilippo  
Cipolla di Giarratana  
Pomodoro Pizzutello delle Valli Ericine  
Pomodoro Buttigieddu di Licata  
Peperone di Polizzi Generosa  
Cavolo vecchio di Rosolini  
Carciofo spinoso di Menfi  
Capperi di Salina  
Aglione rosso di Nubia  
Cavolo Trunzu di Aci



## 08. Fish, seafood and derivatives

Alaccia salata di Lampedusa  
Masculina da magghia

## 09. Animal breeds and breeding

Razza Modicana  
Suino nero dei Nebrodi  
Capra Girgentana  
Asino Ragusano

## 10. Salt

Sale marino di Trapani

## 11. Cured meats and meat derivatives

Salsiccia al ceppo di Linguaglossa  
Salsiccia di Palazzolo Acreide

## 12. Spices, wild herbs and condiments

Sesamo di Ispica



## The role of the Street Food

A recent ranking, compiled by the American network Virtual Tourist, placed Palermo in 5th place among the best producers of “street food” in the world.

In Sicily, people have always eaten on the street. In the Thermopolion of the Greek cities of Sicily, walking through the streets all the senses of the traveler were seduced by the scent of cooked food, to be tasted on the spot or taken away. An ancient fast food, an ancient take away of over two thousand years. Today Sicilian street food is truly unmissable. Rich in variety and proposals that seem to compete in an explosion of taste.

It is a quick and easy way (generally a morning tour or a tour by night) to pass through a couple of millennia of history, art, aromas, flavours and different civilizations.

Pane pannelle e crocchè (cazzilli) fritters, arancine (rice croquettes), carduna, cacuocciuli e vruocculi (thistles, artichokes and broccoli fried in butter), milinciani fritte (fried eggplant), pesce cicireddu (fried little fish), sfinciuni (a type of pizza), pane con la milza (bread with spleen).

Pannelle or Sicilian chickpea fritters are a popular street food typically found in Palermo, Sicily. Freshly fried, hot, crisp pannelle are delicious served as an appetizer. However, during my last trip to Sicily my family and I had a chance to sample them in sandwiches (called pane e pannelle) in a crusty bun at a food truck just outside the Natural Reserve of Zingaro

Stigghiola (grilled skewered lamb or goat innards), polpo bollito (boiled octopus), sea food, babbaluci boiled and seasoned snails, boiled corn cobs, slices of cedars served with salt, slices of watermelons, prickly pears and roasted chestnuts are just some of the treats

available here – thanks to which Palermo has justly earned its name as one of the street-food capitals of the world.

Typical Sicilian street food originates from traditional ingredients of the local cuisine such as aubergines, main ingredient of the classic ‘caponata’ or ‘parmigiana’.

Tomatoes, on the other hand, are the main ingredient for ‘pani cunzatu’ (seasoned bread, or a bread salad also called ‘panzanella’) and for what may look like a pizza but is not, namely ‘sfincione’ served with tomato sauce, onion, anchovies and oregano. Sicilian street food truly pleases everyone and also includes vegan options.

On top of these recipes, the legendary ‘arancina’ was invented in Sicily between the 4th and 11th centuries. Like all rice-based dishes popular in Southern Italy, its origins can be traced back to Arab rule. In fact, the Arabs used to roll some rice with saffron in the palm of their hands, and then season it by adding lamb meat.

Finally, the renowned ‘pani c’a mievusa’, better known as ‘pane ca meusa’ (spleen sandwich). A sandwich with a special filling, a mix of offal including spleen that is called ‘mievusa’ in the local dialect of Palermo.

One of those dishes proving that not everything derives from Arab heritage.

Many Sicilian recipes, on the other hand, originate from kosher cuisine (a term that literally means: in conformity with the law, suitable) which is subject to a set of rules regulating the production and consumption of food according to the Jewish religion. The spleen sandwich is a humble dish that dates back some 1100 years, when butchers of Jewish origin settled in Palermo. As they

could not earn money for their work because of their religious beliefs, they kept the calf’s offal: guts, lung, spleen and heart, as a reward. Liver was not included among this offal, because it had greater economic value and was sold separately.

Jewish butchers had to find a way to turn this reward into money, and finally came up with an idea that proved ingenious.

They became aware that Christians used to eat the offal of animals, accompanying it with cheese or ricotta cheese; inspired by this practice, they devised a sandwich stuffed with: lung, spleen and ‘scannarozzato’, i.e. pieces of cartilage from the trachea of the ox.



# POLITICAL VIEW

## Gastronomy as a catalyst for local tourism

In Sicily, at the end of 2021, over 3 million foreign tourists were registered (+ 39.4% compared to 2020) and 9,619,231 presences. Compared to the same period of 2020, there is a growth of about 44% in overall presences and a growth of 83% in foreign tourists.

The agricultural, agri-food and agritourism system of Sicily is an economic system based on quality products, added value and virtuous relationships between tourism, food and wine and exports.

Gastronomy tourism is not only an economic differentiating factor, but also a social and environmental one. Gastronomy is a product that favours sustainability, while maintaining traditions and preserving the authenticity of

destinations. Gastronomy is one of the most strategically important variables that will affect tourism in Sicily in the future. For this reason, private and public initiatives of great significance have recently been set up, laying the foundations and creating a profitable future path for our tourism, one that is balanced and sustainable.

**Added value:** 6,3 mld €  
**7,7 %** of PIL

**Employees:** 240.300  
**15,7 %** of regional employees



**Companies:** 112.907  
**30,6 %** of regional companies

**Attractiveness and Export:** 3,1 mld €  
**1,9 mld €** foreign tourist spending | **1,2 mld €** agri-food export  
**48 %** total no-oil economy

## Unesco Heritage in Sicily

### From the seven wonders of the ancient world to the seven diamonds of Sicily.

The UNESCO World Heritage Sites include the archeological site in Agrigento, **Valle dei Templi**, which highlights the magnificence of one of the most important ancient city, with Doric temples, very well preserved; **Villa Romana del Casale** and its mosaics of invaluable value which tells about the society of that time; **Etna**, one of the most important active volcano in the whole planet, which ensure to history and mythology its performance with eruption and guests, between lava and snow, incomparable ecosystem; **Siracusa**, the biggest and most beautiful Greek city as Cicerone describes, and with its theatre and its load in history, its part of a whole which include the **Necropoli Rupestre of Pantalica**, represented by tombs dated XII century AC; the baroque of **Val di Noto**, architectural and artistic heritage, is the fil rouge with link, with churches and buildings, eight cities on the south-east; the **Arabo-Normanno path from Palermo to Monreale and Cefalù**, winding through nine steps, with civil and religious buildings, tells about the settlements and the perfect stylistic match between Islamic population, western and byzantine; the **Isole Eolie**, then, represent un unicum due to world vulcanology and geology, a rich and happy archipelago in its complexity.

## Itineraries in Sicily

Wealth is the key – word to better understand Sicily and its nuances: from an Island slope to another endless routes for just few hours, days or weeks.

On the western side, the historical and architectural heritage of Palermo, represented by the Cathedral and Cappella Palatina, the archeologic triumphant of Agrigento in its Valle dei Templi and Segesta, the evocatives of one of the most beautiful ancient treasure unearthed in Erice and the indescribable atmosphere of the seaside villages as Castellammare del Golfo and San Vito Lo Capo. Venues that reach the heart passing by the eyes.

On the eastern side the recall of Mount Etna is compelling, between lava and snow, and lead to Catania, rich in a dynamic glamour, lively in its touristic activities and its nightlife.

The south-east baroque is the greatest beauty out of thousands of marvels, and it keeps an aristocracy born at soul.

Clear waters and untouched beaches are not far from the urbanized cities as Siracusa, Taormina, Modica and Ragusa Ibla, rich of glamour and ancient buildings and monuments.

How do not get caught by the literal Sicily, through sites loved by Camilleri and before him, by the greatest Sicilian writers and poets? Castles and Religious Pilgrimages, the wine and culinary tourism tour, and paths through the rocky necropolis, the natural and cultural treasures, and spreaded on the nine counties, ancient traditions and new trends: Sicily is just one unique tour, extensive and addictive.



## Discovering heritage train journeys with the Historical Trains of Taste

A fascinating project, created by the Tourism Department of the Sicilian Region, in collaboration with the FS Foundation and Slow Food Sicily, includes the “**Historical Trains of Taste**”.

The Trains of historical taste allows to know the true Sicily of the festivals, of the rites, of the ancient customs, expressions of the culture of its inhabitants. Already on board the train, in fact, the traveler will be able to get to know some of the typical products of Sicily, protected by almost 50 Slow Food Products, a fundamental part of the identity of the territories crossed, and listen to stories and traditions related to them.

## Food Experience Museum

The first virtual and physical museum dedicated to the cuisine of Palermo. In its constant research, experimentation and publication of original multimedia content, FEM – Food Experience Museum makes use of the most advanced theoretical and technological tools and expresses itself through the contemporary artistic languages to tell the history and the plural identity of Palermo using its culinary culture. A unique experience, dedicated to the ever-changing cultural and sensory environment, in which our extraordinary territorial cuisine has been produced.

## Anchovy Museum

The **Acciuga Museum**, a structure created by two entrepreneurs, the brothers **Michelangelo and Girolamo Balistreri**, which is visited every year by school groups, university students (including international ones), tourists, authorities and personalities from the world of culture and of the show. A museum that, thanks to the passion of the owners, welcomes thousands of visitors every year and receives tens of thousands of requests for a visit to the structure. A success, expanded by the services of numerous national and international television programs, which prompted the owners to move the museum to larger rooms in the near future to meet the many requests from visitors who want to see the museum. The “Identity Register” (true anthropological abacus) was also set up with the aim of taking a census of tools, methods of capture, companies that process and transform fishery products, identifying historical sources, festivals and rituals inherent to the world of fishing and the sea, retracing the steps of Sicilian fishing.

The Identity Register bears witness as are the 120 landing places, the 64 traps and the countless fishing villages that characterize the landscape along the 1500 km of Sicilian coast. The “Identity Register” wants above all to be an instrument of dialogue with all the peoples bordering the Mediterranean Sea.

## Chocolate Museum of Modica

The Chocolate Museum of Modica, in the province of Ragusa, has been created to celebrate Modica chocolate, the oldest chocolate in the world and the only European chocolate recognized since 2018 as a Protected Geographical Indication PGI product and for this reason, Modica boasts the title of “City of Chocolate”. The different itineraries of the museum allow visitors to retrace the history of chocolate from ancient times to the present day, and to see numerous tools used for processing chocolate, from the oldest to the most recent ones. In the Chocolate Museum of Modica, manuscripts reproduced and exhibited in the documentary-bibliographical exhibition - set up in the wide hall entitled to Rainier III of

Monaco – embrace a large bas-relief (about nine meters) depicting Italy, entirely made of chocolate and accompanied by representative sculptures of the regional capitals of the Country. The GALLERY OF CHOCOLATE SCULPTURES in the museum, dedicated to Leonardo Sciascia, magically recalls, with its sculptural chocolates, the ideal connection between the embroidered stone of the city and its chocolate version. The collection dedicated to special packaging’s remains fascinating and is produced by the Consortium for the Protection of PGI Modica Chocolate, with the aim of emphasizing and celebrating events, anniversaries and special occasions charged with social, cultural, scientific importance at an international level.



# ROOTS AND EXCELLENCE

## Wine roads

There are **13 roads of wine and flavors in Sicily** (*Strade del Vino e dei Sapori*) that have the aim of bringing together the individuals and companies through history and traditions, which try to connect wines to their territories.

This model therefore has

strong territorial matrix, which promotes activities, information campaigns and initiatives. The aim is to promote wine using its link between culture, territory, and food culture.

The sites of the Strade del Vino collaborate with the protection consortia and other local, including wine bars, wineries and cellars. These hold the important role of promoting local wine and the culture of Sicilian gastronomy, performing both an information function, but also tasting and sales.

## The Great Tour of Taste and Le Soste di Ulisse

Three ancient valleys characterize Sicily, a sign of ancient domination, from the Arab to the Bourbon one, which made this land an island of contrasts, culture and beauty. Val di Noto, Val di Mazara and Val Demone the territorial division that Le Soste di Ulisse shared.

Le "Soste di Ulisse", founded in 2002, is a Sicilian association which gathers several excellences among gourmet restaurants (including the starred restaurants on the island), charming hotels, pastry chefs, noble wineries and important and authoritative companies closely connected to the food and wine world that counts. An authoritative role

has been given to the am-

bas-sadors

who support the Association on a national and international scale, in all its productive facets. The association pursues the aim of representing, in every location, the need to enhance the island to promote the food and wine, artistic, landscape, cultural and monumental heritage. Credibility, good reputation, self-denial, passion, the professionalism of each of the members, the core of being together.

