

Cretan Diet Preservation: A Multifaceted Approach to Saving Crete's Intangible Cultural Heritage.

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MACC

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Cretan diet
Consists an **intangible**
cultural **heritage**

locally sourced and prepared
with care, ingredients

Rich in **history** and **tradition**

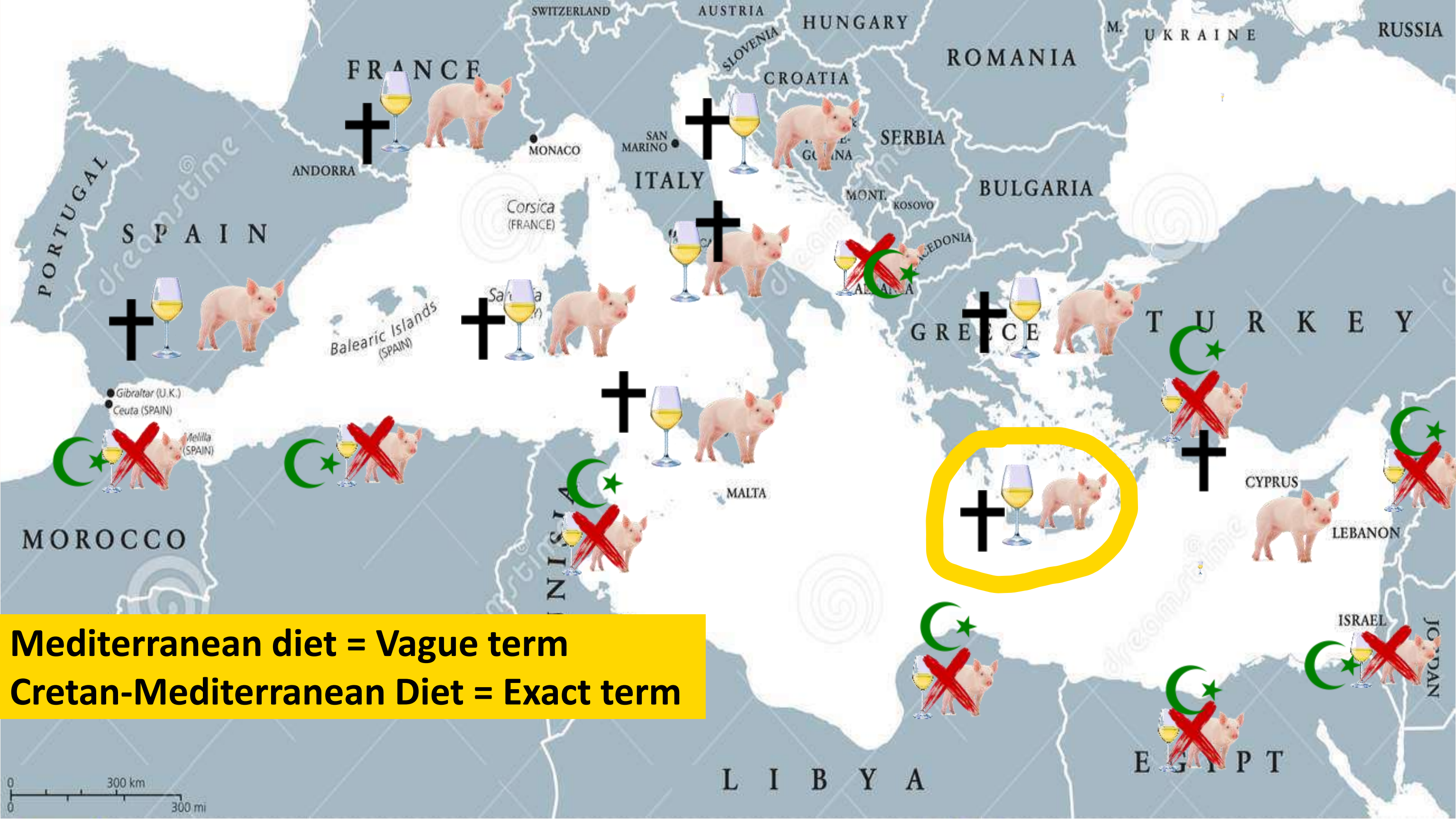
Health benefits

Sustainability and **biodiversity**



Mediterraneanization of local food systems

- An adapted “Mediterranean nutrition” paradigm outside geographical constraints
- Beyond physical health benefits
- Impacts social, financial, environmental determinants of life



Mediterranean diet = Vague term
Cretan-Mediterranean Diet = Exact term



What is the Cretan Agri-Food Culture (CAC)?

