



1st International

GASTRONOMY

Symposium of Alto Minho - Portugal



Abstracts



Ponte de Lima
Palacete Villa Moraes
3-4 mar. 2023



ipvc cisas



NORTE2020



Comissão Organizadora / Organizing Committee

Paulo Barreiro de Sousa – CMPL (Presidente da Comissão)

Nuno Vieira e Brito – IPVC

Lúcia Pereira – CMPL

Marta Sofia Ribeiro Vilas Boas – IPVC

Comissão Científica / Scientific Committee

Nuno Vieira e Brito – CISAS, IPVC (Presidente da Comissão)

Manuela Vaz Velho – CISAS, IPVC

Marta Sofia Ribeiro Vilas Boas – CISAS, IPVC



Título da publicação:

“1st International Gastronomy Symposium of Alto Minho”

Autores:

Álvaro Campelo

Ana Soeiro

Claudio Cecchinelli

Colin Sage

Diogo Novais Pereira

Fruqan Meerza

João Rodrigues

John D. Mulcahy

Liliana Duarte

Michelle Filippo Fontefrancesco

Nuno Vieira e Brito

Pedro Cueva

Teresa Coelho

Coordenador: Paulo Sousa

Design: Município de Ponte de Lima

Fotografia: Município de Ponte de Lima

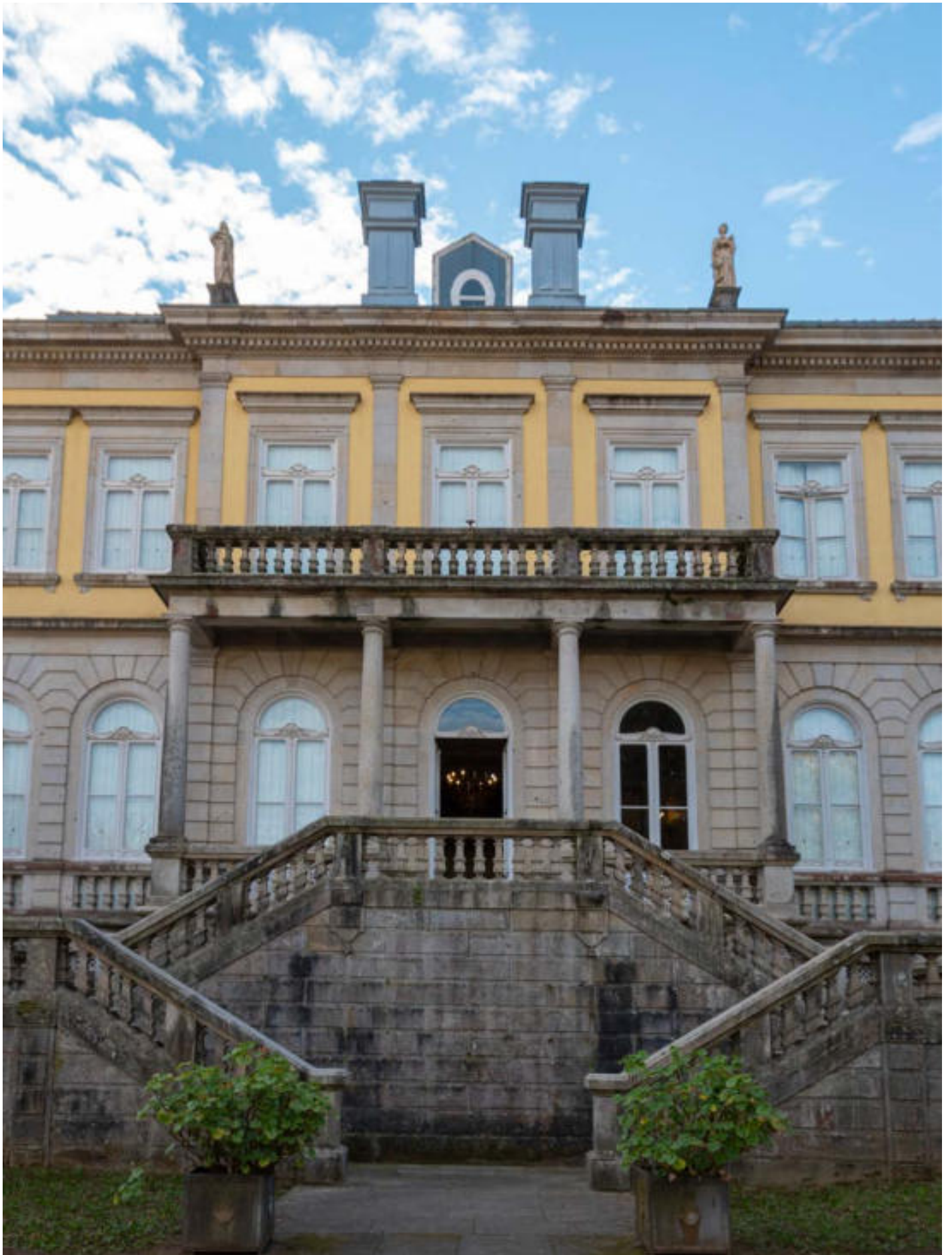
Tipo de suporte: impresso (300 exemplares) e eletrónico

ISBN: 978-989-98907-5-6



Índice / Index

- 11** **Enriching Gastronomic Heritage and Charting the Future with Innovation** *Vasco Ferraz*
- 13** **Food and Culture** *Teresa Maria Pais Nogueira Coelho*
- 15** **Food heritage and sustainable development: the lesson from short agrifood chains in Italy**
Michele Filippo Fontefrancesco
- 21** **Matéria Project** *Chef João Rodrigues*
- 22** **Gestures that inhabit the intimacy of the food narrative** *Chef Liliana Duarte*
- 25** **Regional gastronomy at a time of planetary emergency: preparing for the future or staying rooted in the past?** *Colin Sage*
- 29** **Eating Culture. Gastronomy as Heritage.** *Álvaro Campelo*
- 35** **Food in Tourism: some perspectives & insights** *John D. Mulcahy*
- 36** **Gastronomic tourism as a factor of development in a manufacturing territory**
Claudio Cecchinelli
- 37** **How does BCC Innovation contribute to economy and social development in territories?**
Pedro Cueva and Furqan Meerza
- 41** **Evolution of the tradition: Family Restaurant.** *Chef Diogo Novais Pereira*
- 43** **“Arroz de Sarrabulho à Moda de Ponte de Lima” – Why Promote and Protect a Ponte de Lima Traditional Speciality?** *Nuno Vieira e Brito, Isabel Afonso*
- 48** **Traditional Specialities Guaranteed – a world apart.** *Ana Soeiro*



1st International

GASTRO NOMY

**Symposium of Alto Minho
- Portugal**

Ponte de Lima
Palacete Villa Moraes
3-4 mar. 2023



Valorizar a herança gastronómica e traçar o futuro com inovação

Enriching Gastronomic Heritage and Charting the Future with Innovation

A gastronomia sempre representou um papel relevante para o Município de Ponte de Lima, pois é um sector que dinamiza de sobremaneira a economia local. Ao longo dos tempos, a gastronomia foi tomando outras dimensões e é, hoje, um dos muitos atributos pelos quais o nosso território é conhecido. Ponte de Lima é, aliás, um dos grandes polos gastronómicos de Portugal.

Para o Município de Ponte de Lima é fundamental a aposta na gastronomia, na alimentação, sendo essencial debater sobre o património gastronómico, os seus desafios, as oportunidades e o futuro deste setor, tendo, por isso, idealizado o 1º Simpósio Internacional de Gastronomia. A pedra basilar foi, assim, lançada para futuras reflexões e discussões à volta da gastronomia.

Valorizar a nossa herança gastronómica, pensando na confluência com a inovação gastronómica, foi um dos propósitos que levou o Município de Ponte de Lima a realizar este simpósio, orgulhando-se de ter sido pioneiro no lançamento desta discussão que importa a todos que participaram neste evento. Estimular a produção dos nossos produtos endógenos e com isso difundir a economia circular que depois dará resposta a um ecossistema gastronómico mais rico com pegada ecológica mais reduzida, também é uma das preocupações do Município de Ponte de Lima para tornar este setor sustentável.

Este simpósio foi o ponto de partida para, agora com mais uma base de sustentação, desenvolvermos o Laboratório de Gastronomia de Ponte de Lima, pois somos um território de referência a nível nacional na área da gastronomia tradicional, mas Ponte de Lima também pretende afirmar-se na inovação culinária.

E para o sucesso deste evento, foram determinantes os contributos de oradores e convidados. Enquanto presidente da Câmara Municipal de Ponte de Lima agradeço o empenho de todos os que participaram neste simpósio, esperando que com esta partilha de conhecimento possamos ir mais além neste tipo de projetos que se pretendem concretizar.

Gastronomy has always played a significant role in the Municipality of Ponte de Lima, as it is a segment that greatly boosts the local economy. Over time, gastronomy has taken on new dimensions and is now one of the many attributes for which our region is known. Ponte de Lima is, in fact, one of Portugal's great gastronomic hubs.

For the Municipality of Ponte de Lima, the focus on gastronomy and food is fundamental; it is essential to debate gastronomic heritage, its challenges, opportunities, and the future of this sector, which is why the 1st International Gastronomy Symposium was conceived. The foundation stone has thus been laid for future reflections and discussions around gastronomy.

The importance we place on the value of our gastronomic heritage as well as thinking about its confluence with gastronomic innovation, was one of the drives that led the Municipality of Ponte de Lima to organise this symposium; and it is proud to have been a pioneer in launching this discussion that is important to everyone who has taken part in this event. Another concern of the Municipality of Ponte de Lima is the sustainability of this sector and so by stimulating the production of our endogenous products and thus spreading the circular economy, will then lead to a richer gastronomic ecosystem yet a smaller ecological footprint.

This symposium was the starting point for us to develop the Ponte de Lima Gastronomy Laboratory, because we are a national reference in traditional gastronomy, but Ponte de Lima also wants to assert itself in culinary innovation.

The contributions of the speakers and guests have also been crucial to the success of this event. As Mayor of Ponte de Lima, I would like to thank all those who took part in this symposium for their commitment, and I hope that by sharing this knowledge we can go further in this type of project that we would like to achieve.

Vasco Ferraz

Presidente da Câmara Municipal de Ponte de Lima



FOOD HERITAGE: Food and Culture

Teresa Maria Pais Nogueira Coelho

(Chefe de Divisão da Qualidade e Recursos Genéticos, DGADR)

Food and culture, an inseparable link that allows us to travel in a country rich in rituals to be found at the table and which must be preserved. In a society undergoing profound changes, including demographic ones, with the population leaving the interior and concentrating in the coastal cities, it is increasingly important to ensure that no part of our country's heritage is lost or wasted. Since culture is part of a people's identity, Portugal has unique characteristics in each region, municipality or even town, which are only maintained thanks to those who, because of their age, cannot leave. We must think of the regions and their heritage as more than just future museums. There is no doubt that gastronomy is a key element in this process, opening the door to the possibility of living experiences for future memory.