## Cuisine and hospitality are Culture.

Le "Soste di Ulisse" is busy to enhance excellence, giving emotions to live in Sicily. Art, architecture, agriculture, crafts, landscape, thought: a continent in the Mediterranean.

Discovering the three valleys is a journey that marks the soul, the mind and the heart. It is an invitation to discover authenticity and emotions. It's Sicily to live!

In Sicily, in this rich and fruitful land, the association has selected the best so that the traveler can experience a real Grand Tour of taste, moving

between the scents of the sea and the flavors of the Three Valleys, indigenous wines and sweet delicacies, genuineness of ingredients and expressiveness of the products.

## Cultural Routes of the Council of Europe

The Cultural Routes programme was launched by the Council of Europe in 1987 with the Declaration of Santiago de Compostela. The Cultural Routes of the Council of Europe are an invitation to travel and to discover the rich and diverse heritage of Europe they put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders.

The program includes **over 45 Cultural Routes**, two of the widest Cultural Routes are based in Sicily: **The Phoenicians Route** and **Iter Vitis Les Chemins de la Vigne**.



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe





## The Heritage of Expo Milano 2005 and the Bio-Mediterranean Charter

During the International Exposition Expo 2015 in Milan the Region of Sicily was acting as the coordinator for the cultural and social activities in the Bio Mediterranean Cluster in which Greece, Lebanon, Egypt, Tunisia, Algeria, Malta, San Marino, Albania, Serbia and Montenegro were also participating. In that occasion, the Mediterranean Diet has been celebrated throughout the cluster in keeping with the world fair's food theme "Feeding the planet. Energy for life." During that experience of coordination of the Bio Mediterranean Cluster, Sicily showed its food and wine excellence but was also the promoter of an agreement between the ten countries for the future development of agri-food and fisheries: **the Bio Mediterranean Charter**.

In this Charter there are both the objectives that the Sicily had set itself from 2015 onwards and those that are an integral part of the development strategies for the coming years.

A Memorandum of Understanding for the creation of the Permanent Bio Mediterranean Cluster was signed in EXPO Milan 2015 on 19th September 2015. The Memorandum's aim is to promote and support the sustainable development, which is focused on making the most of every region's personal identity, of their typical agri-food productions, of their sustainable energies, of their cultural and touristic heritage, and on reinforcing the political, economic, social and cultural relationship among their inhabitants.

**The premises and assumptions of the strategic plan of the project inherited from the Bio-Mediterranean Charter (Expo Milan 2015) and the link with the project of European Region of Gastronomy 2025**

According to what is established by this **Milan Charter of Expo Milan 2015** (Bio Mediterranean Charter) for the Sicily:

- **food has a strong social and cultural value**, and should never be used as an instrument of political or economic pressure;
- the Planet's resources should be managed in an equitable, **rational and efficient manner**, so that they are not excessively exploited or used to benefit some people at the expense of others;
- **Investment in natural resources**, particularly in land, should be regulated, so as to ensure and maintain access to these resources for local communities, as well as access to their sustainable use;
- Sound **management of water resources**, namely management that takes account of the relationship between water, food and energy, is fundamental to ensure the right to food for all;
- **Food** plays an important role in defining each **person's identity and is a cultural component** that describes and gives value to a territory and its inhabitants.
- **Farmers**, livestock keepers and fishers all play a crucial role in nutrition; they have equal rights and duties in their work, whether they are small-scale enterprises or large-scale businesses.
- Correct **dietary education** from childhood is crucial for a healthy lifestyle and a better quality of life;
- Knowledge and practical experience of both **traditional and advanced production** methods is critical to the efficiency of agricultural systems, from family farms to industrial farms;
- The **seas** play a fundamental role in ensuring the **equilibrium of the planet** and therefore require supranational policies; an integral, healthy marine ecosystem is crucial for collective well-being, not least because fisheries provide jobs for millions of people

and for many, fish offers the only source of high-quality nutrients

- To defend and support the **transmission of knowledge** about production and processing from generation to generation, is the first step for the promotion of cultural heritage, food and values of the Mediterranean and of the Sicily;
- To appreciate **women workers** keepers of traditions, cooperative spirit and entrepreneurship, it means to respect the tradition, to facilitate innovation and to promote ethnic integration thanks to artistic expressions and also from the assimilation of new sustainable cultures with eating habits too

### Education, vocational education and training

High-quality vocational education and training fundamentally contribute to a sustainable tourism.

In order to achieve this, is being invested significant economic resources in the area of vocational education and training.

The Regional Authority also proposes to strengthen programmes for education in particular area of Food and beverage management, training courses for the hospitality sector.

Investing in young people is crucial and strategic in an industry like gastronomy. Our training policies's goals are to train not star chefs but food artisans who know how to combine the tradition of Sicilian cuisine and innovation.

Through food competitions between young chefs we are betting strongly on the future, and that is why we are committed to promoting competitions aimed at the professional development of new generations. It is a viaticum to further enhance the area's agri-food excellence, to provide space for new forms of experimentation and to amplify the culture of healthy cooking.



# EVENTS CALENDAR

## A year-round gastronomic and culinary festival

Through the demonstration and the work of the Chefs, dishes and glasses of wine act as an expression of biodiversity and its safeguard, making it less abstract and closer to all of us.

Durum wheat, prickly pear, pistachio, cherry, citrus, peach, tomato, artichoke, grapes, caper, oil, cheese, salami, salt: these are just some of the most renowned ingredients that can be produced thanks to the specificity of the climate and the extraordinary plant and animal biodiversity.

This idea is perfectly expressed during the manifestation and gastronomy events that mark the months of the year, whose numerosity reflects the quantity of eno-gastronomy products. Through these happenings born the ideal context to put together producers and customers, allowing the former to directly sponsor their products, but also the territory itself; and for customers to bring home in addition to a sensory experience, even a pitch of history and culture of local cuisine.

Some events are internationally renowned, such as the Cous Cous Fest, capable of attracting lots of tourists, in the name of cultural integration. Others are more linked to the local population, with the aim of creating conviviality.

### JANUARY

- Festival cream puff of prescia, Montelepre (PA)
- The three Kings on "oil street", Cassaro (SI)
- Black pig fest, Longo (ME)
- Festival of Maiorchino, Novara di Sicilia (ME)

### FEBRUARY

- Flowers almond fest, Agrigento

### MARCH

- Squid Fest, Donnalucata (RG)
- Zeppola Fest, Catania
- Cannolo Fest, Piana degli albanesi (PA)
- Wild pea Fest

### APRIL

- Tour on train of Etna's wines, Piedimonte Etneo (CT)
- Strawberry fest, Cassibile (SR)
- Easter Lamb fest, Favara (AG)
- Scilian agriculture fest, Scampieri di Scicli (RG)
- Mediterranean bio and excellences, Catania (CT)
- Orange fest, Scillato (PA)
- Ricotta and chees fest, Vizzini (CT)
- Etna's city quarter fest, Catania
- Donnafugata Music and Wine, Palermo
- Turismo fest, Marsala (TP)
- Award farmhouse of Sicily

### MAY

- Nivarata, Acireale – slush fest
- Boar fest Pollina (PA)
- Medlars fest Calatabiano (CT)
- Cassatella fest Agrira (EN)
- Med in food
- Sicily en primeur (AssoVini) (TP)
- Expocook
- Catering Fair
- Award Margantino for the selection of the best oil in the table
- Pizza bit competition: designer for professional pizza makers

- Palermo beer Bubble
- DeGustiArte: wine, food, Art and workshop in Palermo

### JUNE

- Wine fest, Partanna (TP)
- Strawberry fest, Maletto (CT)
- Vastedda cu summucu fest, Troina (EN)
- Swordfish fest, Aci Trezza (CT)
- Inycon wine fest, Menfi (AG)
- Cherry fest, Graniti (ME)
- Blueskyfish fest, Marzamemi (SR)
- Orange fest, Ragalna (CA)
- Sicily food fest, Castellammare Del Golfo (TP)

### JULY

- Wonderful taste, Trapani
- Slush fest, Gioiosa Marea (ME)
- Beam of light, oil and sea, San Vito Lo Capo (TP)
- Excellence-festival of Mediterranean taste in Riposto (CT)
- Award Agorà of Marketing (PA)

### AUGUST

- Green gold fest, Brolo (ME)
- Seccagno Lemon fest, Pettineo (ME)
- Star wine glass, promoted of Tourism and wine Movement of national association wine's city (RG)
- Busiata (type of pasta) fest, Salemi (TP)
- Stuffed bread fest, Castiglione di Sicilia (CT)
- Onion Fest, Giarratana (RG)
- Medfest, Buccheri (SR)
- Blues and Soul Wine Fest
- Zash "Tutti I brut", Etna bubbles fest

### SEPTEMBER

- Pistachio fest, Bronte (CT)
- Read garlic and white salt fest, Nubia (TP)
- Cous cous fest, San Vito Lo Capo (TP)
- Fastuca fest, Raffadali (AG)
- Grape fest, Mazzarrone (CT)
- Mandrarossa vineyard vinetour, Menfi (AG)

- Mostarda fest, San Pietro Clarenza (CT)
- Walnut fest, Motta Camastra (ME)
- Agrobiodiversity restart to Etna, Nicolosi (CT)
- Honey fest, Sortino (SR)
- One marine of Books in Palermo
- Blue Sky Food, (Sciacca) (AG)
- Raddusa Grane Fest, (CT)

### OCTOBER

- Blue Sea Land: Fair and congresses of Sicily fishing
- Saffron of October, Zafferana Etnea (CT)
- Black pig and Porcino Mushroom Fest, Cesaró (ME)
- Mostarda of Prickly pear Fest, Pedagaggi (SR)
- Prickly pear fest, Roccapalumba (PA)
- Castnut Fest, Antillo (ME)
- Prickly pear Fest and Vastedda's tastes fest, S. Margherita di Belice (AG)
- Mostarda and Prickly pears fest, Militello (CT)
- Prickly pear fest, San Cono (CT)
- Bubbles in Sicily, (AG)
- "Tempuricapuna" a San Vito Lo Capo (TP)
- Messina Street Fish (ME)

### NOVEMBER

- Expo Food and Wine, Giarre (CT)
- Cassatella fest, Agrira (EN)
- Widespread Autumn Fest, Monterosso Almo (RG)
- Anchovy Museum Of Aspra It Is celebrate San Martino (PA)
- Sfincione fest of Bagheria (PA)

### DICEMBER

- ChocoModica, Modica (RG)
- Extra Virgin Olive oil, Ragalna (CT)
- Nougat Fest, Caltanissetta (CL)
- Fortino Slow Food (CT)
- Favazza Termitana Fest, Termini Imerese (PA)
- Sicily ice cream Summit (PA)
- Best in Sicily award of enogastronomic (itinerant)



# 3 EUROPEAN REGION OF GASTRONOMY 2025: OUR PLAN

## STRATEGIC PLAN

By becoming a part of the European Region of Gastronomy Platform and working with IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), the Sicily intends, on the one hand, to protect, recover and enhance the historical culinary traditions and the brand identity of the region, and, on the other hand, to strengthen international collaboration, implements visibility and facilitates the integration of numerous activities and availability in a project for the enhancement of food and wine and sustainable agri-food production.

### Strategic Plan for 2025

#### **For an integrated Plan of tourism promotion, food and wine enhancement and natural and cultural biodiversity**

The objectives of this Bid Book were defined with the involvement of all the consortia of the DOS network (more than 400 companies) and many stakeholders.

In the years leading up to 2025, various events will be held throughout the Region both to collect further suggestions to integrate the specific objectives and to involve as many private and public entities as possible. This involvement will be the basis of a renewed relaunch of the Sicilian gastronomic identity and of a common system of tourism promotion.