An **integrated sociocultural and economic framework** that includes

- traditional agricultural practices,
- dietary habits and
- ethical principles rooted in the history and geography of Crete.

It is a **living heritage** that embodies

- sustainable living,
- community well-being and
- deep respect for the natural environment and biodiversity.

Cretan diet
Fosters a **robust**
local food **identity**

This way of eating has been passed down from **generation to generation** and has become a key part of Cretan identity and culture.

Cretan diet
Cultivates a
sense of
community

In the traditional Cretan diet, **meals are often shared with family and friends**, with a focus on **communal dining** and **socializing**

This creates an **opportunity for people to come together**, share stories, and connect with one another

A solid base to develop sustainable tourism

Cretan diet **Fortifies** the regional economy



The Cretan diet is based on **fresh, locally sourced** ingredients, which means that

- It supports local **farmers, producers, and businesses.**
- Encourages consumers to purchase goods that are produced in the region
- Creates a **sustainable and resilient** local economy
- This, in turn, can create **job opportunities** and generate income for the local community



Cretan diet
Mitigates
ecological
impact

Cretan diet emphasizes **fresh, whole, and locally sourced** ingredients

Reduces the ecological impact of the diet

Fewer resources to produce than animal products

Grown locally, reducing the transportation **carbon footprint**

By supporting local farmers and food producers, contributes to a more sustainable and resilient food system

Cretan diet is of
paramount
importance to the
entrepreneurial
landscape in Crete
Island

- An **intangible** cultural **heritage**
- Fosters a robust local food **identity**
- Cultivates a sense of **community**
- **Fortifies** the regional economy
- Mitigates **ecological** impact

Cretan diet is
integral to Crete's
cultural fabric

- Promotes regional pride
- Promotes touristic appeal
- Supports sustainable development
- Enriches the overall well-being of the Crete island's inhabitants