These gastronomic experiences guarantee us a positive balance in our "bank of good memories", a bank that is inexhaustible and endlessly revisitable. The memories of the senses do not exist in versions that are not "live and in colour" and are never achieved in modern virtual versions of anything. By promoting the "eating of culture", we promote genetic diversity and help indigenous breeds and traditional plants to continue to be produced. Since diversity is the source of genetic resources, it is a precious reserve as a tool for adapting to climate change, which could be dramatic. Looking to the future also means looking to the past for solutions.

According to the Food and Agriculture Organisation of the United Nations (FAO), 75% of calories come from just 12 plants and 5 animal species, a fact that could easily endanger us as a species. In a process of gastronomic valorisation, the qualification of products should not be overlooked. The protection of possible geographical indications is an indisputa-

ble asset, not only because it assures the consumer of the product's originality, but also because it guarantees that the product's characteristics are linked to its origin. It is a collective tool for enhancing the value of certain products from a region, which adds economic value to the product and benefits its producers. Rural development will be the happy consequence of investing in food as a culture, because it will mean creating jobs and settling populations, but it is important to guarantee the creation of living conditions, namely access to decent wages for work. We must explain to visitors that quality has a price and must be fairly rewarded.



FOOD HERITAGE Tradition and innovation for sustainable territorial development

Food heritage, and sustainable development: the lesson from short agrifood chains in Italy

Michele Filippo Fontefrancesco (*UNISG, Pollenzo Italy*)

Abstract

The chapter looks at local, artisan food productions and their value chains. It explores a qualitative methodology of analysis developed in order to assess the health of these production chains, identifying their main weakness and strengths in terms of sustainable development. In so doing, it presents the state of arts of the health of short agrifood chains in Italy.

I. Introduction

In the past decades, a growing thread of research has investigated food heritage, developing specific tools and methodologies to analyze food products and their tangible and intangible characteristics (Fontefrancesco & Zocchi, 2021a, 2021b). The debate has, however, explored less in the detail the characteristics of their supply chains. For this reason, the chapter is based on two research projects conducted by the University of Gastronomic Sciences, in collaboration with Slow Food (www.unisg.it) that investigated the health of forty minor supply chains sampled throughout Italy through five socio-economic descriptors.

The chapter opens by presenting the specificities of the geo-gastronomic context where the research was conducted. Thus, it illustrates the characteristics of the research and its main results. In so doing, it shows the areas of fragilities of the case studies showing the importance of expanding the area of analysis of food heritage documentation to the health status of the supply chain to better assess the overall present and future of traditional food.

II. Traditional food and short supply chains in Italy

The plurality of agro-alimentary products distinguishes Italian territories (Capatti & Montanari, 2003), consisting of small-scale productions, recognized as excellence. These products are the result of both the cultural and the geographical diversity of the Peninsula, and represent the pillar of its economy of beauty (Fontefrancesco, 2021). These gastronomic realities are the result of a multitude of small production chains in terms of territorial extension and the number of actors involved. They are the result of the work of artisan firms that may express strong history and savoir-faire (Micelli, 2011) but are also facing difficulties concerning their business structure, market access, and the raising of capital in an uncertain economic context. They populate the most marginal areas of the country, from the Mediterranean islands to the innermost valleys of the Alps and Apennines. These products are the result of a process of co-evolution where communities work with specific animal and plant species, learn to use them, transform them, and preserve them over the generations to make them a distinctive feature of the landscape. Moreover, these products and their supply chains contribute to guaranteeing entrepreneurial and settlement continuity in these territories, which are increasingly affected by phenomena of impoverishment, depopulation and abandonment. They counter this marginalization by assuring income and adequate living conditions for the employees of the supply chain businesses, often promoting initiatives of biodiversity conservation and social entrepreneurship. They

are capable of creating new sociocultural centrality and the possibility of new economies for these territories, if we take into consideration their role as a tourist resource aimed at a global audience increasingly in search of unique foods capable of combining history and landscape (Guigoni, 2019). Thus, the development of such products and their supply chains represent a fundamental resource for development and territorial inclusion in the areas (De Rossi, 2018).

In face of this role and potential contribution, the current debate suggests specific weaknesses that characterize such firms. First of all, since the 1980s, scholars have identified the small size of these enterprises as a possible limit in the access to financial capital needed to intensify the business to face large, international markets (Fuà, 1980). Moreover, the small size is often linked with a family-based business that struggles with business growth, professionalization of management, and generational change (Yanagisako, 2019). Alongside it, these businesses struggle to have consistent access to the market due to both their financial capability and the logistics of the place where they are located (Borghini, 2017; D'Alessandro et al., 2020; Macchi Janica & Palumbo, 2019). The limited market access entails the limits concerning the communication strategies of the business, often limited in terms of extension and channels used (Giampietri & Triestini, 2020; Menna et al., 2020; Privitera et al., 2018). This delay couples with a difficult digitalization of the production and marketing practices. Finally, scholars highlight the limited collaboration among players of the same supply chain.

Literature, thus, outlined a complex scenario where opportunities are often lost under the weight of the structural fragilities of the enterprises. Thus, to preserve these productions and support these businesses, local and financial institutions needed tools to understand where and how to intervene in support of these realities.

III. The research

Between 2020 and 2022, the researchers of the University of Gastronomic Sciences were involved

in two research projects that had a common goal, which is to analyze and verify the health of 40 supply chains of small, traditional food productions. The products were selected in collaboration with the sponsors of the researchers among local products deeply rooted in the agri-food history of the different Italian regions produced in marginal (Hinrichs, 2000). They were all short supply chains, deeply rooted in specific territories and based mostly on the work and collaborations of micro and small companies in the farming, processing, and Horeca sectors. The case studies share a few elements:

- They were all deeply rooted in a specific territory and linked with its food heritage;
- The supply chains were based on SMEs only;
- The supply chains were related to marginal areas subject to socio-economic, and environmental fragilities.
- The products were the subject of intervention of specific business or public institutions such as producer associations, cooperatives, consortia, etc.

The research team was asked to assess the overall health of the supply chains by providing guidelines of intervention in support of these realities. To achieve the goal, the team developed a qualitative research protocol that combined bibliographic analysis, in-depth interviews, and ethnographic observation through which all the supply chains were analyzed.

The first phase was a preliminary analysis based on bibliographic research aimed at exploring the socio-cultural and environmental specificities of each research area. This work has been carried out by reviewing the regional and national databases relating to the census, documentation, and enhancement of traditional productions linked to the territory, paying particular attention to the projects promoted by the Ministry of Agricultural Food and Forestry Policies (<https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/202>) and by the Slow Food movement (<https://www.slowfood.it/>). To gath-

er full details of the specific product, the researchers conducted a throughout analysis of the agri-food products registered in the catalogs of protected designations of origin (PDO), protected geographical indications (PGI), and traditional specialties guaranteed (TSG). They also considered the products documented in the National List of Traditional Agri-Food Products (PAT) and the possible, specific reference has been made to the productions linked to the Rural Landscapes of Historical Interest included in the National Catalogue promoted by MIPAAF (<https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/5832>). [https:// www.reterurale.it/registropaesaggi](https://www.reterurale.it/registropaesaggi)). Together with it, the research focused mainly on the projects Arca del Gusto (<https://www.fondazione Slow Food.com/it/cosa-face/arca-del-gusto/>) and Presidi (<https://www.fondazione Slow Food.com/it/cosa-facciamo/i-presidi/>). This initial research also covered the collection and analysis of further projects related to the work of the Slow Food movement in the areas of competence of the partner foundations, paying particular attention to initiatives aimed at promoting local development through the use of agri-food, gastronomic and cultural resources of the areas under investigation.

The resulting base of knowledge was further enriched by the data concerning the product and its supply chain gathered from scientific literature and grey literature. The publications, selected among those available in Italian or English, were gathered through EBSCO, Scopus, and Google Scholar databases, as well as by receiving them by the sponsors or the local informants contacted in the next phases of the research. The review of the literature aimed to explore the characteristics of the supply chain and the product associated with it, paying particular attention to the production process and/or transformation or the socio-cultural link, historical-environmental and gastronomic with the territory of reference.

The second phase involved an empirical analysis that involved the administration of a survey of the local producers and a campaign of interviews with local producers for each case study.

Local producers were contacted and asked to

complete 53 mostly closed questions grouped according to homogeneous categories. The survey was administered to a sample of actors in the supply chain through foundations or consortia and/or reference associations to have at least one representative for each link. Moreover, local producers were asked to complete an in-depth non-structured interview. Considering the Covid-19 pandemic restrictions, they were completed online or on the phone. The producers were involved directly, based on the information gathered in phase one. The interviews investigated the main potentialities and fragility of the supply chain with particular attention to the structure, the ability to access the market, the presence and visibility of the actors that compose it, their ability to "network" and the use of technological and digital resources in business management, promotion and sales.

The resulting base of knowledge was verified through specific short fieldwork conducted in the summer of 2021. The fieldwork involved the visit of the production plants, ethnographic interviews with producers and consumers, and mapping and food scouting of the areas. Considering the pandemic restriction, it was possible to complete only a limited number of fieldwork in the Italian NW.

All the data were anonymized and used in aggregate form. They have been summarized accordingly in a fixed model of record. To systematize the work, data were analyzed based on five descriptors, developed based on the emerging results in the current debate:

- Structure: The descriptor identifies the scale of the company, the number of employees, the average age, their turnover, and their turnover.
- Market access: The descriptor considers the data related to logistics and the commercial network in its extent and intensity.
- Presence and visibility: The descriptor considers the use of multi-channel strategies by companies to build a media presence.
- Digitization and innovation: The descriptor presents the level of development because of

Industry 4.0 undertaken by the company the integration of production processes through greater computerization and automation of production and sales

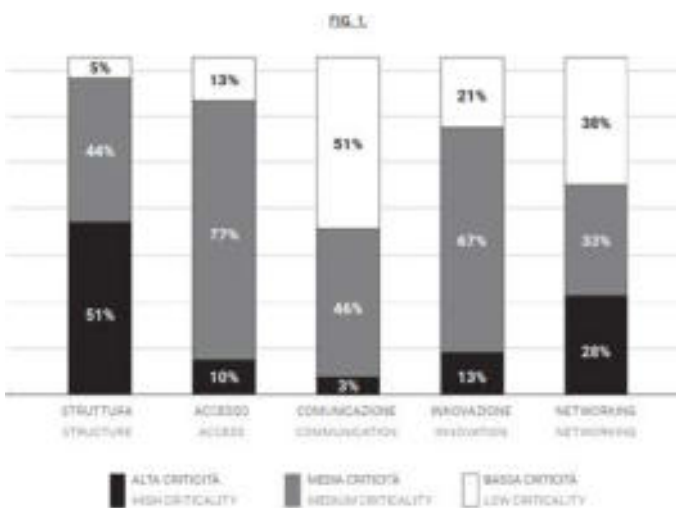
- **Networking:** The descriptor refers to the social and relational capital of companies or their participation in associative forms and in particular the data of the structural collaboration with other companies or public bodies to achieve the economic objectives of the enterprise.

All the issues that emerged in the research were clustered based on their relevance for each descriptor, selected based on their frequency, and classified based on a traffic light system:

- green, lack of negative issues;
- yellow, an issue affecting the business and posing threats in the long run
- red, issue deeply affecting the business and posing threats in the short and long run.