**The main objectives for the next years are, on the one hand, the rationalization and integration of actions, projects and recourses for the promotion of the gastronomy and the tourist attraction and, on the other, to enhance agricultural and food and wine traditions while respecting the protection of biodiversity and sustainability**

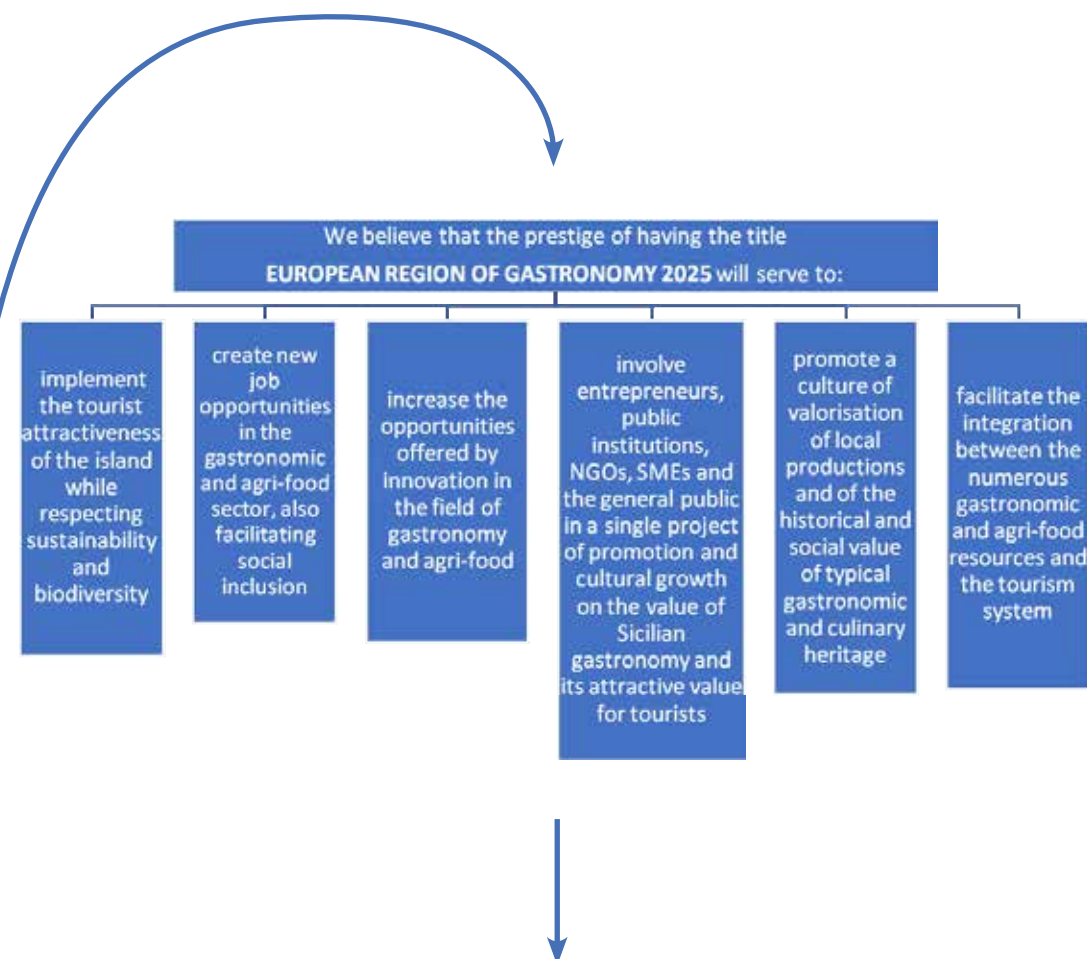
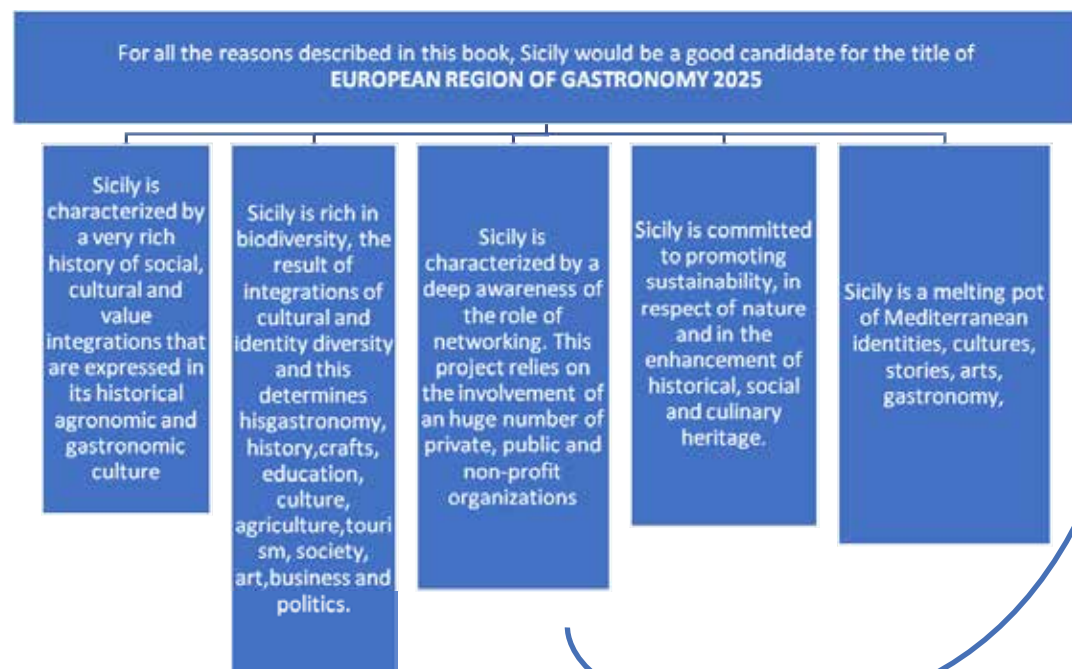


Fish market auction

## Ten point-plan

Gastronomy is a product that favors sustainability, promotes the biodiversity and attracts the tourism while maintaining traditions and preserving the identity and the authenticity of destinations. Gastronomy and the agri-food production are the most strategically important variables that will affect tourism in Sicily in the presence and in particular in the future.

1. to improve the image as a leading international food region and cultural touristic destination
2. to become a well-known and recognized international food destination
3. to increase the value creation in sustainable food production by linking knowledge communities and industries
4. to create new jobs in the touristic sector and for gastronomic tourism to be a key vector of development and attractiveness.
5. to promote Social Farm Model containing rural depopulation problem
6. to develop of a strong territorial marketing strategy around strong brands to convey regional identity.
7. to increase cultures and educational activities for a deeper awareness of the value of Sicilian gastronomy and agri-food
8. to protect and transmit the oldest Sicilian gastronomic traditions to future generations
9. to increase the brand identity of Sicilian gastronomy for a more rooted enhancement at an international level and a stronger internal and local promotion
10. to promote climate change resiliency actions in the agri-food world and stimulate consumer sensitivity on the relationship between climate change resiliency and food consumption



## Synthesis

The title of European Region of Gastronomy 2025 would allow Sicily to achieve its macro goal of significant, observable and evaluable progress over the next few years via defense of biodiversity, tourism promotion, environmental protection, economic growth, and social inclusion, and alliances with cultural and creative sectors, with the gastronomy as a process facilitator.

Promote and enhance the richness and uniqueness of Sicilian resources and excellences, promoting integration, inclusion and safeguarding of historical recipes of the Sicilian gastronomy, as well as safeguarding of natural and cultural biodiversity and activities for the climate resiliency.

Recovery and enhancement of the past but also to facilitate innovation and comparison and international collaboration.



# ACTIONS AND INITIATIVES

The project includes 6 main axes of action

## I. BRAND IDENTITY AND PROMOTION

- a) Promotion of a local system of food and sustainable production through processes of innovation and at the same time of valorization of traditions.
- b) Implementation of actions capable of increasing the culture, consumption, marketing of the typical quality products of the Sicilian territory.
- c) Promotion of food and wine and agri-food culture for the future of the region
- d) Strengthening of the short supply chain and enhancement of local fish and agricultural products through regional funding, training and information projects and through consumer awareness
- e) Implementation of territorial and gastronomic promotion strategies and techniques.
- f) Implementation of the protection of consumer health and the fight against counterfeiting, food sophistication and agropiracy
- g) reinforce the actions to protect Sicilian agricultural production
- h) design and implementation of engaging events and gastronomic experiences through multi-sensory involvement or digital applications.
- i) support to the creation of new unions between food, art, culture and tourism by enhancing the opportunities offered also by the virtual and from digital experiences applied to gastronomy. It is one way promote the accessibility of the territory and, on the other hand, to bring and promote the knowledge of Sicilian culinary culture
- j) Establishment of a network of companies, consortia and private entities engaged in the enhancement and marketing of quality agri-food products
- k) strengthen the communication of cultural and entertainment events, to reach a market as broad as possible (national and international tourists and operators in the sector
- l) support of the promotion of the Sicily through a targeted campaign on traditional and digital media and implementation of the functionality of the tourist site of the Sicilian region
- m) implement the communication campaign to promote the Sicily brand by retaining tourists, also through the valorization of the claim “Sicilia your happy island” and the related logo adopted in the last year and the link with the nomination of European Region of Gastronomy 2025.



## Main activities

- raising awareness of Sicilian restaurants on the value of traditional Sicilian food through training courses, through the involvement of chefs and influencers in public events, through the production of informative material
- organization and promotion of workshops for entrepreneurs to create new service packages and routes that combine food tourism, art and culture into unique experiences
- increase the awareness of small producers, restaurateurs, and fishermen on the value of corporate and marketing communication also through digital solutions through continuous monitoring and the dissemination of good communication vademecum and examples of best practices
- Guarantee greater visibility to restaurants and events that promote knowledge of old culinary and gastronomic traditions;
- organize workshops, seminars, events and professional training courses for chefs and restaurateurs on the value of the short supply chain, on the enhancement of local products and Sicilian food and wine traditions
- design and implementation of two video courses on Sicilian gastronomic traditions and historical recipes, one professional for restaurateurs and one informative for consumers with the involvement of Sicilian culinary history experts, food anthropologists and experts in communication and marketing of food and wine
- to sensitize chefs, restaurateurs and event organizers on the role and value of multisensory gastronomic experiences and on the importance of technological solutions, as well as on the most important discoveries and applications of “neurogastrophysics”
- Implement integrated strategies for the enhancement of the territorial identity of the Sicily Brand (Wine and Products) that associate the tradition and quality of the products with the places of production and the various natural and historical-cultural attractions of the area
- Enhance the territorial identities of Sicily in order to relaunch the agricultural economy and Mediterranean fishing.
- Implement marketing intelligence, promotion and communication strategies aimed at understanding the real potential and opportunities of international markets, able to convey wines and products as a component of excellence for the competitive development of the Sicilian product market in the world through the promotion of Mediterranean diet as an intangible heritage of humanity recognized by UNESCO
- Production of a single and integrated system for the promotion of agriculture, territory and Mediterranean fishing
- Annual analysis of the communication quality of the brand “Sicily as a gastronomic destination” by the main stakeholders and sharing of the results for the activation of projects to improve territorial and gastronomic marketing
- Avoid institutional fragmentation and create territorial and inter-territorial cooperation

## 2. BRAND IDENTITY AND INCLUSION

- a) Development of an integrated tourism and food and wine offer
- b) Encouraging collaboration between the various administrations involved in the food policy
- c) Strengthen the role of the farmer by directing the economic resources of the Sicily Region directly to support regional agricultural production
- d) Reinforce the “ecological transition” towards agroecological farming models and the circular economy
- e) Prevent hunger, and malnutrition and bad eating habits
- f) Implementation and promotion of Social Agriculture Activities and companies with socio-labor insertion of workers with disabilities and disadvantaged worker. Social agriculture is defined by the National Forum for Social Farming (FNAS) as an innovative, inclusive, participatory and generative model of agricultural practices that deliver recreational, educational and assistance services. It aims at the social and labor inclusion of disadvantaged people, which through social agricultural practices can contribute to food and agricultural production.



View of Stromboli from Salina

## Main activities for the INCLUSION

- lobbying actions for the implementation of a law to facilitate wine tourism and the tourism promotion of food and wine
- promotion of actions and programs to have food and art integrated into existing events / festivals
- promotion and enhancement of events with Open Doors (e.g. open wineries) also with the creation of digital solutions (app - website) to facilitate access and reservations;
- extension of the experiences of Wineries Open to other agri-food sectors and production of an app for access and booking;
- planning and realization of public events, conferences and interdisciplinary debates to facilitate the comparison between different sectors (food, tourism, art, culture) and for the preservation of old gastronomic traditions
- sensitize consumers to enhance Sicilian products with a short supply chain
- promote training and awareness courses in schools of all levels and above all in universities for the promotion of correct consumption behaviors and for the prevention of obesity and overweight and for a greater awareness of the value of historical and ancient gastronomic traditions
- Implementation of social agriculture activities in order to increase the benefits and social and service activities for local communities through the use of material and intangible resources of agriculture to promote, accompany and implement actions aimed at developing skills and abilities, social and work inclusion, recreation and useful services for daily life;
- Implementation of services that support medical, psychological and rehabilitative therapies aimed at improving the health conditions and social, emotional and cognitive functions of the subjects concerned, also through the aid of reared animals and the cultivation of plants
- facilitate, with regional funding, the creation of cooperatives of small local producers (or fishermen) to be able to offer the products to the catering supply chain by offering an alternative to large-scale distribution
- To mitigate the phenomena of socio-economic decline of the inland areas of Sicily, where 10% of Sicilians remained on 90% of the territory with enormous social, environmental and cultural rural Sicilian costs, it is necessary to create new employment and development but above all to rebalance the relationship between city and countryside through the development of rural entrepreneurship.