What are the key elements of the Cretan Agro-Food Culture

Ingredients

Olive oil

Limited meat

Vegetables and fruits

Kitchen & Cooking

Culture

Role of women

Community

Cretan Agrofood Culture

Tradition

Continuity and evolution

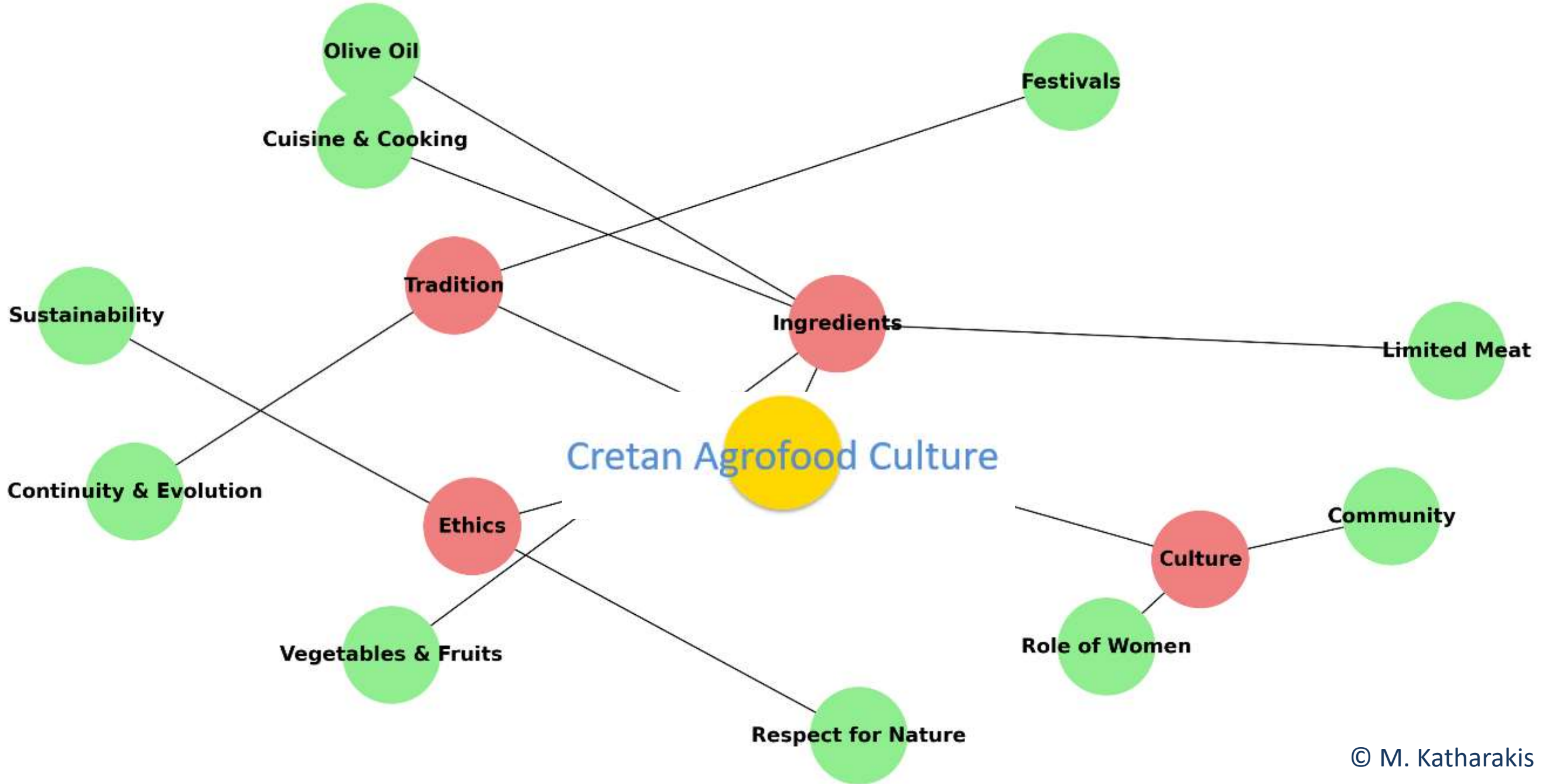
Festivals, fasts

Ethics

Viability

Respect for nature





What are the
contemporary business
framework requirements?

ESG criteria

Meeting **ESG**
criteria:
Sustainability
and social
impact of an
organization

Environmental (E): how a company's activities affect the environment.

Social(S): how a business manages relationships with employees, suppliers, customers and communities.

Governance (G): a system of practices, controls and procedures adopted by an enterprise to make decisions, comply with the law and meet the needs of its business partners.

And how ESG standards would be applied in CAC;