IV. Emerging Fragilities

The research has produced an accurate picture of the characteristics of each supply chain and a composite outline of their health (Fig. 1)



It shows particular fragilities mainly connected to the same nature of the entrepreneurial reality of the supply chains. These are linked to the firms' small

structure that often coincides with a low capitalization and the difficulty of investments. At the same time, the age of entrepreneurs and employees, commonly over fifty, is generated in a context of difficult generational turnover.

Alongside this, access to the market, and communication and digitalization appear less problematic than what is commonly indicated in the literature, although still in need of attention. The difficulties in accessing the market are linked in the first place to the logistical constraints of the rural areas, but also a difficult outlet in the retail sector due to competition from wholesalers and large retailers. In the face of this, over the last five years, the local firms have undertaken progressive disintermediation by launching e-commerce tools and alternative food networks to have a direct bridge between farm and fork. This strengthening process goes hand in hand with the implementation of digital and social communication strategies developed mostly at the associative level to create interest and awareness of the local product in the urban public. In this sense there is progressive development of a media presence on the market, albeit still niche, which is associated with the completion of the first concrete actions in the field of digitalization, relating to communication (creation and use of websites, mailing lists, social profiles) and commerce (e-commerce), where the field of production appears to be poorly affected by computerization and automation processes.

The least critical aspect appears in the field of cooperation. This data must, however, be read in the light of the peculiarities of the case study that was selected because already characterized by consolidated experiences of collaboration related to the enhancement of local products by public and private actors. Although with solid social capital, these enterprises highlighted the difficulty to widen the collaboration to new subjects and widespread conflict among the actors of the supply chains and the stakeholders.

V. Conclusions

If the fulcrum of Italian gastronomy is the diver-

sity of local products guaranteed by short supply chains (Naccarato et al., 2017), the emerging results ring like an alarm. They reveal the overall fragility of the present economic configuration, and potentially of the country's food heritage. The fragilities are not just linked with exogenous factors (e.g. globalization, McDonaldization, financialization) but also with a combination of spatial, technological, cultural, and social elements embedded and embodied by these realities. Faced with the complexity the research offered guidelines for institutional players to preserve support for the growth of these realities by encouraging generational change and entrepreneurial consolidation processes.

For the matter of today's discussion, however, this contribution aims focusing the attention of researchers and professionals interested in preserving food heritage to expand the reach of their studies. Specifically, it suggests looking more and more at the production and economic system that underpins these specific products, specifically when they are still linked with market practices. The firms represent a further layer of analysis to understand the values, meanings, and environmental relationship that are encapsulated into a product and offers a concrete element of analysis to assess the possible future that the products have ahead, which is to predict the risk of disappearance as well as the risk of commodification. At the same time, however, the assessment of the local fragilities represents a step forward to developing better development plans and raising awareness in the general public about the value, and the delicate nature of food heritage, eliciting new involvement and participation as well as, potentially, new entrepreneurship.

References

- Borghi, E. (2017). *Piccole Italie. Le aree interne e la questione territoriale*. Donzelli.
- Capatti, A., & Montanari, M. (2003). *Italian cuisine: a cultural history*. Columbia University Press.
- D'Alessandro, S., Salvatore, R., & Bortoletto, N. (Eds.). (2020). *Ripartire dai borghi per cambiare le città*. Franco Angeli.
- De Rossi, A. (Ed.). (2018). *Riabitare l'Italia. Le aree interne tra abbandoni e riconquiste*. Donzelli.
- Fontefrancesco, M. F. (2021). L'economia della Bellezza della gastronomia italiana. In Banca IFis (Ed.), *Economia della Bellezza*. Banca Ifis.
- Fontefrancesco, M. F., & Zocchi, D. M. (Eds.). (2021a). *Atlante delle filiere. Analisi e prospettive per il rilancio delle filiere marginali sul territorio nazionale*. Università degli Studi di Scienze Gastronomiche.
- Fontefrancesco, M. F., & Zocchi, D. M. (Eds.). (2021b). *La condizione delle filiere corte: studio pilota sul territorio italiano*. Associazione Filiera Futura.
- Fuà, G. (1980). *Problemi dello sviluppo tardivo in Europa*. Il Mulino.
- Giampietri, E., & Triestini, S. (2020). Analysing farmers' intention to adopt web marketing under a technology-organisation-environment perspective: A case study in Italy. *Agricultural Economics*, 66, 226-233.
- Guigoni, A. (Ed.). (2019). *Foodie con la valigia: Il turismo enogastronomico in Italia*. Aracne.
- Hinrichs, C. C. (2000). Embeddedness and local food systems: notes on two types of direct agricultural market. *Journal of Rural Studies*, 16(3), 295-303.
- Macchi Janica, G., & Palumbo, A. (Eds.). (2019). *Territori Spezzati. Spopolamento e Abbandono nelle Aree Interne dell'Italia Contemporanea*. Centro Italiano per gli Studi Storico-Geografici.
- Menna, C., Gandolfi, F., Passari, M., Marcello, Cannellini, Trentin, G., Del Giudice, T., Cavallo, C., & Cigliano, I. (2020). Farm advisory services and knowledge growth in Italy: comparison among three regional intervention models. *Italian Review of Agricultural Economics*, 75(1), 61-70.
- Micelli, S. (2011). *Futuro Artigiano: L'innovazione nelle mani degli Italiani*. Marsilio.
- Naccarato, P. e., Nowak, Z. e., & Eckert, E. K. e. (2017). *Representing Italy through food*. Bloomsbury.
- Privitera, D., Nedelcu, A., & Nicula, V. (2018). Gastronomic and food tourism as an economic local resource: case studies from Romania and Italy. *GeoJournal of Tourism and Geosites*, 21(1), 143-157.
- Yanagisako, S. (2019). Family firms as kinship enterprises. *Economics Discussion Papers*, 2019-12.



FOOD HERITAGE Tradition and innovation for sustainable territorial development

Matéria Project | Chef João Rodrigues (*Monda Restaurant, Portugal*)

“Matéria Project is about creating knowledge
it’s about searching
it’s about knowing how to stop and contemplate
it’s about the importance of time
it’s about sharing
It is above all, about PEOPLE
this is a space for everyone, built by everyone

We live in a time where we establish a relationship of absolute trust with food, where we accept everything we eat, without questioning anything.

How often do we think about the origin of the food we eat?

Do we know where it comes from?

How is it produced?

How does it reach us?

What are the landscapes surrounding it?

Do we know the producers? What difficulties do they pass? Under what conditions do they do it?

What work is implied?

Producers are the guardians of the territory, know-how, traditions, customs and, ultimately, our identity.

We want them to be part of the daily process of our cuisine, our learning, our philosophy and the message we want to convey.

For this to happen, we have to go and meet them, travel the country from north to south, be willing to spend time and understand what they are doing and how they are doing it.

Matéria is a non-profit project, developed by chef João Rodrigues, that aims to promote national pro-

ducers with good agricultural practices and animal production concerning nature and the environment, as fundamental elements of Portuguese culture.

How are we going to do it?

- Mapping of national producers - what they produce and where they are;
- Telling the story of these people;
- Streamlining and participating in initiatives that help to strengthen this network of contacts between producers, chefs and the community.
- Streamlining and participating in educational initiatives for children that increase knowledge about food and its origins;
- Promoting producers in connection with gastronomy and as fundamental elements of Portuguese culture.
- Making Portuguese producers and our territory internationally recognized.

Matéria Project is being developed through the sharing of information and knowledge between chefs and producers from all over Portugal. It is open to all who want to participate in it and help to build this mapping, thus contributing to the sustainability of the producers’ work and for an increase in national product consumption.

Matéria Project is financed by Turismo de Portugal, it counts from the beginning with ICEL as a development partner, and with the institutional support of the National Unesco Commission.”

Information taken from the website of the project. Below the website, address: <https://www.projectomateria.pt/>

FOOD HERITAGE Tradition and innovation for sustainable territorial development

Gestures that inhabit the intimacy of the food narrative

Chef Liliana Duarte (*Cor de Tangerina Restaurant*)

As an icebreaker and thematic grounding exercise, I started by activating a collective dynamic on proximity, interactions and the relationship between those present and the farmers.

In my presentation, as a plant-based chef and socio-gastronomic researcher, I sought to link, define and anchor my knowledge in the gastronomic practice that I have been developing within the restaurant and multidisciplinary project *Cor de Tangerina* and in other contexts, in order to expose the “*Gestures that inhabit the intimacy of the food narrative*”. The focus on this theme was to define the urgency of rescuing the senses and what resources we have to appeal to the sensory experience that the habit of eating provides, as well as making a socio-political and food framework to reflect how and why we eat. From the biological act to the political and cultural, eating represents a series of family references where we were more or less exposed to certain products and sensorialities.

José Quitério advocates, in his work, the evolution that the conception and differentiation between nourishing and eating: “(...) -gastronomy. It is the passage from biology to history, the transition from the realm of necessity to freedom.”

With this motto as a basis, I then started the presentation on the need for gastronomic actors to be able to investigate further, sharing the particularities in their human resources network, to celebrate together - cooking to eat again, cooking so that we do not forget some memories of the kitchen gesture and to create new memories.

Therefore, I based the concepts that have mobi-

lized us as a restaurant – buy locally, in maximum proximity, fair trade, Organic Agriculture, Km0. Buying and cooking with these concepts in the background, I believe it is possible to evolve as cooks and connect the senses, creating a rupture with the alienation of the accelerated rhythms of contemporary consumption and production. Eating is a revolutionary and political gesture – through our purchases and the way the economy works, we can more consciously choose which sources and production chains we favour, as well as their respective social responsibility, connection to the community and respect for human and human rights environment. However, the kitchen turns out to be a lap, a womb of comfort where we all converge and, in this sense, it may be more difficult to break with this familiarity, due to the habit traversed for decades.

I also spoke about this idea of collective responsibility – tackling the issue of the structuring role of restaurants, food as the first medication (eating to cure and prevent illness) and the socio-critical urgency about production and consumption trends. Examples of this are the massification and industrialization of products “from the land”, “natural”, “typical”, “vegan”, intensive monocultures to respond ... where the labels that mark them on the packaging do not always have sustainable production practices behind them, but flags whose practices do not correspond to them.

Finally, and appealing to the investigation triggered by my book “*Paladário*”, I explored the role of emotions – eating to tell: the subjectivity of recipes. The memory of gestures does not always pass from

generation to generation, so when reproducing culinary memories it will be important to write the history of the local gastronomy. However, not only of his recipes and small gestures, but also the plant heritage of the territory (my focus of work), whose plants are being lost, due to lack of cultivation, production and enjoyment. I am speaking, therefore, and mainly, of the edible wild species that continue to have an excellent organoleptic potential and need to attract more investors and daily appreciation – one aspect is social recognition; another is its regular integration into everyday life (let's look at the example of carob flour, how it evolved positively). In the case mentioned above, such as nettle, calondro and acorn (regularly identified in Minho) we are talking about culinary potential. The history of food and the cultural and gastronomic interest in preserving wild plants, as well as regional varieties of vegetables and fruits (referred to in recipes old) that have gained visibility and represent a great opportunity to revalue our food heritage.