### 3. RESPECT AND PROMOTION OF THE SUSTAINABILITY

The Tourism Strategy in Sicily emphasizes sustainability: the phenomenal biodiversity of the Region that has fascinated visitors for hundreds of years and is now preparing to host a substantial increase in visitors has to be preserved.

Sustainability is a goal that can be achieved only by people taking responsibility together with each other. Responsibility is small things – eating in a restaurant that uses local produce or enjoying nature by walking. Promotion of the enhancement of the hinterland as a place of food and wine and historical traditions and facilitating the exchange between mountain and sea areas.

- a) Enhancement of sustainable breeding and its productions by focusing on the most resilient species: small ruminants.
- b) Enhance Sicilian agri-food production towards products with low environmental impact (BIO), high value territorial (DOP-IGP) and cultural-anthropological ((Savoir Fair, recovery and promotion of historical, ancient, traditional concepts, heroic productions, traditional local practices, etc) and differentiating and characterizing the productions in terms of quality and links to the production area;
- c) Enhance the choice and ecological production of GREEN MEDITERRANEAN: olive trees, vines, citrus fruits, respecting the objectives of AGENDA 2030;
- d) Stimulate research and advanced training to develop a culture of sustainability at all levels of scholarship
- e) Orienting production and consumption models and promoting the spread of good practices among companies to respect the ecosystem
- f) Acquire updated technical and scientific knowledge on sustainability at the local, regional, national and international level.
- g) Define and apply a system of indicators to assess the environmental, economic, and social performance of sustainable development models.
- h) Promote, through the companies adhering for example to the Program of the SoStain Foundation, practices aimed at continuous improvement of sustainability levels. This goal will be achieved through a reduction in environmental impact obtained through careful and conscious agronomic management sensitive to the needs of the territory
- i) Reduce, with downstream effects, the environmental impact of suppliers of goods and services throughout the production chain.
- j) Enhance and protect natural, social and cultural resources, contributing to the maintenance of tradition and culture, which constitute a wealth of values inextricably linked to Sicily and its wine-making tradition.
- k) Create a system shared with other local, domestic and foreign companies to ensure the sustainability of the sector and the continuous improvement of the processes, products and the eco-friendly services of agricultural businesses.

- l) Increase in regional funding and information and training courses for the following objectives
  - l.i. Contributing to the production of responsible food
  - l.ii. Conserving natural, cultural and gastronomic values linked to primary activities.
  - l.iii. Encouraging short food chains.
  - l.iv. Reducing food waste.
  - l.v. Promote healthy, sustainable food in schools, universities and in every youth and training context
  - l.vi. Promote seasonal produce in particular in the gastronomic sector
  - l.vii. Recover areas for agriculture, livestock farming and fishing
  - l.viii. Set up regulated agroecology
  - l.ix. Draw up handbooks with ideas on how to reduce food waste.
  - l.x. Quantify usable food surpluses.
  - l.xi. Use organic waste for compost.
- m) Offer financial support to help public kitchens adapt to a change in products in consideration of the sustainability



## 4. EDUCATION AND PUBLIC SENSIBILISATION

- a) Create awareness in public and, in particular, among young people through the public food and wine events, engaging experiences, closer connection between production companies and schools / universities
- b) promotion and development of training programs in schools and universities to facilitate the traditional gastronomic knowledge;
- c) promotion and realization of new projects of education and the awareness of consumers for sustainable consumption, the use natural resources while protecting biodiversity,
- d) Enhance and disseminate successful projects (best practices) already made in the Sicilian context; promoting projects awareness scientifically valid and approved by recognized Research Centres and Universities from their respective territories.
- e) Enhance specific seminars, workshop and courses aimed at the agri-food sector and at the fishing sector and coordinate their dissemination
- f) Enhancement of cultural differences and integration of vulnerable groups and peoples also through inclusion processes through the strengthening of occupations in the agri-food, gastronomic and tourism system
- g) promotion of a regional and local gastronomic competitions with the enhancement of traditional Sicilian recipes
- h) Development of small local productions, identification of niche productions and legislative support for their protection.
- i) Offer training (courses, workshop, seminars, and conferences) to empower different stakeholders.
- j) Foster dialogue between different stakeholders to encourage their interrelation.



## Main actions

- Implementation of projects aimed at environmental and food education, the protection of biodiversity as well as the dissemination of knowledge of the territory through the organization of recognized social and educational farms, such as reception and accommodation initiatives for preschool children and people in social difficulty, physical and psychic.
- Cooperation between educational institutions, private sector and NGOs
- Implementation of Digital experiences in artistic and cultural events
- Organize courses, seminars, workshops and training on:
  - Traditional Sicilian gastronomy and cuisine
  - Cooking: snacking healthily with friends
  - Wine tastings (introduction and continuation)
  - Spirits tasting
  - Beer tasting
- Using reusable plastic in the kitchen
- Sustainable cooking
- Nutrition and eating right
- Healthy food shopping



## 5. CONSERVATION AND PROMOTION OF THE BIODIVERSITY

With the Regional Law “Protection and enhancement of genetic resources for food and agri-culture *Born in Sicily*”, the Sicily has made a leap forward in its commitment to placing regional policy biodiversity of agricultural interest.

- a) To increase the agri-food and gastronomic production system according the biodiversity of the island Sicily and its smaller islands
- b) Enhance the resources offered by the sea and the correct exploitation of fish resources.
- c) Treats to the marine environment and biodiversity should be tackled through a joint effort on basin scale related not only to fishing, but also to all human activities on the coast and extended until the close hinterland
- d) Promote the of agri-food production and resilient foods for the effects on the climate



## Biodiversity, Fishing, marine resources and coasts

### Considering that:

- The resources of the sea are overused: more than 30% of the catch subject to trade is exploited over its capacity to regenerate.
- Fishing is a value shared between the Mediterranean countries that have undertaken to protect fish resources and values of the fishery in the principle of cooperation, solidarity and sustainability.

The main objectives related to the commitment to the enhancement of fish resources start from the following assumptions which are an integral part of the actions that will be proposed in the coming years

- To ensure the sustainable fishing in the Sicilian Area as a key objective not only for the future of the sector in seaside countries, but also and specially to guarantee the cultural heritage to future generations;
- It is appropriate to place sea and fishing as an instrument of local development, actively cooperating to provide management models regulated and shared.
- Fishing is a productive and ancestral men's activity that in the Mediterranean area has contributed from the beginning, to the supply of the people encouraging also the creation of coastal settlements.
- Fishing, through its vast cultural reflexes ethno-anthropological, culinary, and social, it is an essential intangible heritage, for all the countries of the Mediterranean.
- Fishing is now threatened by over-exploitation of Sicilian fish resources that together with IUUF effects, climate change and human pressure, it is now due to impoverishment of 70% of the fish resources with dramatic repercussions on the economy and on the employment of the whole industry.

## 6. CLIMATE CHANGE, FOOD AND RESILIENCY

Climate change now affects countries on every continent. Changing weather conditions, rising sea levels and other even more extreme weather phenomena are events that all of us have experienced in recent years.

**Sicily: a strongly anthropized land, with a rich and diverse biodiversity - a winning formula to achieve the SDGs.**

Climate is a key resource for tourism and has diverse functions in tourism. It can be considered:

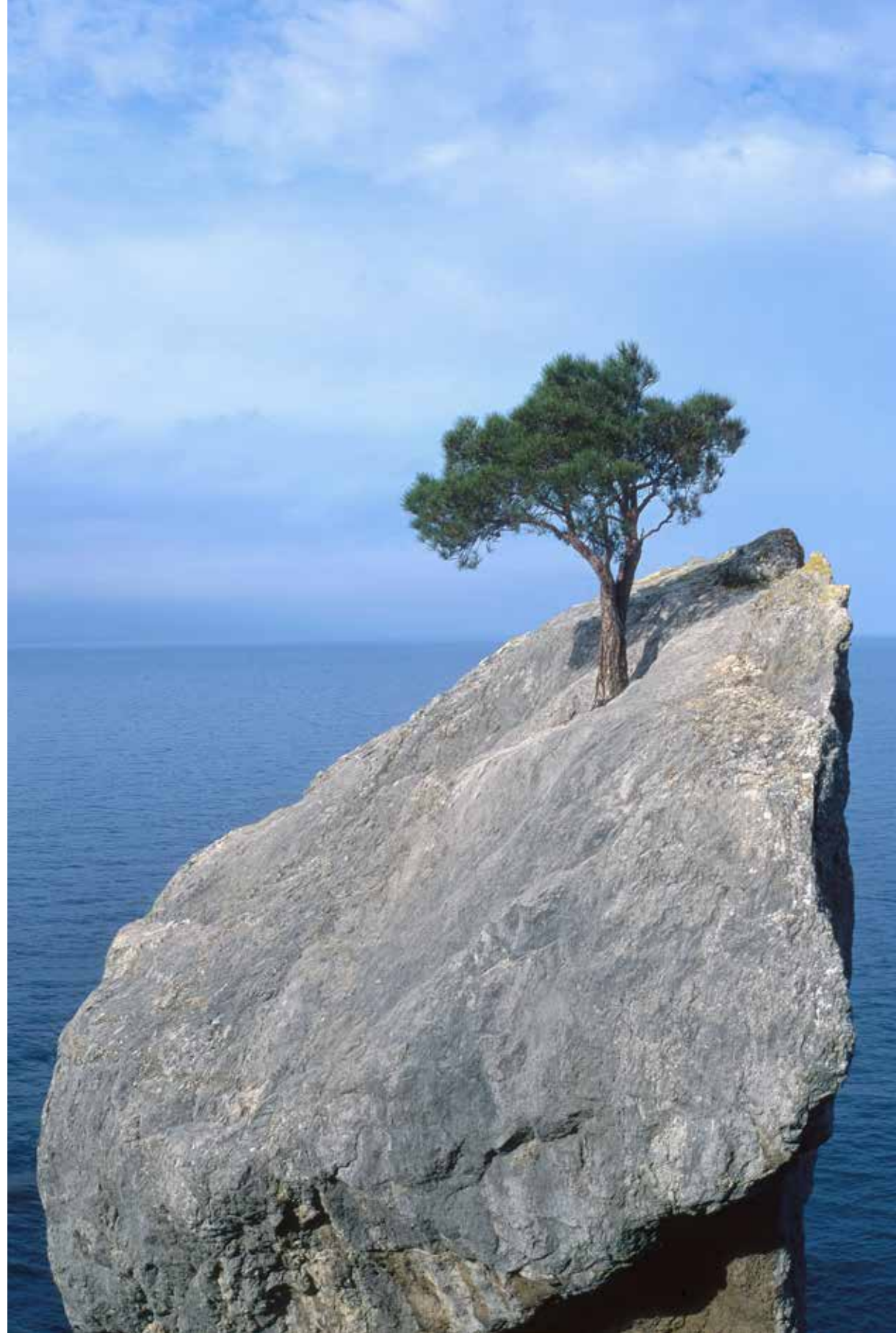
- a geophysical resource with high capacity to generate competitive advantages for the destinations;
- an intangible component of the attractiveness and the image of destinations, and the set of experiences they offer;
- a resource frequently used for tourism promotion;

Adopting an efficient and successful strategy of adaptation and mitigation requires an accurate identification and valuation of the climate change impacts on tourism and of the corresponding necessary policies. As tourism and climate are related in many ways, it is crucial to develop a common methodological framework to evaluate climate shocks and policy impacts.

This is the reason why Sicily is an ideal case study for a new approach to agriculture and cuisine as drivers for sustainable development; our program combines different disciplines to analyze traditions and innovations in agriculture and culinary art in order to create a paradigm for climate resilient choices and preserve similar territories from desertification around the globe. For this reason the adaptation strategy of agriculture to the impacts of climate change is considered a priority.