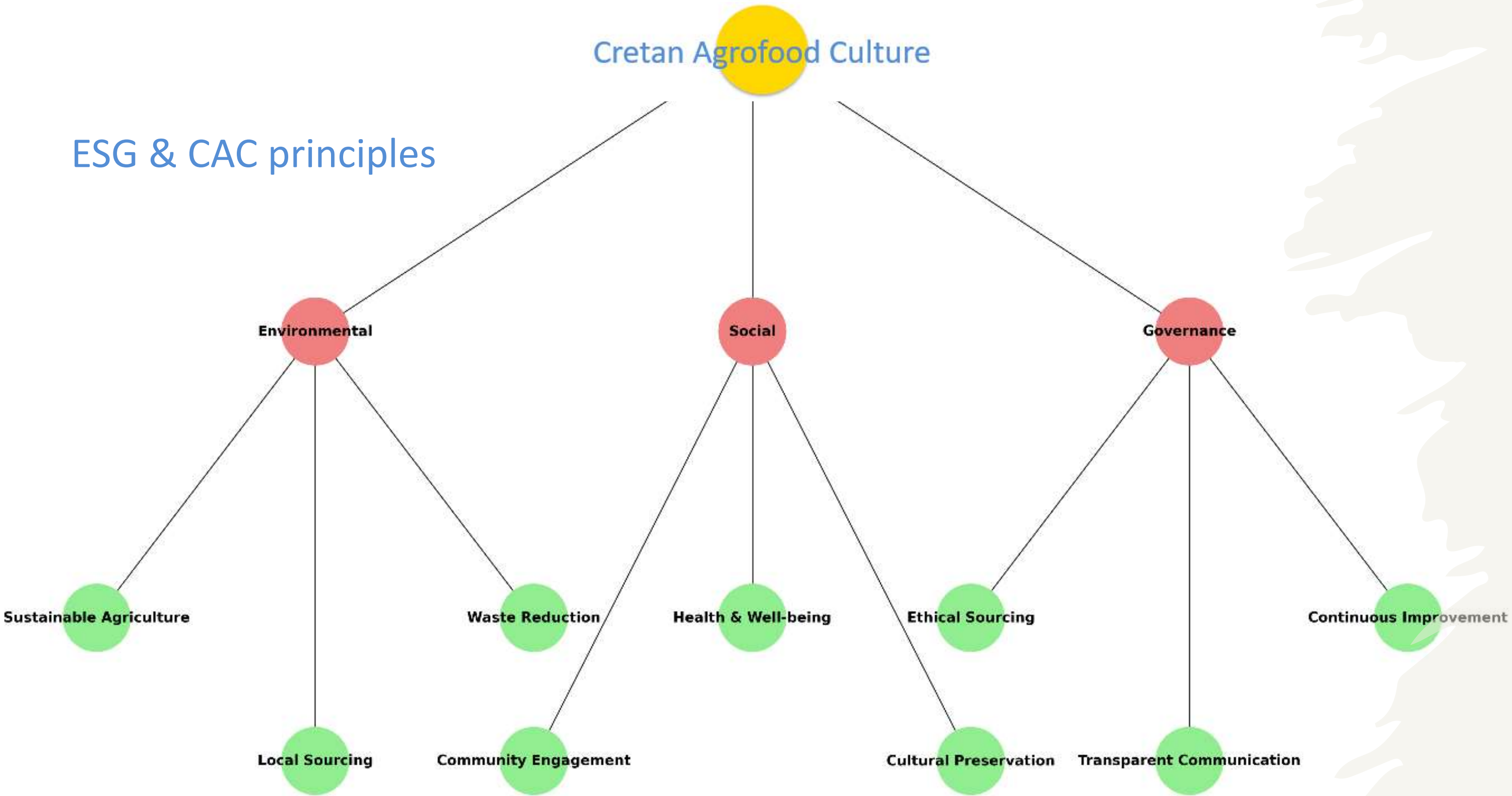
Environmental (E): Sustainable agricultural practices, Local procurement, Waste reduction