<https://www.cordetangerina.pt/our-book-paladrio>



FOOD HERITAGE: Food and Culture

Regional gastronomy at a time of planetary emergency: preparing for the future or staying rooted in the past?

Colin Sage (*Independent Research Scholar, Ireland*)

There is a small but growing appreciation for regional foods and culinary traditions amongst those who travel in pursuit of personal experience. With the financial resources to enjoy higher end dining involving speciality products, such individuals are a target for those who shape tourism policy in regional destinations. After many decades of mass tourism and the enormous and multi-dimensional impacts it exerts, the holy grail of the sector is surely to find wealthier visitors that stay longer in one place. Making a case for the local gastronomy would consequently appear to be an obvious cornerstone for such a marketing strategy.

Such efforts, motivated by the pursuit of economic development in rural and, especially, more peripheral regions can be regarded as a perfectly legitimate strategy given that spending by visitors should offer more opportunities to trickle down to local service providers. The marketing of food and wine tourism routes has been quite successful in many parts of Europe: from the Wild Atlantic Way on the west coast of Ireland to the Wine Roads of Sicily . Yet this is a highly competitive sector with different European regions working hard to establish and promote a distinctive culinary identity designed to attract the discerning visitor. In this context it is understandable to draw from the traditions of the past and attempt to construct a vernacular gastronomy. Geographical and other designation labels help to cement products and practices in localities even when most residents appear to make little use of them. This paradox – that a product's reputation in distant markets may be greater than it is at home - is an important

caveat when looking back to the past as the basis for a gastronomic identity suitable for the future.

Seeking to recover a golden age of gastronomic traditions may seem a benign aspiration but can conceal pressing contemporary issues that increasingly demand our attention. Besides the tendency to construct a suspiciously autarkic culinary identity that is often also guilty of romanticizing the farming, eating, and dietary adequacy of the past, the enthusiasm for gastronomic heritage appears to ignore the rapid and continuing transformation of food systems. On the whole people are not eating what their grandparents ate, and certainly not in the same quantities. The explosive growth and penetration of the industrial food system around the world has brought to the kitchen table more processed, convenient, cheaper and generally healthier products that have significantly impacted upon consumption behaviour and local food culture. This corporate-driven nutrition transition is demonstrably responsible for growing levels of dietary ill-health (CVD, Type II diabetes, cancers) and is contributing significantly to a wider planetary health emergency best represented by biodiversity collapse and an intensifying climate crisis.

Consequently, public policy has a responsibility to move beyond a preoccupation with foodways of the past as it seeks to construct a gastronomic identity for a region. Celebratory accounts of a local food heritage may serve for promotion to distant markets - but do a disservice to communicating the reality of a complex and rapidly changing landscape. Indeed, the intrinsic understanding of visitors and their experiences on the ground will qualify them to dis-

tinguish hubris from authenticity; and it is the latter characteristic that remains so salient to building a long-term reputation.

How, then, to develop a convincing and honest narrative celebrating food production and culinary practices of the past while recognising and communicating the rapidly changing environmental circumstances that we now face? For while we might acclaim the quality of regional wines, we must also recognise that many producers are being forced to uproot autochthonous grape varieties and replace them with alternatives better able to withstand atmospheric heating. Meanwhile livestock farmers in upland areas producing cheese or cured meats from summer grazing are increasingly forced to rely on imported feeds as pastures suffer a consequence of rainfall unreliability and freshwater scarcity. And fruit growers – and other food crop producers – are becoming increasingly anxious at the precipitous collapse of insects and the pollination services they have performed. In short, the intersecting challenges of climate change, biodiversity loss, water depletion and pollution and other ecological services, together with the profound social, economic, and political implications they will generate, calls for a different approach to the construction of a regional gastronomic identity. Amongst some of the issues that need to be considered are the following:

- Recognising that culinary traditions are ultimately built upon the ecological endowments of a region – that is its ecosystems and physical resources – together with the accumulated knowledge developed over many successive generations of inhabitants. This is especially the case where farmers, fishers and others have developed often-codified ethno-botanical knowledge much of which is being lost under pressures of productivism. Efforts to maintain this knowledge (not preserve it but allow it to co-evolve with changing conditions) might better establish the notion of gastronomic landscapes and the role of ecological stewardship by local producers.
- Rural communities are experiencing significant demographic change, particularly as young

people leave for metropolitan areas, and must adapt to an uncertain future. Such communities often require re-energising and conceivably re-skilling; that is targeted training and support that will enable local people to expand and develop activities that will enhance and make more durable rural livelihoods into the future. Constructing a regional gastronomic identity should not fear adding new production activities to a portfolio of existing local practices thereby diversifying and making more durable the regional economy.

- The challenges confronting rural communities, especially those in more marginal environments less well-endowed with resources, requires a multi-functional, multi-disciplinary approach that offsets the usual preoccupation with productivity and growth in gross income for a wider range of indicators. This means valuing non-market outputs as well as those valorised in monetary terms. Thus, the restoration of native habitats for biodiversity recovery, carbon sequestration, water retention and flood alleviation, amongst other measures should be evaluated not only as preventing loss and damage, but also offer opportunities for green recreation and the physical and psychological benefits that this provides.
- The European Commission's Green Deal, of which the Farm 2 Fork strategy is a vital component, reveals the multiple objectives that must be tackled concurrently: ensuring food security, improving public health and meeting the climate and biodiversity challenges. This will require significant changes in dietary practices, most especially the replacement of livestock products with alternative protein sources. These places many 'heritage' food products, including those with PDO/PGI certification, in a vulnerable position as dietary practices pivot to more sustainable consumption. Will regions direct all their energies (and resources) in defending these products? Or will they work with chefs, dietitians, farmers, fishers and other producers to broaden the repertoire of regional foods in shaping a forward-looking gastronomic identity?

To conclude this essay has argued that the construction of a regional gastronomic identity at a time of planetary emergency demands a forward-looking approach rather than a view that rests exclusively upon the past. The multiple, inter-connected, uncertain and potentially catastrophic processes that are unfolding at this time requires a continuing concern for the food and nutritional security of present and future generations. This means evaluating and utilising landscapes, their habitats and territorial resources in ways that can sustain human and other forms of life that are indispensable to functioning ecosystems. Using regenerative and agro-ecological approaches to farming and food production will be critical, not only to deliver healthy and nutritious food, but to allow for the recovery of nature. In this way an eco-gastronomic regional identity may be developed attracting visitors who understand the global significance of such strategies. Such a forward-looking strategy offers a more sustainable and resilient pathway than to rest upon the marketing of memory and a nostalgia for the past.

Notes

1 <https://www.thewildatlanticway.com/>
<https://www.winerytastingsicily.com/roads-sicilian-wine-vineyards-tasting-territories/>

2 Global Health Advocacy Incubator (2022) Marketing Exposed: A Global Public Health Threat for Food Policy. Available at: <https://UPPindustrywatch.net>

3 Sage, C. L. 2022 Introduction: A Research Agenda for Food Systems. In Sage, C. L. (ed.) A Research Agenda for Food Systems. Cheltenham, UK: Edward Elgar, pp.3-37.

4 Cué Rio, M., Bovenkerk, B., Castella, J-C. et al. (2022) The elephant in the room is really a cow: using consumption corridors to define sustainable meat consumption in the European Union. Sustainability Science <https://doi.org/10.1007/s11625-022-01235-7>.

5 Sage, C., Quieti, M. and Fonte, M. (2021) Sustainable Food Systems <--> Sustainable Diets. International Journal of Sociology of Agriculture and Food. 27(1), pp. 1–11. doi: 10.48416/ij saf.v27i1.449.

Narciso, A. and Fonte, M. (2021) Making Farm-to-Fork Front-of-the-Pack: Labelling a Sustainable European Diet. International Journal of Sociology of Agriculture and Food. 27(1), pp. 54–70. doi: 10.48416/ij saf.v27i1.450.



FOOD HERITAGE: Food and Culture

Eating Culture. Gastronomy as Heritage.

Álvaro Campelo^{1 2}

1 FP-B2S – Universidade Fernando Pessoa

2 CRIA-UM: Centro em Rede de Investigação em Antropologia, Polo Universidade do Minho

Introduction

The relationship between gastronomy and culture is well defined in this expression by Crowther (2013): “*Eating Culture*”. Or in the one by Brulotte & Di Giovine (2014): “*Edible identities*”. With this expression, “*Eating culture*”, we reinforce the relationship between food and culture, emphasizing the ways in which food practices, rituals, and preferences are influenced by and contribute to a particular culture. In our project, ‘*Ponte de Lima à Mesa*,’ presented here, we aimed to conduct a critical analysis of a simplistic perception of gastronomy as ‘cultural heritage.’ We hold this position because ‘culture’ is not something straightforward and precisely defined. When viewed as something static from an essentialist standpoint, its dynamic capacity for transformation, invention, and manipulation remains concealed.

In truth, food is not only a means of sustenance but also carries symbolic, social, and cultural meanings. “Eating culture” recognizes the significance of food as a cultural artifact and the various cultural aspects intertwined with the act of eating, including traditions, values, identity, social interactions, and historical influences. Food and eating are important components of a culture’s identity and can be studied as such. Nevertheless, gastronomic traditions, with their rituals and symbolic meanings, depend on ever-changing social contexts, conflicts, and sometimes-unforeseen interactions. Gastronomy as cultural heritage encompasses both what we receive and preserve from our ancestors and what arises from present-day manipulation in the supposed relationship with a tradition, which often turns out to

be nothing more than an invented tradition (*The Invention of Tradition*, in Hobsbawm 1983).

On the concept of “*Edible Identities*” (Brulotte & Di Giovine, 2014), the idea that food and culinary practices play a significant role in shaping and expressing cultural identities. Individuals and communities define and construct their identities through food. Culinary traditions, preferences, and practices become markers of personal, regional, ethnic, or national identity. How food choices and consumption patterns reflect social, cultural, and historical contexts, and how food can serve as a vehicle for cultural expression, negotiation, and preservation?

In fact, harvesting, storing food, cooking, serving and eating are increasingly sophisticated cultural practices. Within the cultural diversity of humanity, these practices, manifestations of knowledge and communicating acts, are also particularities of certain territories, communities, families. However, the relationship between gastronomy and local, regional, or national identity, despite the influence of the aforementioned cultural factors, can never be limited to administrative borders or a territory historically defined by the presence of a particular group of people. Gastronomy is always dependent on interactions and exchanges of culinary goods and practices. In turn, associating gastronomy with a community or region always involves the interested valorization of certain elements at the expense of others, even when such valorization and individualization make sense within a classification system of gastronomic ‘identities’. This overemphasis on identity sometimes leads to gastronomic reductionism. In other words,

even within an identity-based cuisine that preserves products, methods, and culinary dishes inherited from the past and distinct from neighboring regions, there is a preference for those elements that have become known through historical processes of promotion and heritage tourism, neglecting the variety and complexity of many other gastronomic traditions that are equally valid and integral to the culinary heritage but have been marginalized and consequently destined to be forgotten. An identity-based gastronomy can become monotonous and impoverished despite the richness and diversity of a community's historical gastronomy.