The actions planned in the coming years are in accordance with the **Climate Smart Agriculture** Program (FAO 2013) and with the guidelines derived from the technical-scientific contributions made within the **Life Adapt2clima Project**:

- In accordance with the program “Adaptation to Climate change impacts on the Mediterranean islands’ Agriculture”, the creation of agri-food production solutions with a low impact on the climate and the creation of effective solutions such as artificial small lakes to support the production of food
- Incentives for investments to improve the efficiency of irrigation infrastructures and technologies for water use, as well as the management of water resources
- promotion of measures aimed at a more effective use of water by reducing losses, recycling, and creating water deposits
- Elaboration of irrigation plans based on an in-depth assessment of their impacts, the future







availability of water resources and the water needs of the various users, considering the balance between supply and demand.

- promotion and financing of actions to improve the management of soils, increasing their water retention capacity to conserve water reserves, and the management of rural land.
- Awareness raising and communication of pertinent information and advice on farm management to increase the awareness of farmers and the entire food chain and their ability to adapt.
- Select crops and varieties that are more suited to the expected length of the growing season and the availability of water (less hydro-demanding) and more resistant to new climatic conditions.
- Promotion of the Conservation Agriculture with minimal soil disturbance and diversification through crop rotations
- Strengthening the global and multidisciplinary network of researchers and stakeholders for a complete crop defense strategy
- Use of efficient irrigation systems and programs
- Development / improvement of early warning systems
- Improvement of technical assistance and business consultancy services to increase the resilience of the agricultural and gastronomic sector to climate change
- Development of internet platforms for the main patho-systems in the project areas
- Information, training and consultancy on business management in order to increase the awareness of farmers and their ability to adapt to promote sustainable, intelligent and inclusive growth of the agricultural sector
- Promote and support the growth of sustainable production chains by ensuring a balanced relationship between cultivated areas and permanent pasture / meadow areas and promoting the diversification of crops within the company.
- Promote the use of decision support systems (DSS) aimed at saving water and optimizing production efficiency and crop quality,
- The improvement of animal husbandry conditions (shading and sprinklers, ventilation systems) in order to improve conditions for livestock production
- the improvement of animal husbandry conditions as it determines a reduction of CH<sub>4</sub> emissions, since emissions decrease with the reduction of temperature
- Creation of new small and medium-sized storage basins, in order to enhance natural water resources.

#### **More Activities for Climate Change in relation to the touristic dynamics:**

- **Analysis and research** of agricultural and culinary traditions in Sicily (in collaboration with the World Bank, UNFCCC, FAO, WFP and environmentalist NGOs).

*The analysis and research phase is aimed at collecting qualitative and quantitative information to identify the reasons behind the successful case of Sicilian biodiversity. The activity will consist of scientific researches and observational methodologies through mystery “shopping” and business theatre.*



Different research perspectives:

- a) Climate Change and nutrition: the Mediterranean diet to inspire a new strategy for both adaptation and mitigation, by fighting climate Change with diet changes based on the Sicilian system;
- b) Agriculture and biodiversity: how the Sicilian case could become a best practice;
- c) Innovation in agriculture and barriers to desertification;
- d) Food as a communication tool for intercultural dialogue.

- Defining **new contents for climate resilient agriculture and farming**: climate actions are always a mix of mitigation efforts to lower or remove greenhouse gas emissions from the atmosphere, and adaptation strategies to adjust systems to withstand the impacts of climate change.

After analyzing agricultural and culinary traditions in Sicily, new contents will be elaborated to create informative and educational moments.

- Communication strategy to make **scientific communication** appealing and educate different cultural targets (middle east regions and UAE, Africa).

*The contents elaborated during step 1 and 2 will be used to generate messages for:*

*3a) Media, such as Press, Tv, Radio and Social Media;*

*3b) Product placement for tv series, cinema, publications;*

*3c) Gamification strategies:*

- A scavenger hunt where every ingredient and course are the metaphor for climate change causes and remedies;

- Creative coaching and design thinking methodologies by inventing and preparing courses with chefs. The **3 strategies** will be both implemented in Sicily and exported and adapted to different cultural areas.

- **Educational programs** for primary schools, aligned with the Re-Generation school strategy of the Italian Ministry for Education. Adaptation of the educational program to other regions, both in Europe and in different continents with similar features.

*- Contests through tasting moments and practical exercises, both for farming and for preparing food: students will study and create new farming methodologies through learning by doing initiatives together with farmers; other simulations and role play methodologies will be conducted in collaboration with chefs and normal people talented in cooking: the winners will receive prizes and the events will become material for TV programs and the news.*

*- Scavenger hunts, where every ingredient and course are the metaphor for climate change causes and remedies.*

*- Sports and food: champions and celebrities in the sport industry will compete and play with students to highlight the relationship between nutrition and sports.*

- Informative **events** aimed at creating awareness about the link between culinary traditions, farming and climate change. The goal is to plan and organize seminars meetings, debates,





sowings and workshops to raise awareness among the consortia of agri-food products and wine to the problem of climate adaptation

- The events will generate sustainable tourism experiences that will educate people: the events will be easily used as examples for similar activities in other geographical areas, creating an economic value for local communities and new contents for a global adaptation to climate change.

**With this project We are committed:**

- To promote and communicate local traditions of gastronomy, to keep the oldest techniques and integrate their special features, as far as possible, with the technological and scientific innovations, to spread and preserve old traditions and local identities with cultural heritage values related to them;
- To apply the precautionary principle in production (and fishing) activities (and all human activities at sea including mining and shipping).
- To respect the biodiversity by protecting species and habitats protected and endangered identified by international conventions (Barcelona Convention, Berne Convention, Bon Convention, Convention on Biological Diversity Sula, ACCOBAMS, CITES), minimizing the incidental catch of species and biological reject, by diversifying the activities of massive catches of species and promoting consumption and respecting juveniles of marine species and their nursery areas.
- To promote the food artisanal products and the small producers and farmers who guarantee the best Sicilian agri-food heritage
- To prevent, mitigate or counter the Marine Hazard with a focus on waste in the sea, the threat of marine species not indigenous to IUUF.
- To foster international cooperation for the realization of projects of development of new

production techniques and for the preservation of the traditional ones; and for the establishment of procedures for production in compliance with the requirements of preserving biodiversity;

- To facilitate the dissemination of the results of scientific research to be endorsed by the institutions and used and disseminated for effective nutrition education and for the spread of the Mediterranean Diet;
- To promote the dissemination of good practices and models of effective management and sustainable facilitating knowledge in the local communities to ensure the availability to consumers of the healthy, safe and quality of the products.
- To facilitate design activities of promotion of the identity and local traditions such as the Sicilian Itineraries of Taste, meaning grouping of territories of the Sicily who wish to do the traditions and cuisine of production and their respective local culinary traditions, a distinctive element, qualifying the tourist attractiveness of the respective territories.
- To promote actions for the increase in the value of the gastronomic resources and products' through institutional and territorial marketing activities in order to promote the growth and overall development of the sectors involved.
- To promote the coordination between departments, sectors at national, regional and local levels in the region favouring the inclusion of a food policy consistent with a sustainable approach and respectful of biodiversity;
- To promote consistency between policies and programs concerning local agrifood production and territorial fisheries and coasts and the regional, national and international.
- To involve all sectors of the fishery (including local authorities, technical experts and academics, civil society, women's entrepreneurship, the small farmers and the private sector) for the development, implementation and evaluation of policies, programs and initiatives in the field of fisheries.



# INVOLVEMENT OF THE STAKEHOLDERS

Family-run farms and the small businessmen (especially female producers and entrepreneurs) play a significant role in food supply for the Sicily, in preserving the local customs and the sustainable and fair production systems.

The community, the private sector and the small and medium industry play a major role in food supply and social, economic and cultural development by producing experiences, abilities and innovation, and by promoting projects to raise local awareness and try to include the weakest population groups.

**The project stems from the involvement of DOS Sicilia (Consorzio Denominazioni di Origine Siciliane) and of the Consortium of the Sicilian Doc Wines**

**DOS Sicilia (Consortium of Sicilian Designations of Origin)** founded in 2020, it was born as a centralized and qualified entity for the promotion and enhancement of the typical Sicilian certified agri-food products. With DOS Sicilia (Consortium of Sicilian Designations of Origin), for the first time, Associations and Consortia for the enhancement and protection of quality agricultural products with the DOP, IGP and QS brands, are brought together to release new energy for the benefit of the supply chains involved.

The Consortium of the Sicilian Doc Wines boasts about 3,000 wine growers amongst its members and, thanks to this high level of representation, it has been attributed erga omnes status by the Ministry of Agricultural, Food and Forestry Policies. The project also foresees the involvement of associations and aggregations:

## The Food Districts

They constitute a new development model for the Sicilian agri-food sector, a strategic tool to provide additional opportunities and resources aimed at growth and relaunch, both of the supply chains and of the territories as a whole. To these objectives are added other important issues that the food districts will have to face, such as food safety, reduction of the environmental impact of production, reduction of food waste, protection of the territory and the rural landscape through agricultural and agri-food activities.

- District of bio slow food, bread and oil;
- Southeast Sicilian food district;
- Food District of South East Sicily Etna Val di Noto;
- District of the supply chains and territories of Sicily in the network;
- ATS Sikanian Food District;
- Bio-Mediterranean food district;
- Nebrodi Valdemone food district;
- Born in Sicily Routes- Val di Mazara food district.

## Women of the Sea Ets Association

Founded at the end of February 2019, the Women of the Sea Ets Association aims to work on best practices related to the world of the sea to promote sustainable development in the Euro-Mediterranean area.

## Wine Women Association

Founded in 1988, today it is the largest women's association of wine in the world and has more than 900 associates including producers, restaurateurs, winemakers, sommeliers, journalists and wine experts throughout Italy. Its goal is to spread culture and knowledge of wine through the training and enhancement of role of women in the wine sector #donnedelvino

LAGs (Local Action Group) and the FLAGs (Fisheries Local Action Groups)

In order to obtain the maximum territorial engagement, the involvement of various territorial protagonists is envisaged, from the companies that report to the individual protection consortia to the 21 LAGs (Local Action Group) and the XX FLAGs (Fisheries Local Action Groups)

The LAGs promote, as a matter of priority, the endogenous and sustainable development of the rural areas of the territories making up the LAG's public / private partnership, in order to develop and implement a pilot, innovative, multisectoral and integrated development strategy through the "bottom-up" method (from bottom to

top). The FLAGs have the same objective in the fisheries sector. The FLAGs partnership was established with the aim of providing for the sustainable development of fisheries and aquaculture and has the task of creating and implementing a common strategy for the area of competence.

The main objective of the LAGs and the FLAGs is to implement the Local Development Plan whose purpose is to strengthen the competitiveness of agri-food sector and fishing areas, restructure and orient economic activities, promoting wine tourism, gastronomic tourism, fishing-tourism without causing an increase in the effort of fishing.



Ballarò Market in Palermo



# TOGETHER FOR SICILY EUROPEAN REGION OF GASTRONOMY

Experts from the agriculture, culture, tourism and gastronomy sectors have joined together to support the candidacy, not only in words, but also by integrating promotional and communication actions that enhance Sicily's candidacy into their annual program of activities.