Social (S): Community commitment, Health and well-being, cultural conservation

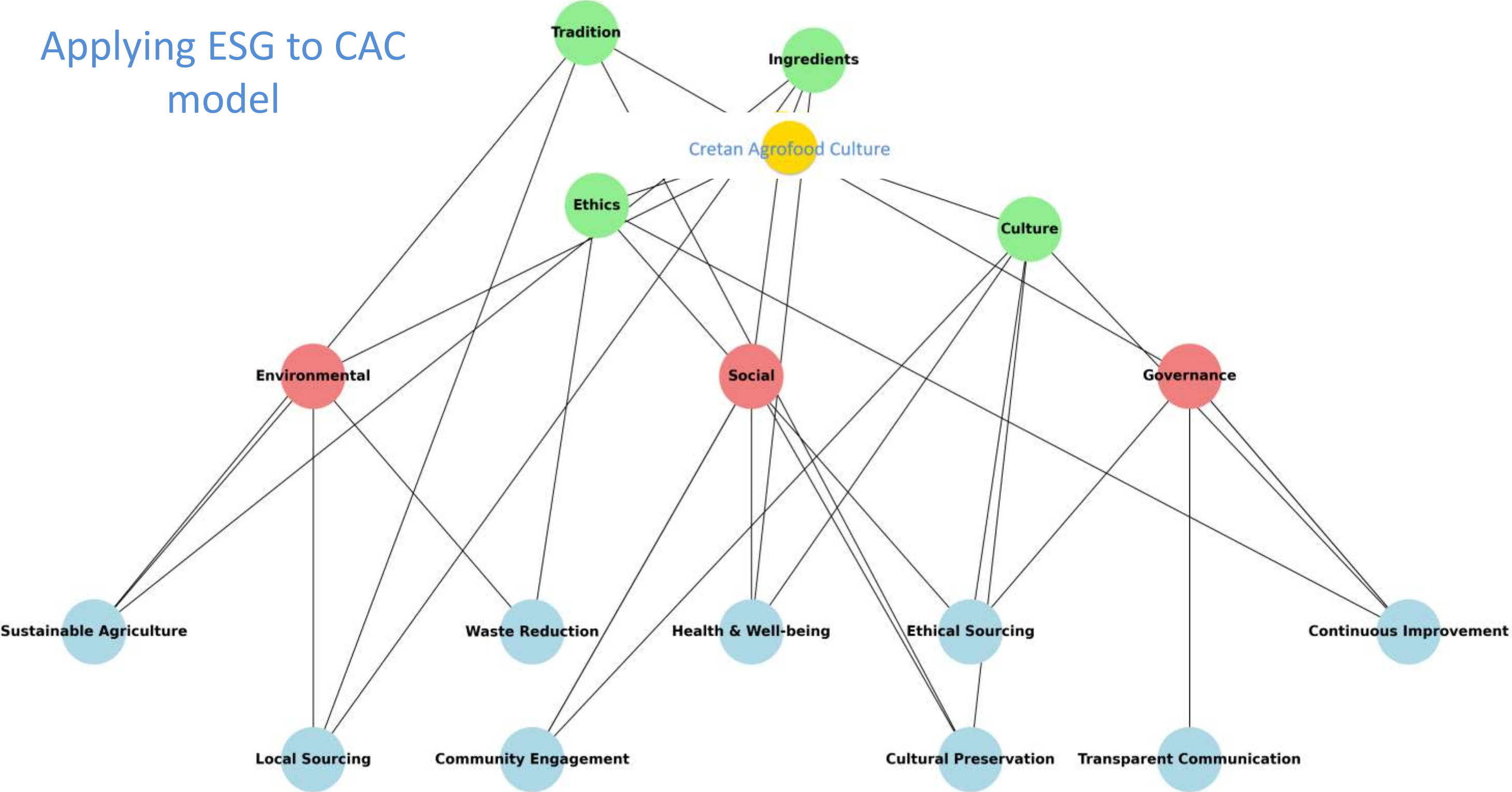
Governance (G): Procurement ethics, Transparent communication, Continuous improvement