1. The Project “Ponte de Lima à Mesa”

Over two years, between 2019 and 2021, a team of researchers surveyed the gastronomy of the municipality of Ponte de Lima. This work resulted in the book *‘Ponte de Lima à Mesa’* published last year (2022), where approximately 100 recipes were published, with the concern of representing all the parishes in the municipality. Additionally, a website (<https://www.pontedelimaamesa.pt>), with the same name was built, where all the remaining recipes gathered in the research are available. The site is prepared to receive and include other recipes, coming from new research and contributions from community members.

Any research into the gastronomy of a region should involve comprehensive fieldwork, even if it is impossible to be exhaustive. The sources of information are multiple: existing documents and recipes; bibliography about this region; surveys of the population about culinary dishes and potential informants from the family circle; contact with the main cultural and political leaders in the area for the indication of

potential interlocutors and informants, particularly those who are known in the community as famous cooks. With this information, we began study visits for an initial contact and selection of informants and people who stood out in the local communities for their gastronomic activity, whether at the family level or public, such as the former cooks who led the most significant meals of the family cycle, such as weddings and baptisms. A few decades ago, before the emergence of professional restaurants and *‘farms’*¹ specializing in these services, weddings and family parties were celebrated in the family home. To prepare the festive meal, a renowned local cook, recognized by the community, was invited. We interviewed three of these ‘kitchen masters’, two women and one man. The man was still active, though less requested, due to the changes mentioned earlier.

After selecting the informants, a visit was scheduled to their homes to make an audiovisual record of the culinary dish chosen by the informants, with an interview to support the information needed to characterize the recipe and the informant's life story. The ingredients were always previously supplied by the entity responsible for the project, the Municipality of Ponte de Lima, funded by the Norte2020 Program, so that there would be no cost (except for the energy and use of the household utensils) for our informants.

Another concern we had, within the assumed concept that the cuisine of a region is, on one hand, a set of recipes coming either from the simplest classes, the *‘farmers’*² houses, or from bourgeois houses in places where trade played a significant role, or even from noble houses³, sublimely referred to by their ‘solar houses’⁴. In this way, we sought recipes from families with ‘solar’ houses in Ribeira

1 The term ‘quinta’ (farms) is prestigious, as it carries the sense of ‘large property’. In Minho, only the nobles or wealthy farmers had quintas, properties with about four hectares, walled. These new party spaces, now rented out, are the recovery of these ‘old’ quintas, or new spaces, but with the name of ‘quintas’, where weddings and family parties are celebrated.

2 The most representative social group of this municipality until just a few decades ago, which, despite having been decreasing in number, deeply marked the imagination and the social and family structures of the municipality.

3 The municipality of Ponte de Lima has a rich tradition of small noble houses, actually rooted in the ancient noble families of the Kingdom of Portugal, which lost power and relevance as the new kingdom expanded southward.

4 The word ‘solar’ refers to the house of the noble family. Some see a connection in the word ‘solar’ to the word ‘sun’, as these palatial houses usually have a balcony facing the sun. In reality, the term originates from Latin. It is used in the senses of ‘residence of a noble or important family’ and ‘large residence, usually of refined architecture’. The noun solar originated as a derivative of ‘solo’, meaning ‘ground, earth’. It designated what was relative to the ground that was property of a family. Later, its substantiation occurred (‘the

ra Lima. Another reason justified this strategy: the verification, through interviews, that recipes made a kind of transhumance between the poorer and richer houses; between the farmers' houses and those of the nobles. From simplicity to sophistication, from oral tradition to written record, everywhere selection was made, and new uses of recipes and ingredients were found, according to their availability, rarity or abundance, or the purposes they were intended for (Campelo 2023).

Our work aimed to study and analyzed the connection that the inhabitants of the municipality of Ponte de Lima, through the data gathered from local cooks, have with their gastronomy - their heritage and affection for it. Unveiling the gastronomy of this region was a journey intertwined with history, knowledge, and locally produced goods, as well as those received from other territories.

During our research, we grappled with the question of 'authenticity' within the traditional gastronomy of Ponte de Lima. We navigated beyond the constraints of authenticity, harmonizing the received, inherited, and generationally transmitted traditions with the dynamics of life, the dialogue with outsiders, and the capacity for reception and integration. As a form of peace culture, food also serves as a space for dialogue and hospitality towards difference. Gastronomy is the cultural expression with the highest potential for different individuals, namely migrants, to encounter, celebrate, and get to know each other. It is a wellspring of fraternity and peace!

The municipality of Ponte de Lima has been investing in festivals and 'gastronomic fairs', convinced that gastronomy is both a defining feature of Ponte de Lima's identity, highlighting one of the exemplary dishes, 'sarrabulho à moda de Ponte de Lima', and has adopted a strategy for promoting gastronomy with regard to its role in attracting tourism. Moreover, one of the historic tourist products of Ponte de Lima, born here and since extended to other regions of Portugal, 'Turismo de Habitação' (Tourism in a Manor House), and places gastronomy as one of its distin-

guishing offerings (TURIHAB 2019). Therefore, associating gastronomy with tourism as a cultural product is one of the major reasons for the investment we have seen in the promotion of gastronomy over the past decades.

As a cultural heritage, gastronomy has assumed new roles in development and tourism strategies: it serves as an expression of a territory; promotes economy and exchange; facilitates the sharing of knowledge and experiences; and as one of the most emotionally charged and memory-infused cultural expressions, it fosters openness and hospitality towards strangers. However, this investment and promotion have their consequences. Initially, when the goal was to satisfy the customer and not confront them with the 'strange', an internationally recognized and almost standardized gastronomy was promoted, corresponding to the tourists' taste, to satisfy them, without confronting them with 'bizarre' flavors and products. This practice led to the universalization of this gastronomy, thereby nullifying local gastronomy. Reacting to this issue, local flavors and cuisine were sought. But in the process of seeking differentiation and gastronomic 'originality' of a region to make it competitive among other tourist offerings, an 'authenticity' was promoted that often was nothing more than an invention⁵, or the overvaluation of one gastronomic dish at the expense of others. In other words, the variety and complexity of local gastronomy were forgotten. The subsequent stage, the one we currently live in, was the discovery of ancestral ingredients and techniques and local cultures (even of ancestral peoples, often classified as 'indigenous') by reputed 'chefs', who sophisticated the techniques and use of these ingredients in an 'ethnic cuisine', because it is associated with social groups and regions that have been marginalized from the mainstream gastronomy for a long time. The collection work follows almost an ethnographic methodology. The overvaluation of this gastronomy results, once again, from a classification in the direction of the search for 'authenticity', through the 'nat-

solar'), accompanied by a process of semantic restriction that ended up making solar synonymous with palace or mansion

5 The concept of 'invention of tradition' immediately refers us to what Hobsbawm & Ranger (1983) wrote about it.

uralization' of products, now outside the sphere of industrialization and the dominating centrality of Europe. Thus, we witness a real revolution of the prominence of the margins, as is the case, to give just one example of the recognition of Andean gastronomy.

Regardless, the enhancement of gastronomy, stemming from the great cultural and economic phenomenon that is tourism, will have to respond to the following challenges:

- Avoid turning 'authenticity' into a constraint that inhibits the dynamism of gastronomic culture.
- Value food products in their natural state and acknowledge their migratory history; focus on their quality and the preservation of diversity.
- Allow communities to express their knowledge freely, as it represents a living heritage. That is, prevent the appropriation and overemphasis on the interests of tourist strategies, while prioritizing the interests and protection of local communities.
- Always consider the sociological dimension of inequality in access to food.
- Encourage experiences of gastronomic culture that align with the pleasure and quality of life (health) of the participants.

Conclusion

Rather than ending with definitive and accurate answers to what constitutes regional, traditional, or local gastronomy, our project poses more questions and challenges. As we become increasingly aware of gastronomy as a cultural heritage, due to its being a result of lived history and subject to the vicissitudes of relational events between communities and cultures, always contextualized in environmental availabilities, with the products it uses, we understand the complexity of its expressions. On the other hand, the introduction of gastronomy as a 'cultural product' in identity and tourism strategies compels us to critically examine the consequences of manipulation by those in power. What are the risks for local knowledge, for communities who have lived and worked with a certain gastronomy for generations,

within market and differentiation logics? How can we foster a dialogue between local/regional/traditional gastronomy and the erudite strategies of its use and manipulation? How can we prevent a petrification of a local community's gastronomic culture, when it is confronted with the fixation ('certification') of a culinary dish that has a history, an evolution in its composition, in other words, how to reconcile the search for an identity culinary dish, whose techniques and ingredients are fixed, with the fact that it has lived and will continue to live through the inventive and creative capacity of the community that originated it? These are the challenges that we will have to monitor and, in some way, create a space for reflection, without imposing ourselves yet another 'authority' in defining what is or isn't what we critically study and make known.

Bibliography

Beardsworth, A.; Keil, T. (1996). *Sociology on the menu. An invitation to the study of food and society*. London: Routledge.

Brulotte, R.L.; Di Giovine, M.A. (Eds.) (2014). *Edible Identities: Food as Cultural Heritage*. London: Ashgate.

Campelo, Á. (2023). *Elites à Mesa. Uma etnografia do gosto. Ponte de Lima: do passado ao presente, rumo ao futuro, n° 8: 150-167*.

Campelo, Á. (2022). *Ponte de Lima à Mesa. Ponte de Lima: Município de Ponte de Lima*.

Campelo, Á. (2006). *Ciclos Festivos e Comensalidade. Da Transmissão dos saberes à negociação das sociabilidades*. In Gomes, G. (Coord.). *Saberes e sabores. Congresso da Galiza e Norte de Portugal*. Porto: Delegação Regional da Cultura do Norte, pp. 135-141.

Crowther, G. (2013). *Eating Culture: an anthropological guide to food*. Toronto: University of Toronto.

Goody, J. (1982). *Cooking, Cuisine and class: a study in comparative sociology*. Cambridge: Cambridge University Press.

Hobsbawm, Eric & Ranger, Terence (ed.) (1983). *The Invention of Tradition*. Cambridge: Cambridge University Press.

Ingold, T. (2013). *Making Anthropology, Archaeology, Art and Architecture*. London: Routledge.

Lévi-Strauss (1964). *Mythologiques. Le Cru et le Cuit*. Paris: Plon.

Poulin, J.-P. (2002). *Sociologies de l'Alimentation*. Paris: Presses Universitaires de France.

Pratt, J. (2007). Food values: the Local and the authentic. *Critique of Anthropology*, 27 (3): 285-300.

Sampaio, F. (2002). *A Boa Mesa do Alto Minho*. Viana do Castelo: RTAM.