Others will arrive through the page dedicated to the endorsement of the candidacy which will be open on the website from 10 January

[www.europeanofgastronomysicily2025.org](http://www.europeanofgastronomysicily2025.org)



**Emanuela Panke**

*President Iter Vitis Les Chemins de la vigne en Europe*



**Vincenzo Russo PhD**

*IULM - Professor of Consumer Behavior and Neuromarketing and Scientific Director of the Master in Food and Wine Communication*



**Davide Bruno**

*Director of MPA Isola di Ustica*



**Diana Isac**

*CEO winerist.com*

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**Massimo Todaro**

*President of DOS Consortium of Sicilian Denominations of Origin*



**Ornella Laneri**

*President of Confindustria Tourism and Sicily Hotels*



**Giovanni Ruggieri PhD**

*Researcher of Applied Economics - Professor of Tourism Economy - Department of Economics, Business and Statistics - University of Palermo - Faculty of Economy*



**Alda Fantin**

*Digital Content Creator in food and wine  
Wine & Food Journalist @identitagolose - Brand  
Ambassador @winalist\_com, Sommelier @aisofficial\_ita*



**Fabio Piccoli**

*Head of winemeridian.com*



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**Mariangela Cambria**

*Owner Cottanera*



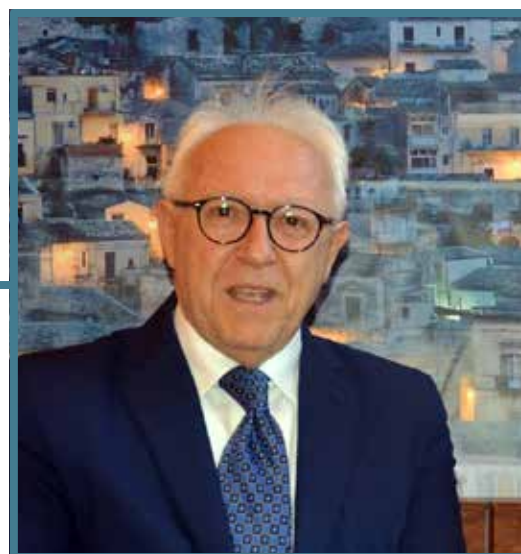
**Antonio Rallo**

*Patron di Donnafugata - President of the Sicily Doc Consortium*



**Carolina Cuccurullo**

*Owner Masseria del Feudo*



**Nino Scivoletto**

*Director General of the Consortium for the Protection of Modica PGI Chocolate - President of the European Network The Chocolate Way*



**Penny Murray**

*Export Manager Planeta*

# COMMUNICATIONS AND MARKETING PLAN

The communication and marketing plan is a crucial aspect of the project.

The marketing, communications, and promotion plan for the European Region of Gastronomy 2025

will be planned in detail by marketing specialists and by national experts, also from Italian Universities famous for the specific competences in marketing and neuromarketing of food.

The communications and promotion plan will take into consideration the domestic, national, and international media mix according to the intended target groups.

First of all we intend to optimize all the opportunities that being part of the IGCAT platform offers us.

The platform can be the useful hub from which to start all the collateral initiatives, at least in this first phase.

The joint projects of IGCAT are key for local, international and international marketing tools. Beyond the simple network of contacts that have been created, it will be important for Sicily European Region of Gastronomy to actively participate in all the events scheduled by IGCAT. Already the participation in 2022 in the platform meetings in Menorca and in the Young European Chef Award in Trondheim have meant a personal and human enrichment but also an important vehicle for making Sicilian stakeholders aware of the importance of obtaining recognition in 2025, in 2023 Sicily Candidate European Region of Gastronomy 2023 will participate in the World Food Gift Challenge with a delegation of chocolate producers from Modica, in the Food Film Menu in the jury with a Sicilian film, TV and theater actor and in the European Young Chef Award this time not on the jury but with a female competitor who has just won the regional competition among hotel schools, finally we are already on the jury of the Top Websites competition with our communication manager.

The objective of the plan is to implement communication and marketing activities by integrating facilitating the integration between the tourism system and gastronomy by increasing activities to support sustainability and respect for biodiversity.

The main goal of this plan is to be coherent and to consolidate all marketing, communications and promotional actions that have been carried out in Sicily independently in recent years to create a joint strategy by integrating the work of every stakeholder, maximizing synergies and optimizing results.

## The main Activities of the Plan

- Improvement of the communication of the distinctive and unique features of Sicily gastronomy through all marketing channels and tools customized for individual target group
- Continuous monitoring of the communication and marketing strategies of the main stakeholders involved in the project in consideration of the main consumption trends and with the involvement of the most sophisticated digital solution and neuromarketing analyzes
- Giving support to all our stakeholders' channels and standardizing messages and content to promote an image strictly linked to the enhancement of Sicilian gastronomic excellence
- Implementation of the activities about the promotion of the "Made in Sicily brand" in order

to present the Region as a destination for unique gastronomic experiences

- Support to stakeholders to enhance the use of communication and digital marketing and the opportunities offered by social media marketing and digital foodies influencer (e.g. blogger, digital journalists) to promote Sicilian gastronomy
- Developing new, targeted marketing campaigns on the topic of gastronomy (online and offline), and promoting gastronomy on social networks
- Implementing a calendar of gastronomic events of interest on the Sicily, as well as a map of the main culinary itineraries
- Mapping out and promotion a calendar of contents to promote events and projects via the most effective media outlets
- Identification and promotion of a recognizable European Region of Gastronomy 2025 "logo" for the promotion of the hospitality and catering facilities involved in the project
- Promoting cooking competitions using traditional recipes



*Sicilian cannoli preparation*



- Promotion of awareness-raising activities on the themes of Sicilian gastronomy and its history in schools and universities with emotional experiences and scientific conferences
- Implementation of food and wine events for the enhancement of iconic and traditional products also using multi-sensory experiences
- Promoting gastronomy tourism with 'online Bookable food and beverage experiences'
- Defining a "Support Ambassador Programme" for chefs and food influencers, for touristic experiences, for historical and cultural visiting, and for the experiences in the agricultural and wine touristic companies
- Prepare a catalog, on typical food and wine experiences in Sicily for 2025, including the top 150 restaurants and 150 producers of typical and iconic products equally distributed throughout the Sicilian territory
- Presenting Sicilian gastronomy in a printed and online catalogue in Spanish, English, German, French, Chinese and Italian
- Organizing PR activities, conferences and specific meetings of promotion relating to European Region of Gastronomy 2022 events
- Organizing private food tours, wine experiences and cooking shows for food critics/writers, opinion-makers and bloggers in collaboration with the companies involved in the project.

Concretely, under an online point of view in addition to the showcase site, [www.europeanof-gastronomysicily2025.org](http://www.europeanof-gastronomysicily2025.org) + .it + .com

which will present the philosophy of the project, the calendar of activities but above all a huge section dedicated to supporters, ambassadors and all the local stakeholders involved, because the candidacy must serve to consolidate local networks also for post 2025, accounts will be opened social media on:

Instagram  
 LinkedIn  
 Twitter  
 Tiktok  
 Facebook

The posts will be scheduled according to a temporal logic but also of content in order to intercept different targets and amplify visibility and external involvement and to bring together Sicilian operators of all ages and origins as much as possible on a common federating objective and stimulate interest also of young and old Sicilians and not who are outside the gastronomy business

posts on content related to Sicilian gastronomy\agriculture inspired by the book  
 institutional posts such as what is the European region of gastronomy\agreement signed with a consortium\dossier presented etc

posts on the events in Sicily of our ambassador partners and on gastronomy in general

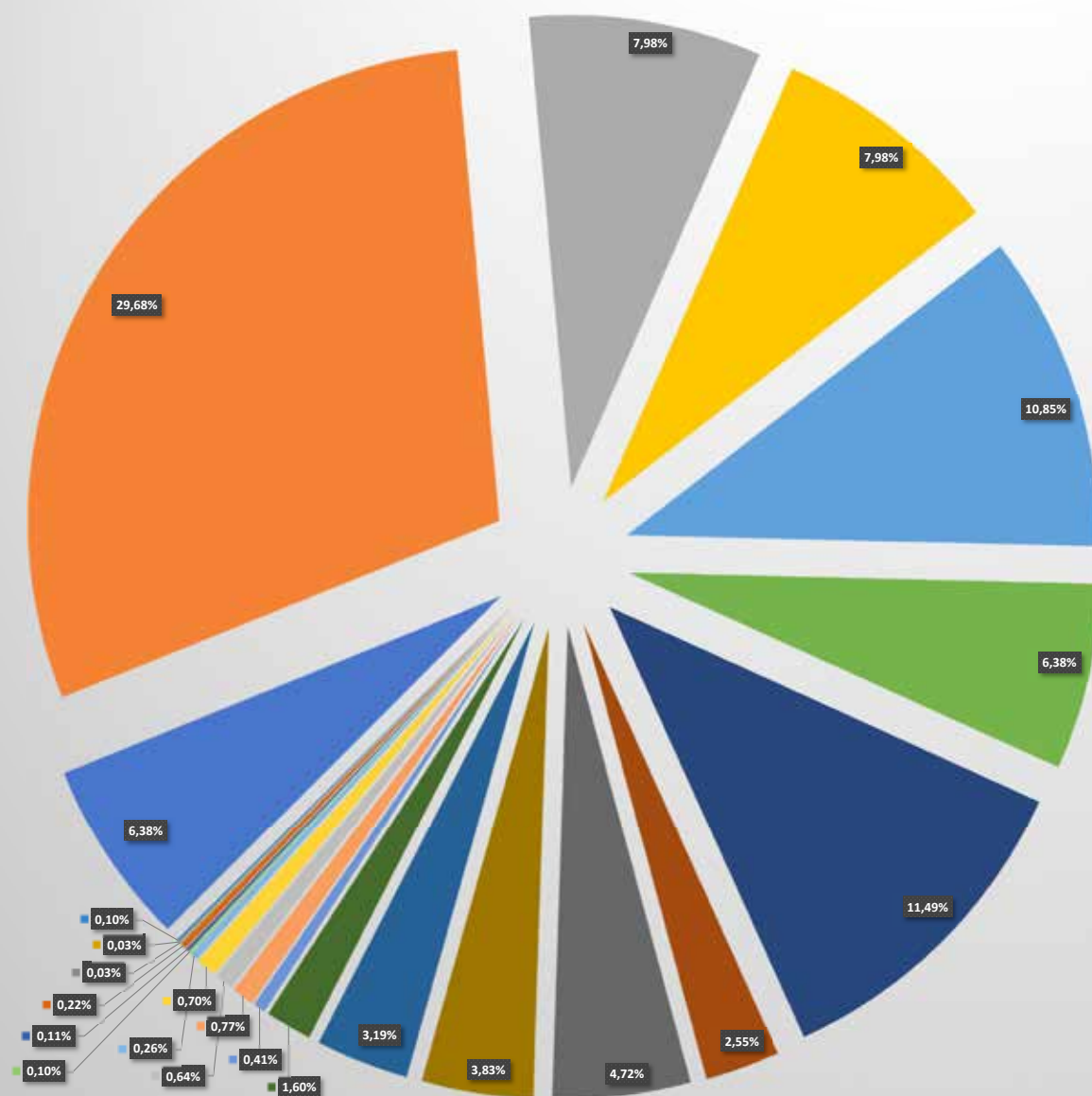
As far as offline communication is concerned, referring to the calendar of activities, the use of the logo and images relating to the candidacy will be recommended on all commercial or institutional occasions, and the space will be reserved by all networks, consortia and companies that support the candidacy. to promote it, through actions financed with inkind contributions from the supporters themselves





# ACTIVITIES & FUNDS

Activities & funds



- Specific commitments sustainable use of nutrients
- Activities to adopt and maintain organic production practices and methods
- Activities for sustainable breeding and animal welfare
- Support for mountain areas with natural handicaps
- Support for areas with other significant natural handicaps (in order to avoid abandonment and to preserve its ecosystem services)
- Establishment of young farmers
- Agricultural productive investments for the competitiveness of farms (technology, innovation and marketing)
- Investments in agricultural holdings for diversification into non-agricultural activities
- Support for the preparation of rural development strategies (LEADER Project) and Implementation of local development strategies
- Investments in infrastructure for agriculture and for the socio-economic development of rural areas (Promote the vitality of rural areas and combat phenomena of depopulation, poverty and environmental degradation)
- Investments for the processing and marketing of agricultural products, preferably sustainable
- Technical assistance
- Forestry / afforestation plants and agroforestry systems on agricultural land
- Support for EIP AGRI operational groups of farmers, researchers, consultants, entrepreneurs in the agri-food sector, who present an innovation, sustainable project or for the promotion of climate change resiliency (Promotion of knowledge, innovation and di
- Investments for forest damage prevention and restoration (Construction on agricultural surfaces, new natural forest and arboriculture stands, and agroforestry systems, in order to increase the absorption and storage capacity of atmospheric carbon in the so
- Promotion of quality products and promote and implement quality systems information actions for consumers and operators; Activities and initiatives to promote quality products on the EU internal market; inform consumers about the nutritional characteristic
- Cooperation for innovation support actions and services aimed at the agricultural, forestry and agri-food sectors
- Support for areas with specific constraints
- Training of agricultural entrepreneurs, employees of companies operating in the agriculture, animal husbandry, food industries, and other private and public subjects functional to the development of rural areas and experts
- Consultancy and support from experts
- Information and communication actions
- Demonstration actions for the agricultural, forestry and rural areas