Cretan Agrofood Culture

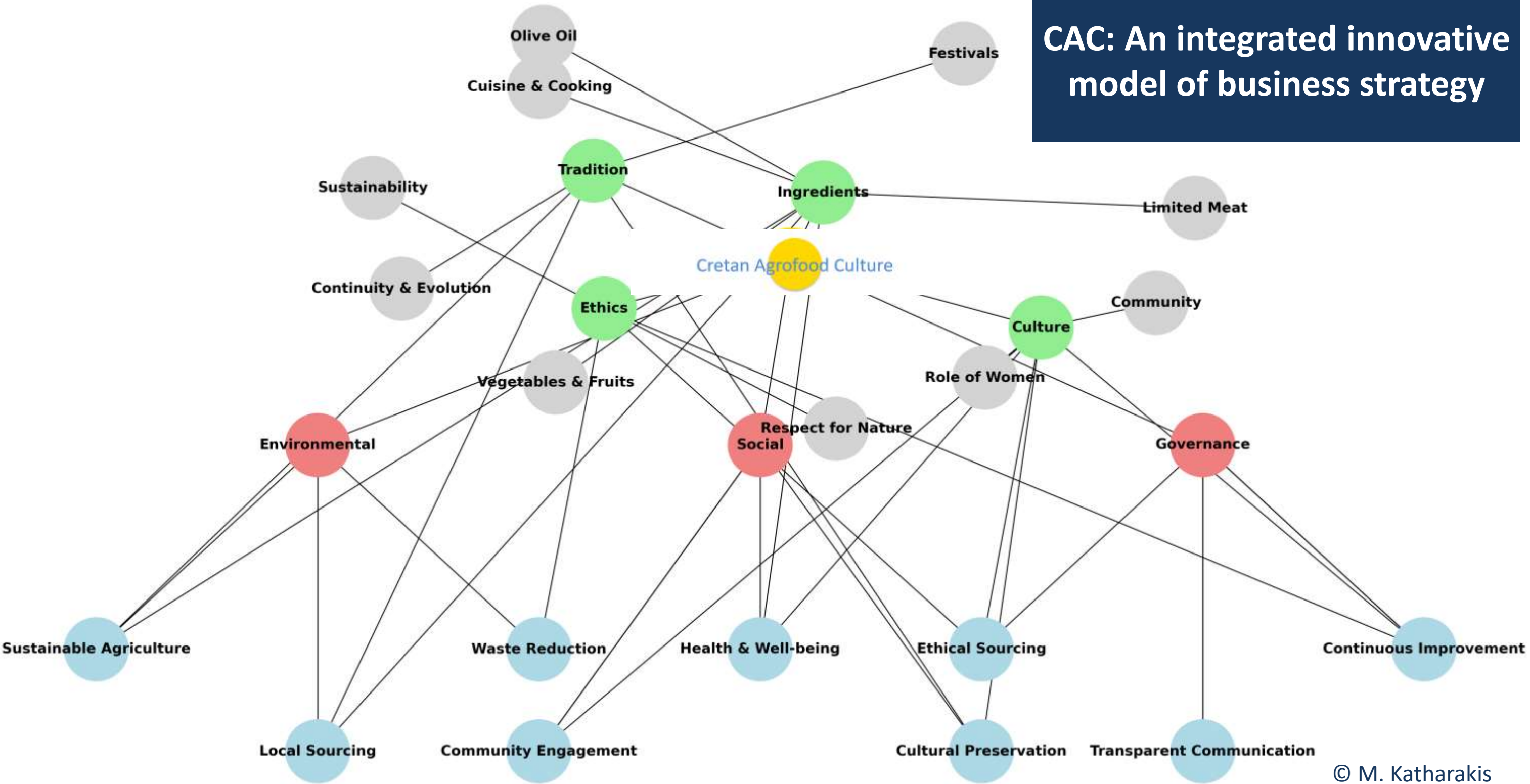
ESG & CAC principles



Applying ESG to CAC model



CAC: An integrated innovative model of business strategy



Conclusion

Cretan Agri-Food Culture could be characterized as an **innovative business framework strategy**, despite its ancient origins.

It "naturally" incorporates modern principles of Environment, Society and Governance (ESG), making it a **visionary model that aligns with modern standards** of sustainability and ethics in business.