TURIHAB (2019). *Saberes & Sabores Avoengos. Secrets and Flavours*. Ponte de Lima: Associação do Turismo de Habitação



ENOGASTROTOURISM: Gastronomy tourism value chain in a tourist destination

Food in Tourism: some perspectives & insights

John D. Mulcahy (*Innovation and Growth Advisors Ltd, Ireland*)

My presentation was focused on the role and importance of food in tourism, as distinct from the concept of 'food tourism' itself. The reason for this is that, for those who primarily participate in food tourism, food motivates travel – it is the reason why the travel takes place. Unfortunately, this group only constitute about 10% of all tourists or visitors, but they tend to be attractive to destinations because they are high spenders. Instead, I advocate that, for the majority of tourists and visitors (80%), food motivates satisfaction as a part of the overall experience. In an age where the co-created, memorable, sharable experience is a fundamental expectation of all visitors and tourists, and highly valued, their level of satisfaction is of fundamental importance to any destination or business seeking to achieve differentiation in national and global markets. However, it is important to realise that delivering those co-created, memorable, sharable experiences, especially food experiences, requires three key elements, integrated carefully, in order to achieve consistency and success. Those elements are: a high quality core product rooted in the locality; world class service standards but with genuine hospitality; a narrative or story that creates a sense of uniqueness.

Not only that, but for a destination like Alto Minho, it is critical that every enterprise, community, and municipality understand that they are a part of delivering an authentic, localised tourist experience – whether they consider themselves to be a part of tourism or not. Essentially, every point of visitor contact has to be aware of what visitors want, & what the community can deliver. For example, this

includes, farmers, post offices, petrol stations, supermarkets, taxi drivers, local inhabitants and much more. If this happens a domino effect takes place – the visitor slows down, so they stay longer, and so they spend more. The reward for achieving this is at least 35% of the tourist spend for the region – 65% if the visitor spend is in local businesses based in the region. In Portugal, this means taking a share of the €5.8 billion (2021) which visitors spend. A second, important, benefit is that, instead of a highly seasonal pattern of business, visitor activity is year round and more evenly distributed. This has wide benefits for the whole community in terms of the viability and sustainability of enterprises, employment, and municipality income, while minimising the considerable damage caused by 'overtourism' on local infrastructure, communities, and the environment.

I suggest that one way of achieving this is that each enterprise, community, and municipality work together to find an agreed, singular focus and clarity for themselves, and the region, by answering three key questions: What are we deeply passionate about? What are we the best in the world at? What drives our economic engine? If these questions are answered honestly and openly, everyone will achieve a singular clarity on how to produce the best long term results for food in tourism. However, once that clarity is found and agreed, everyone must also exercise relentless discipline to say "no, thank you" to opportunities that fail the test provided by those three questions, and would dilute the hard earned focus.

More at www.linkedin.com/in/gastronomy

ENOGASTROTOURISM: Gastronomy tourism value chain in a tourist destination

Gastronomic tourism as a factor of development in a manufacturing territory

Claudio Cecchinelli (*Bergamo Creative City of Gastronomy UNESCO, Italy*)

The representative of Bergamo Creative City for Gastronomy shared the experience as a UNESCO Creative City, with particular attention to:

- study of the economy of the region;
- creative heritage of the region in the cultural and gastronomic sectors;
- expectations when applying for UNESCO Creative City;
- UNESCO candidacy and recognition phases;
- the Bergamo Creative City brand;
- major changes on tourism and cultural landscape;
- food and wine tourism as a development factor in a productive area
- added value of the local and international cooperation that was generated following the UNESCO recognition.

The city of Bergamo was recognized in 2019 as a UNESCO Creative City for Gastronomy. International networking has become very important in sharing knowledge and experience, which can drive local development.

Gastronomy is only the starting point of the development strategy. Creativity in the dairy and gastronomic fields, which has led to UNESCO recognition, is just one example of how creativity is the driving force of every productive and cultural sector.

The national and international activity promulgated by the Municipality of Bergamo following the UNESCO designation, can represent an example of a good practice of how a public institution, (in this case

the Municipality of Bergamo - manager of the designation) can operate on several levels to promote local stakeholder engagement and networking.

The founding elements and principles of the projects organized and coordinated by the Municipality of Bergamo consider gastronomy as a factor of development and innovation, in particular pertaining to:

- The protection of the environment, the territory and the landscape and of health, work and social commitment; the promotion of local culture.
- The production cycle. Quality products certified and/or recognized by third parties are privileged (DOP, DOC, DOCG, TSG, IGP, Slow Food presidia, quality branded products «Bergamo, Città dei Mille... flavours», DE.CO.)
- Relationship economy and social relations, which allow the establishment of concrete forms of solidarity between producers and between producers and consumers. Activities are promoted to encourage forms of exchange in support of the economy and local communities.
- Particular commitment in the sector of education and training of young people and towards the participation of citizens, with particular attention to the creative and cultural sphere.
- Territorial development, gastronomic heritage and creative resources were the main topics of discussion. The projects implemented by the Municipality of Bergamo, locally and internationally, will be used as an example of good practices.

ENOGASTROTOURISM: Gastronomy tourism value chain in a tourist destination

How does BCC Innovation contribute to economy and social development in territories?

Pedro Cueva and Furqan Meerza (*BCC Innovation - Basque Culinary Center, Spain*)

Basque Culinary Center is an academic and research institution in gastronomy, born in 2009 in San Sebastian, Spain, which is divided into 3 areas of action:

Faculty of gastronomic sciences:

- Degree in gastronomy and culinary arts
- 10 Masters
- Specialization courses
- PhD. first PhD student defended her thesis on March 3rd, 2023. Basque Culinary Center has officially the first PhD in gastronomic science. Thesis title: CUT DOWN ON SUGAR, NOT ON TASTE! A RESEARCH PROJECT ON SWEETNESS PERCEPTION AND MULTIMODAL APPROACHES TO REDUCE SUGAR CONSUMPTION

Promotion of gastronomy through different activities: Basque Culinary World Prize, private and public partnerships, annual events and professional social corporate.

BCC Innovation, the technology center in gastronomy. BCC Innovation contributes to the transformation of the gastronomy and food chain by providing differential knowledge to companies, territories and entrepreneurs. It designs businesses, products, services and public policies to generate impact on economic and social development at local and global level under principles of culinary vanguard, sustainability and health.

BCC Innovation is formed by a team of creatives and scientists from around the world and belongs to the Basque Network of Science, Technology and Innovation, the National Network of Technology Centers and EITFood. Moreover, its projects are being held at international level, including EU countries, Ecuador, Ghana, Jamaica, Peru, UK and Vanuatu.

Gastronomy is for us

Not only what we eat but also everything that contributes to getting that food onto our plate. This vision brings together the food industry, farmers, fishermen and livestock farmers, distributors, chefs and restaurateurs, not forgetting the final consumer, who gives meaning and strength to the whole chain. And, of course, we envision a sustainable food system.

Gastronomy has a close relationship with our health and wellbeing and is, at the same time, enjoyment. It also implies a close connection with the culture of a territory, as the food of an area is part of the cultural roots of the people who live there and can be radically different from what we can find in other geographical areas. Finally, it is connected to other industries such as tourism, since one of the reasons why we travel to one part of the world, or another is intimately connected to the desire to discover its gastronomy ("gastronomic tourism"). This holistic vision is our way of understanding and projecting gastronomy to society and it is reflected in the projects that are undertaken from the Technological Centre.

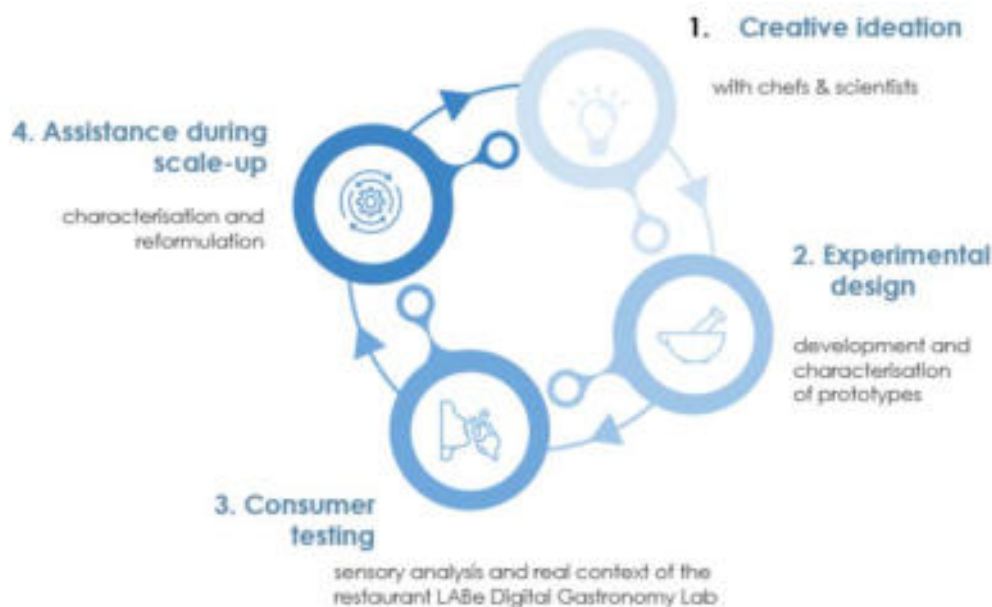
Research areas

1. Our team of internationally experienced chefs develops products of high culinary value

Product development lines: this team generates products with optimal organoleptic characteristics, a healthy approach, convenience, authenticity and avant-garde:

- New ingredients
- Healthy products
- Culinary techniques

Product development methodology:



High gastronomic value solutions for the food industry and HORECA:

- Development of new products based on new consumer demands
- Reformulating products to make them healthier
- Adapting textures and flavours for new markets
- Systematisation of production of pre-finished products
- Adaptation and reformulation of recipes to new innovative packaging
- Development of products with new alternative raw materials such as vegetable proteins or food waste.

2. Team of sensory analysis specialists study the interaction between the person and the senses

This team is in charge of understanding through research how the human being interacts with food and everything that affects us in terms of gastronomy.

Research projects:

- A study on how properties and context affects the perception of sweetness and liking with butter cookies.
- Interpretation of the emotions generated by wine

from a psychological point of view: evaluated the emotions response of 6 different wines with consumers and understood the link between 5 personality traits (neuroticism, extroversion, responsibility, friendliness and openness to experiences) and the emotions or feelings generated by wine consumption.

3. Team of health: personalized gastronomy, healthy gastronomy and therapeutic gastronomy

4. Sustainability as a basis for gastronomic innovation

As happens at a global level, sustainability is key for the food industry and all links of the value chain of the gastronomy. This team is in charge of generating value from by-products generated by the food and restaurant industry, but also promotes more efficient practices.

5. Open innovation to drive digital transformation in gastronomy

6. *Envision the future of gastronomy so that businesses and governments can anticipate the challenges ahead*

BCC Innovation team works to explore and discuss the future of topics like personalized gastronomy, health trend, foodtech, new demands according to the population aging, etc. Researchers, chefs, experts from different fields and business leaders can participate in this works with BCC Innovation.

7. *Gastronomy as a tool for the transformation and socio-economic promotion of territories*

The territorial development team works with local stakeholders to put eyes on gastronomy as a strategic economic and social sector that serves as a tool and driving force for the transformation of territories. They can be at a local, regional, national or global level, there is no limit to promote this strategic sector.