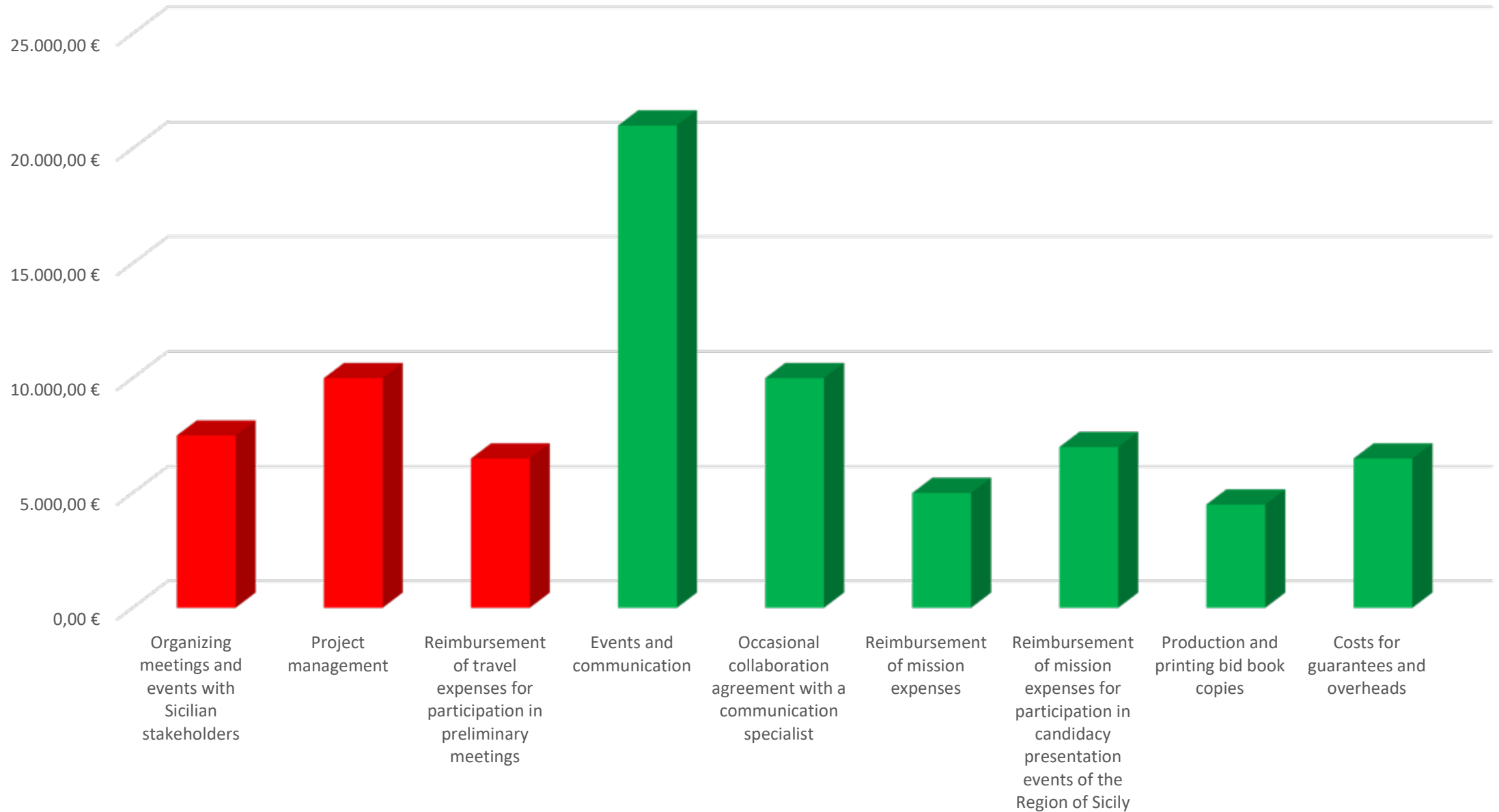
€ 1.566.569.750 Total funding from Department of Agriculture and Forestry, Rural Development and Mediterranean Fisheries 2023 -2027, of which about 80% to support

activities for the European Region of Gastronomy project.