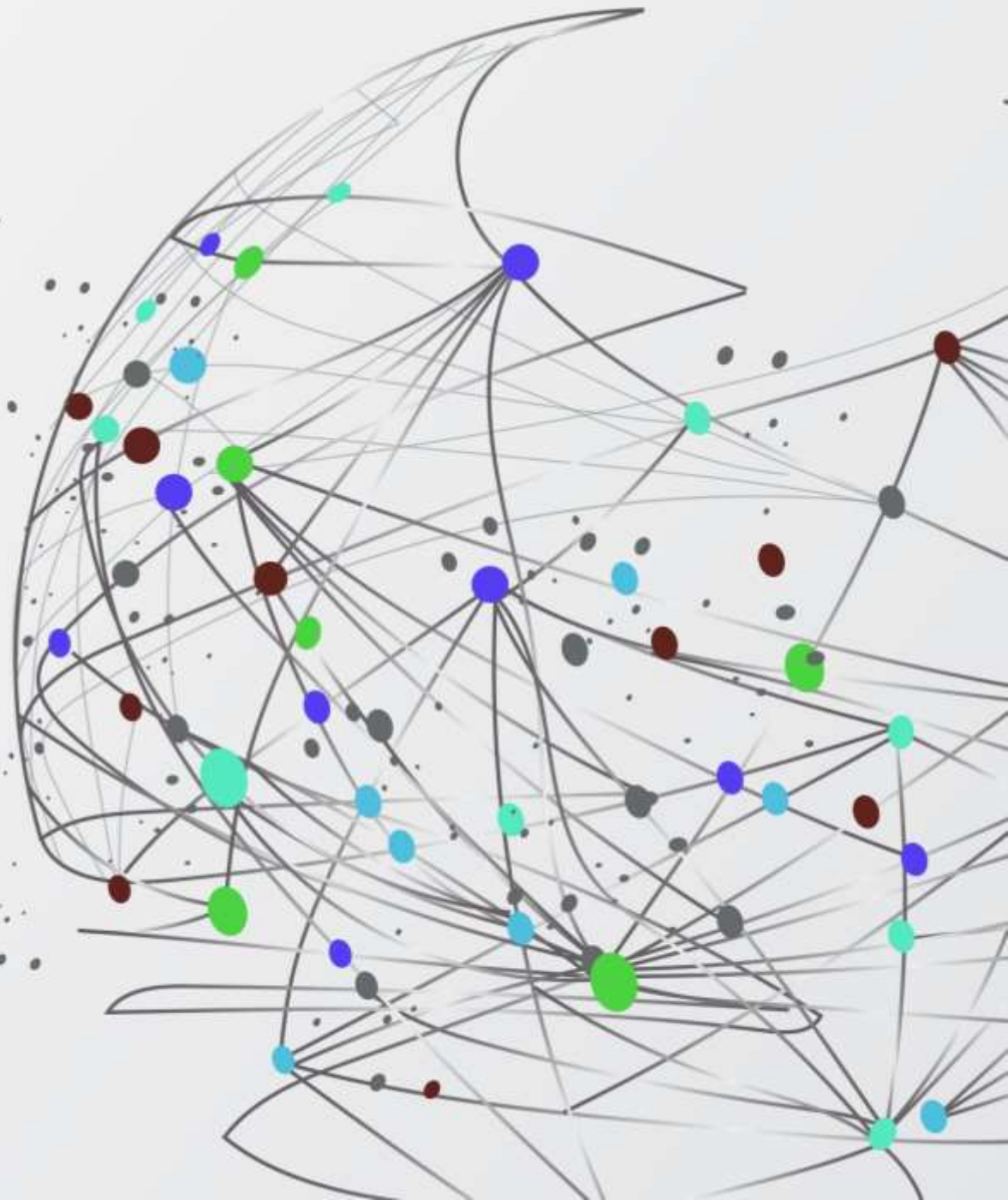
The "Cretan Agri-Food Culture"

It is not a relic of the past, but a **living, adaptable framework** that resonates with contemporary global ESG principles.

It **promotes a sustainable, ethical and socially responsible** approach, aligned with modern requirements and expectations in tourism, gastronomy, local business production and agriculture

It is an **innovative strategic business model** for the future

Proposals



Tourism: authentic, environmentally friendly and culturally rich experiences.

Gastronomy: Promotion of Cretan diet, promotion of culinary innovation maintaining traditional recipes and cooking methods.

Local Business Production: Encourage ethical business practices that value sustainability, quality, and community.

Agriculture: Encouraging sustainable farming practices by supporting local farmers and producers.