BCC Innovation works with the whole value chain of gastronomy and its different links. This includes companies, farmers, fishermen, and livestock breeders, quality brands, distributors, scientists, institutions, research centers, chefs, restaurants and a long etcetera, not forgetting consumers, who give meaning and strength to the whole chain.

In this area, a complete range of research services and solutions are provided:

- Accompaniment in the creation of more innovative local ecosystems.
- Generation of shared regional vision; work side by side with local actors, cultural immersion and field work.
- Close support and mentoring to entrepreneurs in the development of newly created products and projects.
- Joint activation and dissemination of pilot projects.
- Participatory workshops with stakeholders from the entire value chain.
- Valorization of cultural heritage and characterization of gastronomic identity.
- Identification of actionable insights and roadmap.
- Identification and promotion of local talent.

STUDY CASES: BCC Innovation projects

- Some recent projects implemented by BCC Innovation to contribute to economy and social development in territories:
- Support to Business Friendly and Inclusive National and Regional Policies, and Strengthening Productive Capabilities and Value Chains(International Trade Centre - Jamaica, Ghana & Vanuatu).
- Design and launch of the Ecuadorian gastronomic innovation network (Ecuador).
- COOKING TOMORROW: development of a territorial action plan in gastronomy as a tool for the promotion of the well-being of citizens(Finland).
- Analysis of Huelva's gastronomic ecosystem and construction of its Vision 2030 (Huelva, Spain).
- Promotion, systematization and internationalization of mycotourism in rural areas (Aragón, Castilla y León, Cataluña and Basque Country; Spain).



ENOGASTROTOURISM: Emerging new business through gastronomy

Evolution of the tradition: Family Restaurant.

Chef Diogo Novais Pereira (*Restaurant Porinhos, Portugal*)

A Family business story PORINHOS RESTAURANT.

I grew up within food business, and my very first contact was in my grandparent's grocery store where, among all the goods they used to sell, they also served meals. My parents followed the family footsteps and 30 years ago founded their own restaurant PORINHOS, where I am currently investing my professional skills. I could introduce the concept of Porinhos Restaurant Story in some many different ways, but I prefer to share with you what we endeavour to offer to our customers. Ever since its existence, the restaurant organization was divided into an annual and seasonal way, emphasizing seasonal products prepared and cooked according to traditional Portuguese recipes.

Following the core essence of the family business, I kept this nomenclature but improved the simple way of cooking of Traditional Portuguese Gastronomy, adapted it to the new way of eating of a generation.

Each day of the week we prepare several dishes, using raw material from the producers nearby, we cook in the simplest way possible and enhancing the natural flavour of every single product used.

We privilege the relationship with short chain suppliers and most of the products we use in our kitchen come from proximity producers. The time laps between harvesting and meal preparation is minimal, given short distance from supplier to the restaurant kitchen. The products of animal origin are full used in several dishes on the menu, which is different every day, repeated weekly and changing from season to season.

In all our surroundings, we consider that we are a traditional destination restaurant. First serving the locals and following the same simplicity serving all those who, from the north to the south, seek us out for this identity that we preserve.



ENOGASTROTOURISM: Emerging new business through gastronomy

“ARROZ DE SARRABULHO À MODA DE PONTE DE LIMA” – WHY PROMOTE AND PROTECT A PONTE DE LIMA TRADITIONAL SPECIALITY?

Nuno Vieira e Brito^{1,2}, Isabel Afonso¹

1 CISAS, Escola Superior Agrária, Instituto Politécnico de Viana do Castelo, Rua Escola Industrial e Comercial de Nun'Álvares, 4900-347 Viana do Castelo, Portugal

2 One Health Toxicology Research Unit (1H-TOXRUN), University Institute of Health Sciences, CESPU, CRL, 4585-116 Gandra, Portugal

1. Introduction

Sarrabulho is part of the ethnic, family, home-made and traditional cuisine of the Minho. A dish of ancient origins, it appeared in the family context, in both elegant kitchens and the kitchens of farmers. The origin of the famous Sarrabulho à Moda de Ponte de Lima can be found in a deep-rooted ritual of the people of the Minho – the pig killing. The pig, acknowledged as people's “savings bank,” supplies the pantries of both rich and poor, provides gifts for neighbors, fills the salting tub and adorns the smokehouses...¹.

In the Ponte de Lima area, Sarrabulho, more or less rich depending on the splendor of the tables and the size of pockets, accompanied by “*quartilhos*” of red “*vinho verde*”, that streaked white glazed bowls, and finished off with “*leite crème*”, began to celebrate saints days and cyclical feasts, new masses, betrothals, weddings and births. It also reached taverns, as a “two in one” dish, or “serving for two”, essential particularly on market days and, here, when the red “*vinho verde*” was more than a comfort at mealtimes, peaceful citizens were transformed into ferocious and “*sarrabulhento*” contestants, also giving rise to the “typical” and “traditional” “*sarrabulhadas*”².

The genuine recipe for the “Arroz de Sarrabulho à Moda de Ponte de Lima” now served in taverns

and restaurants as a “mark of quality and authenticity” was established, after careful development, in the second half of the 19th century and has steadily grown and spread to the whole country. In an extent that among connoisseurs of Good Food there are few who do not know about this gastronomic phenomenon that attracts hundreds of thousands of visitors to the municipality every year to enjoy this typical dish in one of the most idyllic atmospheres in Portugal³.

Is now mandatory to protect the “*Arroz de Sarrabulho à Moda de Ponte de Lima*” their unique characteristics, linked to their geographical origin as well as traditional know-how. The key objectives of the Geographical Indications (GI) and Traditional Speciality Guaranteed schemes are to ensure the protection of the names of specific products and traditional production methods, including the protection of intellectual property rights (IPR). Safeguards the integrity of the internal market; reach fair competition for farmers and producers; provide fair return to farmers and producer; provide clear and reliable information on the product to consumers; create a competitive landscape with a level playing field for producers in rural areas⁴.

GI is often closely linked to agriculture, with a relevant role in the development of rural areas and in increasing farmers' incomes. However, GI, which

depends on regional resource endowments, is a unique regional intangible asset formed by coupling regional resources, environmental factors, and humanistic factors, and it is the key element in the formation of regional economic competitive advantages, as well as in promoting regional agricultural development and people's well-being⁵.

Other mechanisms could enhance any positive regional development impact of GIs. One of the most important indirect impacts can be on regional employment and if the labor needed for a GI product is significant, then a GI can make a positive contribution to regional prosperity. Positive spillover effects from other actors in the local system can also be important, for example, where there are synergies between GI food production, tourism and even handicraft production⁶.

Therefore, the aim of the study is to examine the potentiality of "Arroz de Sarrabulho à Moda de Ponte de Lima" as a traditional speciality, with a special focus on the TSG label.

2. Material and Methods - Registration

2.1 Product Specification of a Traditional Speciality Guaranteed

"Arroz de Sarrabulho à moda de Ponte de Lima" is a dish in which the rice is cooked in a broth of various meats and accompanied by pieces of meat and sausages prepared specifically for this purpose. Also traditional is the flavorings with spices and vinegar or with white or red "vinho verde".

It is the result of a production method, which corresponds to a traditional practice for obtaining this foodstuff.

2.2 Preparation Method

2.2.1 – Raw Materials

The raw materials and auxiliary ingredients used to obtain the product "Arroz de Sarrabulho à moda de Ponte de Lima" are the following:

- o Carolino Rice;
- o Beloura;

- o "Chouriça de Verde" (local sausage);
- o White tripe
- o Pork Rojões.

Other elements may also be included in the "Arroz de Sarrabulho à moda de Ponte de Lima", namely the stomach, liver, heart, lungs, blood, chestnuts and potatoes.

2.2.2 – Key elements establishing the product's traditional character

2.2.2.1 – Physical characteristics

The "Arroz de Sarrabulho à moda de Ponte de Lima", is presented as:

1. A non-slogged rice, with plenty of dark brown broth without clots and where the presence of shredded meat stands out. It has a fragrant aroma, with notes of cumin, bay leaf and lemon, and an intense flavor, slightly acidic with a pronounced presence of cumin, cloves and bay leaf.

2. A set of compulsory meats and sausages:

i) the beloura - presented in slices of homogeneous mass and uniform brown colour, with moderate aroma and flavour of bay leaf and garlic;

ii) the "chouriça de verde" (green sausage), moderately homogeneous mass where is possible to notice the presence of onion, and in whose aroma and slightly sweet flavour the presence of cumin, garlic and bay leaf is distinct;

iii) white tripe, of homogeneous light colour, with an aroma of garlic and bay leaf, and a slightly spicy flavor, but also with garlic, bay leaf and cumin;

iv) pork rojões, which are presented in the form of small cubes of meat from the leg of the pork, soft and succulent, of homogeneous golden colour, reflecting both in aroma and flavour, the garlic vines in which they have been seasoned;

v) optional: pork belly; pork's liver, heart, stomach, blood, properly cooked and presented in small piec-

es fried in lard, and potatoes or chestnuts properly prepared.

2.2.2.2 – Physico-chemical characteristics

Table 1 - Physico-chemical characterisation of the components rice, rojões, chouriça de verde, beloura and tripa, ready to eat (values in g/100 g of edible part).

	Humidity	Protein	Fat	Salt, express in Clorets
Rice	73,90 – 80,71	3,04 – 7,09	0,90 – 2,40	0,78 – 1,52
Pork Rojões	50,20 – 58,00	27,04 – 34,17	6,46 – 12,77	0,55 – 1,50
*Chouriça de Verde	54,36 – 81,85	6,10 – 14,80	0,35 – 14,75	1,17 – 2,33
*Beloura	41,92 – 58,41	5,03 – 8,94	0,20 – 3,26	0,26 – 1,59
White Tripe	43,56 – 62,79	6,97 – 11,18	16,32 – 20,92	0,67 – 1,60