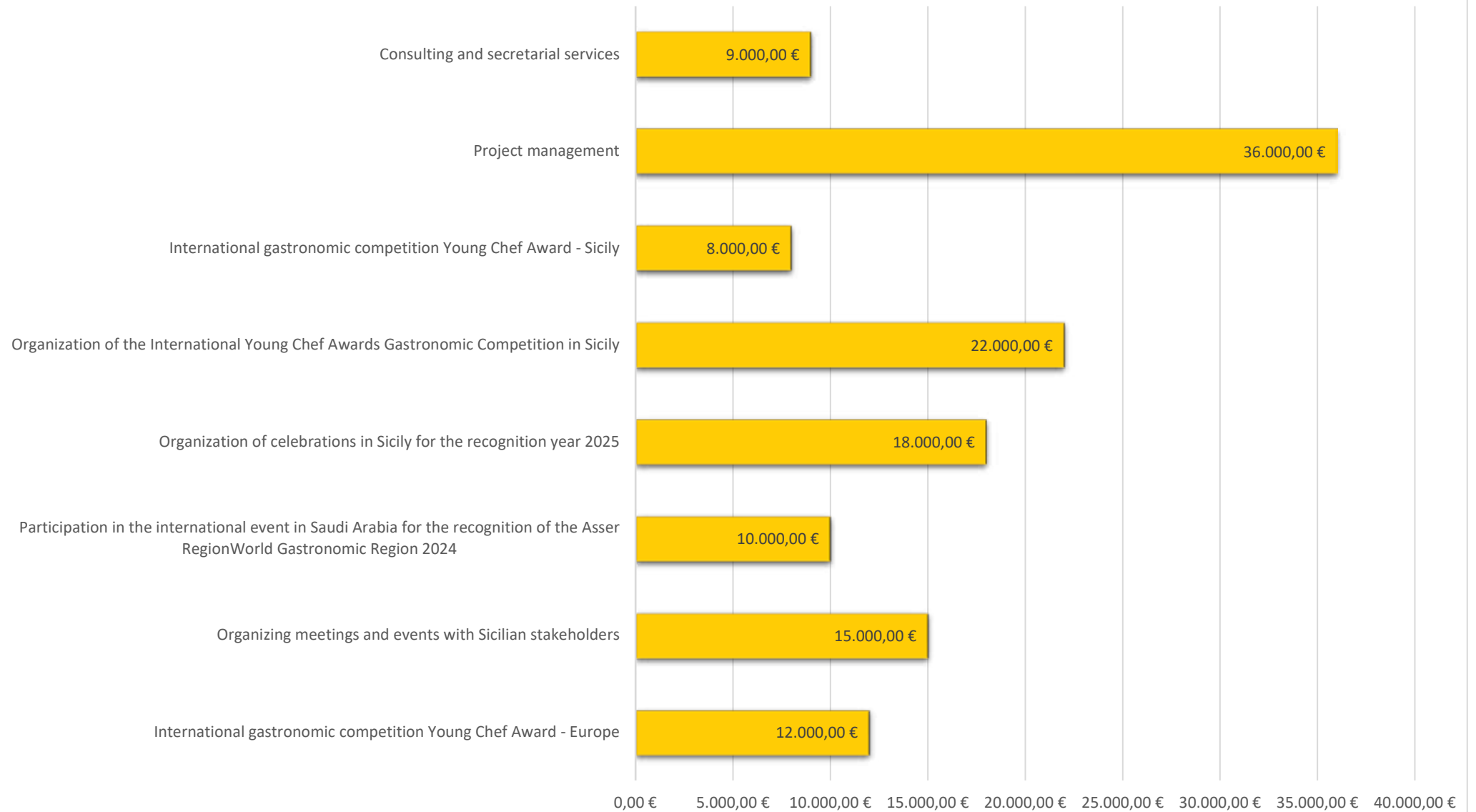


## Other activities & funds - Year 2022

Sessione A - Joining and preparation | Sessione B - Bidding and preparation

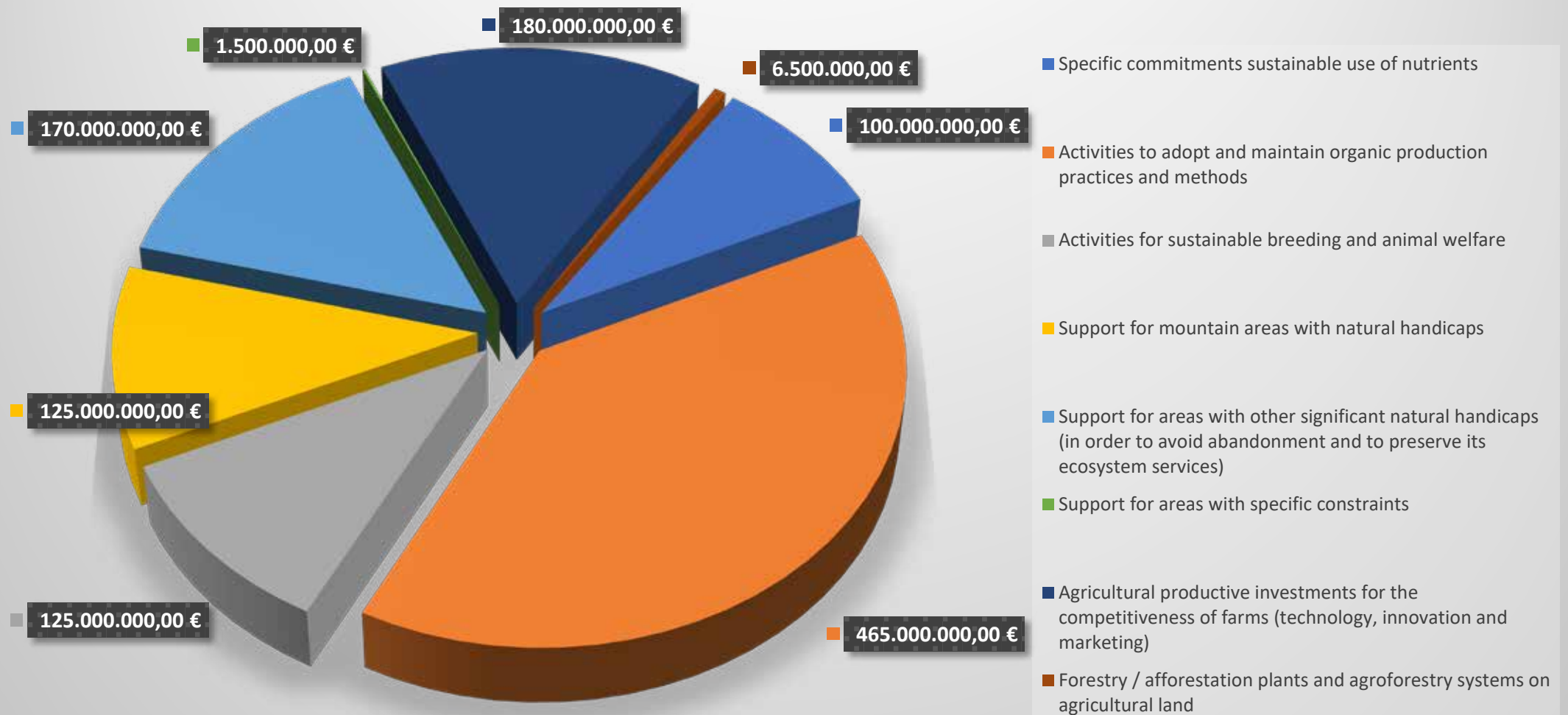


## Other activities & funds - Budget 2023-2026

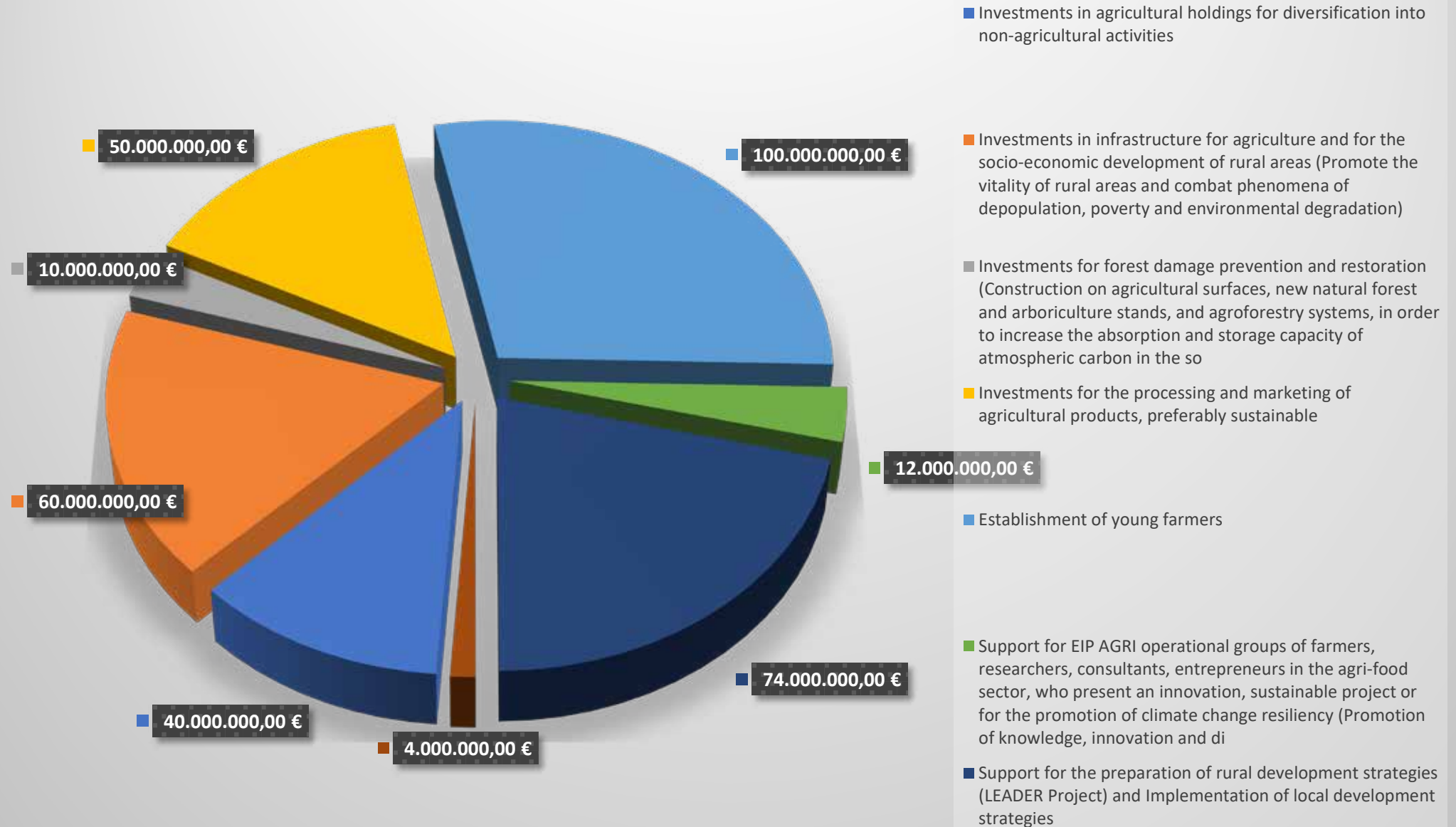




## Environment and Sustainability

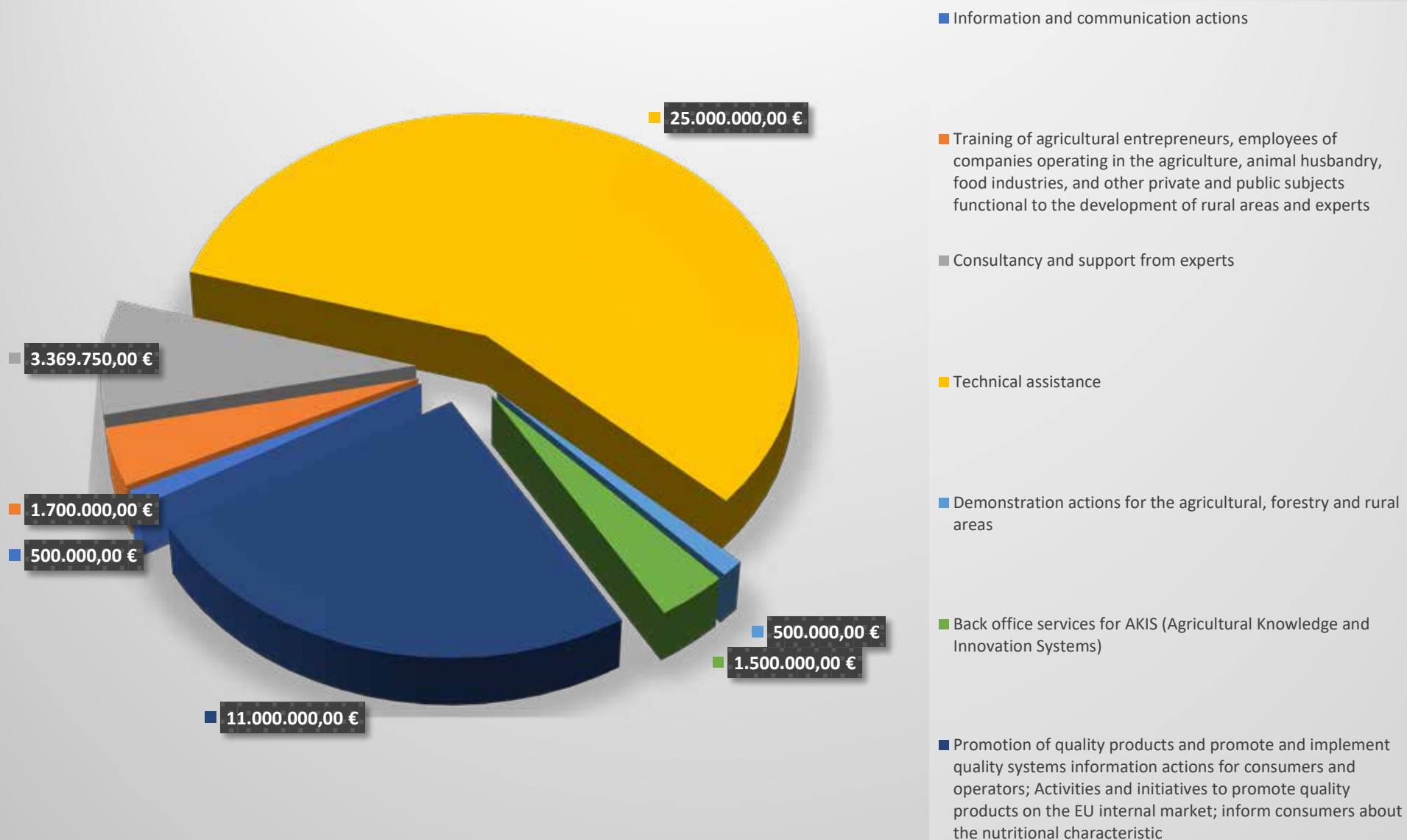


# Investments and support to SMEs





## Communication and Management





### **Pino Cuttaia**

As a die hard Sicilian through and through, Pino Cuttaia's cooking is a celebration of everything good about the island's food. His personal interpretation of the region's famous dishes has made his restaurant La Madia a bastion of Sicilian cuisine. The chef obtained his first Michelin star in 2006 and three years later, in 2009, came the second. Early in his life, he considered cooking a hobby, but soon it became a passion for him and he turned up to work in both intriguing and renowned kitchens, including Il Sorriso in Soriso (Novara) and Il Patio a Pollone (Biella). These experiences were a call to focus and eventually to return to his homeland, in Sicily, where he went on to obtain important and prestigious awards dishes. If you ask Pino Cuttaia where he is from, he will never say Italy. He is a fiercely proud Sicilian, who was born in Licata on the southwest coast of the island.



### **Josè Rallo**

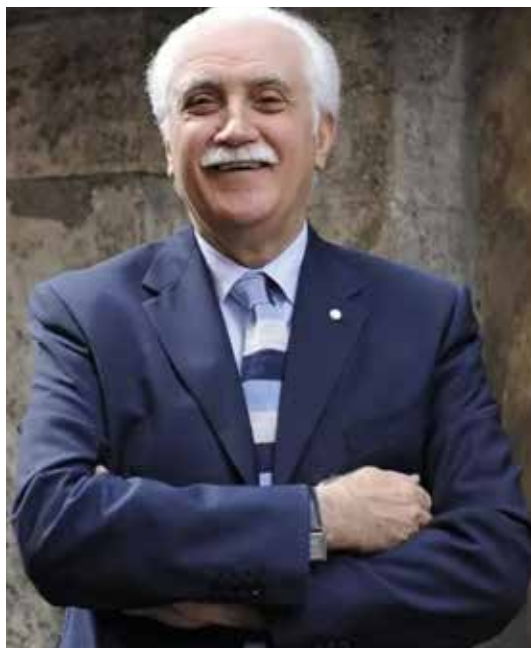
José Rallo represents the fifth generation of a Sicilian family with 160 years of experience in quality wine. After a professional experience in international management consulting companies, in the early 90s José Rallo joined Donnafugata, the family winery founded in 1983; Donnafugata has 5 wineries and over 400 hectares of vineyards in Sicily. Face and voice of the company, she leads the marketing and public relations team, oversees management control and the quality system. She is committed to the eco-sustainable and cultural development of her territory. José Rallo innovated the style of wine communication. Her sensitivity led her to communicate an innovative Sicily and the excellence of Made in Italy, in the dialogue between art, wine and sustainability.





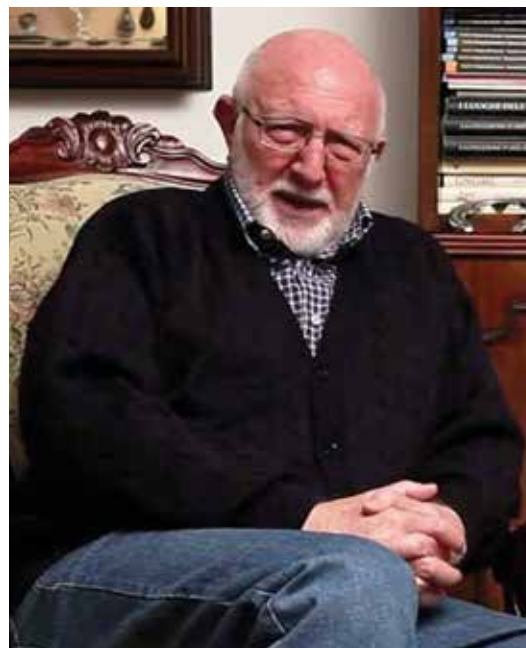
### **Nicola Fiasconaro**

An authoritative voice in the food industry and spokesman for the best Made in Sicily confectionery production in the world, he was born in Castelbuono in 1964. He began as a child to 'get his hands dirty' with chocolate and jams in his father's artisan workshop and today he's one of the best Italian Pastry Chef. Significant in his career path was his training period at the Academy of Culinary Arts Boscolo Etoile of Chioggia. Fiasconaro family began its story in the 1950s in Castelbuono, a small village in the Madonie Park in the province of Palermo, a place where the brothers Nicola, Fausto and Martino decided, in fact, to keep the heart and mind of the business where it all began. The leap in quality was made possible, however, thanks to the new generation, in particular credit goes to Nicola, who had the intuition to reinvent Italy's most northern dessert, panettone, in a Mediterranean key.



### **Giorgio Calabrese**

Giorgio Calabrese holds a degree in Medicine and specializes in Food Science. He is an active member of the New York Academy of Sciences and the American Association for the Advancement of Science in Washington, DC. He was a member of the European Food Safety Authority (E.F.S.A.) in Brussels from 2002 to 2008. He is an Author of international and national publications, and has participated in many International Congresses as an official speaker. He is Scientific Advisor to the Italian Ministry of Agriculture Commissions "Fruit in Schools" and "EXPO 2015". He is a Consultant of the Italian Ministry of Health. He has been a Consultant of the City of Turin for the dietary management of school menus. A freelance journalist, he is a consultant for Italian network RAI-I, he writes in national newspapers as, La Stampa, Corriere della Sera and La Repubblica.



### **Gaetano Basile**

A Palermitan, journalist, writer, television and theater author, as well as a passionate wine gastronomer and compelling storyteller. He knows how to speak to people's memories and hearts regardless of stereotypes and clichés. A profound scholar of the history of typical island foods, he is an honorary academician of the Italian Academy of Cuisine and a member of the Sicilian Cuisine Studies Committee. In 2011, he was awarded by the Foreign Press Association in Italy as "Best cultural popularizer of Italian gastronomy." He has also collaborated with international network such as France 3, Yleisradio Finnish Broad. Co., France Inter, ZDF, Nippon TV, RAI and MEDIASET. In explaining why he talks about Sicily in his books, Basile does not mince words: "I talk about it because I hate it." Yet his books are a great success precisely because of the engaging way he recounts that scorching sun-baked land, amid the vices, customs and virtues of the men of a bygone era.

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## Sitografia e Fonti

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Sicilian cart and detail of the wheel decorations