2.2.2.3 – Organoleptic characteristics

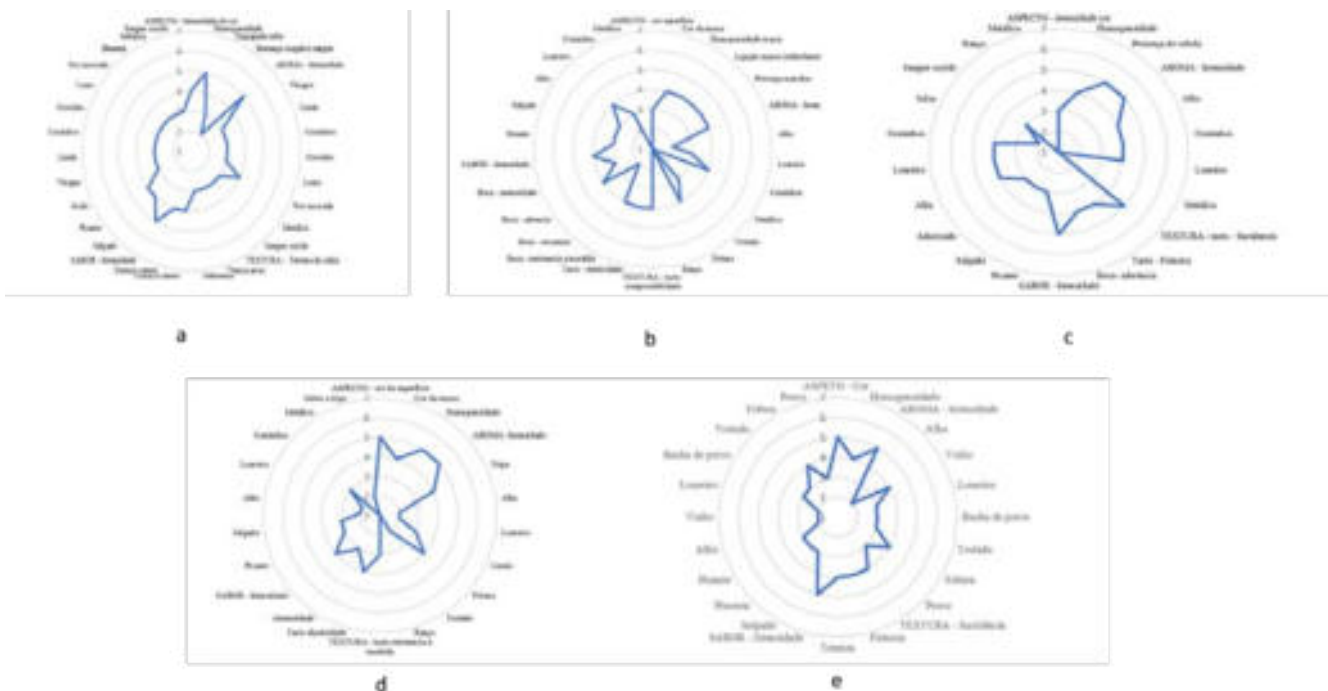


Figure 1 - Sensory profile of the main components of the dish "Arroz de Sarrabulho à moda de Ponte de Lima" a) rice b) beloura c) chouriça de verde d) Pork rojões e) White Tripe

3. Conclusion

“Arroz de Sarrabulho à Moda de Ponte de Lima” is a good example of how local development can and must involve gastronomy. Gastronomy is, nowadays, a cultural reference with an identity focused on geographical, social, religious, economic, artistic and heritage conditions. It is through gastronomy that we can identify a place, its history, its people and its customs and traditions.

The preservation of cultural heritage based on traditional gastronomy must always take into account its authenticity: this has been the inspiration for Gastronomic Guilds, guardians of the heritage of traditional cooking “...people who defends their traditional dishes defend their territory. The armed invasion starts through the kitchen.⁷”. By promoting the traditional gastronomic values of Ponte de Lima and its Sarrabulho in particular, and by protecting and recognizing their value, we fulfil the mission of identifying, through gastronomy, the genuine and authentic character of local products.

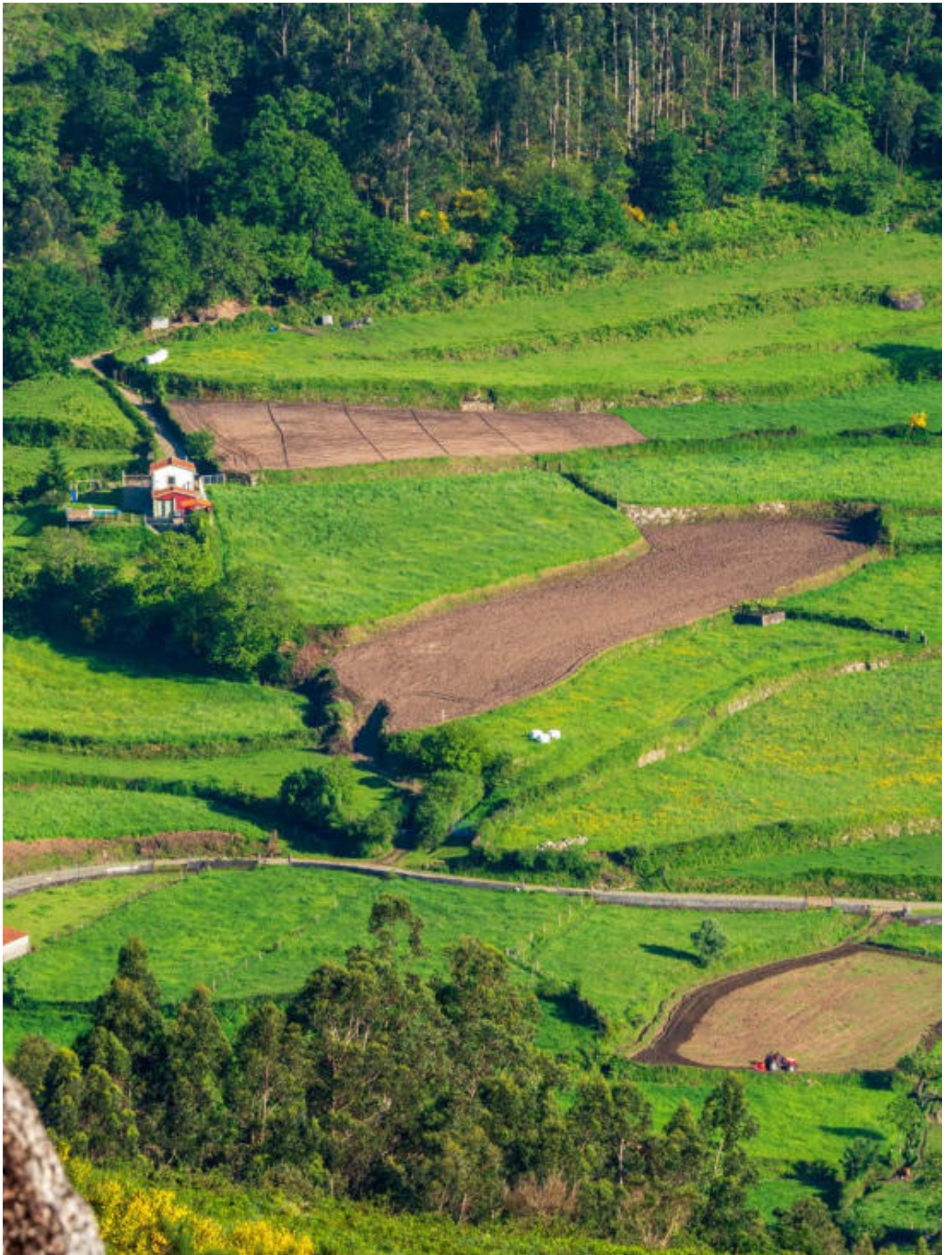
Bibliography

1. Sampaio F. A Boa Mesa do Alto Minho. Editorial Notícias, 2003.
2. Caldas JC. Sobre o Sarrabulho. In “Sarrabulho de Ponte de Lima: The Gastronomy of Tradition”:23. Coord: Nuno Vieira e Brito, Ana Paula Vale: Edition: Município de Ponte de Lima e Associação Concelhia das Feiras Novas, 2011.
3. Campelo D. Sarrabulho:A Cultural and Economic Resource. In “Sarrabulho de Ponte de Lima: The Gastronomy of Tradition”:29. Coord: Nuno Vieira e Brito, Ana Paula Vale: Edition: Município de Ponte de Lima e Associação Concelhia das Feiras Novas, 2011.
4. European Union. Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs. Official Journal of the European Union. L 343/1
5. Zhang S, Sun Y, Yu X, Zhang Y. Geographi-

cal Indication, Agricultural Products Export and Urban–Rural Income Gap. *Agriculture*. 2023; 13(2):378. <https://doi.org/10.3390/agriculture13020378>.

6. Török Á, Jantjyk L, Maró ZM, Moir HVJ. Understanding the Real-World Impact of Geographical Indications: A Critical Review of the Empirical Economic Literature. *Sustainability*. 2020; 12(22):9434. <https://doi.org/10.3390/su12229434>

7. Viana AMC. *Ao Gosto do Gosto*. Antília Editora, 2007.



ENOGASTROTOURISM: Emerging new business through gastronomy

Traditional Specialities Guaranteed - a world apart.

Ana Soeiro

In 1998, the European Commission submitted two very different texts to the Council: One aimed at protecting geographical indications for agricultural and agri-food products, considering GIs to be an intellectual property right with a well-defined and delimited territorial basis, requiring solid proof of the link between the product and the geographical area in question and granting them solid legal protection; the "other" which was always considered to be "the other", like a distant child ..., aimed at granting much less legal protection to certain product names produced in a traditional way or using traditional raw materials.

But... the definition of traditional was very poor, the legal protection was scarce and the appeal was much less. What's more, without a defined geographical area, the production of these products can be replicated anywhere in the world, raising difficult issues in terms of defence, management, compliance checks, etc.

In 2012, the European Commission proposed to merge the two regulations into a single one, which, in our opinion, created even more confusion: the system they called "quality schemes" made the situation even more confusing by pretending to treat on an almost equal footing what has no affinity whatsoever... neither technically, nor legally, nor in terms of practical application! But... while the system of Guaranteed Traditional Specialities continues to be an unremarkable success, the fact is that, unlike the scope of geographical indications, traditional specialities cover a very specific group of products: **gastronomic products**.

This opportunity to qualify, enhance and promote Portuguese gastronomic products has been used very little and very poorly. Since, as always, the initiative must come from the producers interested in the product, the fact is that, once registered, their product can be produced:

- anywhere in Europe, without being asked to "authorise" or even to notify such use to the producer's group; of course, any operator in another EU country must notify the authorities in that country so that they can check that the product conforms to the specification... and nothing else!

- anywhere in the world, without the ability to prevent use or punish abuse...

In 2022, the proposal presented by the Commission fortunately no longer refers to "quality schemes" and already makes a much clearer distinction between what is an intellectual property right and what is a mere production method. However, even though the proposal has not yet been adopted and there have been some improvements to the legal text, traditional Specialities Guaranteed or TSGs will always be second nature, given their lack of territoriality and very poor definition... 30-year-old traditions... nobody believes it!

Nevertheless... I still believe that the TSG is a system that can add value to some gastronomic dishes and prevent the misuse of gastronomic dish names in preparations with altered ingredients, distorted preparations and the introduction of concepts that add nothing to the genuine dish.

For this reason, and just to be on the safe side:

- if the specification is well done, and

- if the final product is well described, especially in terms of sensory and consumer presentation, and
 - if the ingredients to be used are well specified - it's not enough to say that vinegar or chorizo or meat or rice must be used....it must be made clear which vinegar, which chorizo, which meat or rice must be used...

- if there is the ability to explain the preparation of the dish without being so explicit that it is easy to imitate, and

- if it exists the technical knowledge to insist on the use of the words "prepared according to the Portuguese tradition" or "according to the tradition of ... the name of the "land" where it is mainly produced, and

- if it is understood that the producer's group don't have and cannot have the same functions and powers of defence, promotion and representation that the GI producer groups should have, and

- if it is accepted that control actions carried out in distant places by inspectors who don't even know the product and/or the production method or the production line can have sad consequences, and

- if it is understood that in different jurisdictions the national rules designed to prevent and/or repress infringements are certainly different. ... **then the TSGs will serve a purpose and can actually enhance national gastronomic products and products and, indirectly, their producers.**







