

Forum **Dieta Mediterranea**
IMPERIA 6-7 MAGGIO 2011



PROTOCOL OF INTENTS

Creation of the Mediterranean Olive Oil Towns Network

Today, the 07th May 2011 at the Auditorium Room of the Chamber of Commerce of Imperia, under the auspice of the International Olive Council, the undersigned sign the present Protocol of Agreement in order to create the **Mediterranean Olive Oil Towns Network**, within the December 31, 2011;

Considering that,

One of the purposes of the Olive Oil Towns Associations and of the local governments olive oil potential, is to promote the conservation and enlargement of the assets of the production of olive oil, promoting the origin and the typical regional production bringing out values that the olive oil civilization communicate in terms of environment, nutrition, health, landscape, tourism and immaterial and material culture;

Taking notice of the fact that,

The survival and the recovery of the agricultural tradition of areas depending on this kind of subsistence and the creation of important economic activities with the olive oil tourism movement, as a guarantee for the conservation and the spreading of these activities, these circumstances will inevitably induce a positive feedback on the product itself and the economy of the olive oil territories;



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The undersigned Bodies commit themselves to:

- The creation of the **Mediterranean Olive Oil Towns Network** on the principles expressing the common roots of all the Countries on Mediterranean Sea;
- Found within their correspondent countries of origin an Olive Oil Towns Association;
- Put into action a network of relationships and joined activities in order to sustain and promote the areas producing olive oil;
- The institution of documentation centres for olive oil, museums and events linked to the olive oil environment and the Mediterranean cuisine;
- Improve and strengthen the image of the olive oil producing areas;
- Improve the potential capacity of the cultivation of olive trees and the production of olive oil to create new workplace;
- Stimulate the study, the research and the testing act to improve the local varieties and natures of the olive oils in strength relation with the Protected Designation of Origin, where present;
- Promote seminars, meetings and debates concerning olive oil qualities in close relation with good health;
- Safeguard and restore tastes and perfumes of the traditional Mediterranean Diet World Unesco Intangible Cultural Heritage;

All this should be promoted by the creation of,

- Joined events to improve and strengthen the image of the olive oil producing areas;
- A board of activities "The Routes of the Mediterranean Olive Oil": a far traveling itinerary from the Turkish coast to the borders of Portugal;
- Promotional activities in foreign countries;
- Local activities in all members Countries;
- Educational programs for consumers;
- Communication and promotion products;
- An extravergin Mediterranean olive oil Menu;



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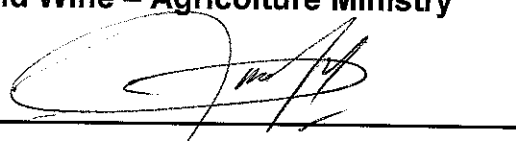
- Popular courses and stages for professional tasters for the knowledge about olive oil;
- Seminars, conferences, round tables on theme connected with the production of olive oil;
- Didactic activities within schools of compulsory education;
- Research and experimental centres;
- Creation of a Web Site with all the information about members of the Mediterranean Olive Oil Towns Network.

The present Protocol of Agreement is undersigned by:

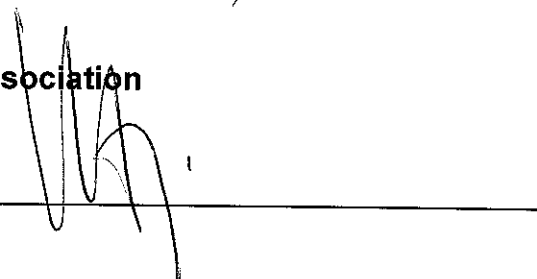
1. ALBANIA Albanian Agricultural Ministry

Altin Zeqo, Chief of Marketing and Markets Dpt. 

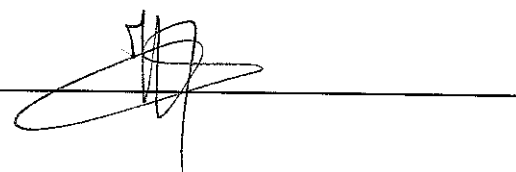
2. ALGERIA Technical Inst. Arboriculture and Wine – Agriculture Ministry

Mahmoud Mendil, Genral Mng 

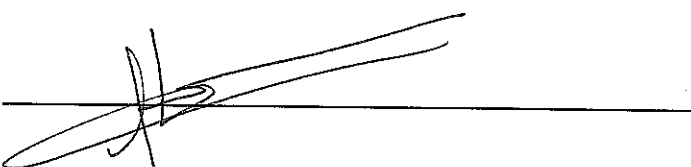
3. CROATIA Croatian Olive Oil Towns Association

Aleksander Krt, President 

4. FRANCE France Olive Oil Towns Federation

Christin Michel, Councillor 

5. GREECE The Routes of The olive Tree Foundation

Audrey Guittard, Technical Resp. 



6. **ISRAEL** **Biochemistry Science Food Nutrition Hebrew University Jerusalem**

Zohar Kerem, Senior Lecturer Zohar Kerem

7. **ITALY** **Italian Olive Oil Towns Association - ANCO**

Enrico Lupi, President [Signature]

8. **MOROCCO** **City of Meknes**

Ahmed Hilal, Mayor [Signature]

9. **MONTENEGRO** **BOKA Olive growers Association**

Vesna Djukic, Executive Director [Signature]

10. **PORTOGALLO** **Portuguese Embassy in Italy**

José Egidio Barbeito, Agriculture Coucillor [Signature]

11. **SLOVENIA** **Slovenian Olive growers Association (Dosi)**

Milena Bucar-Miklavcic, Coordinator [Signature]

12. **SPAIN** **Spanish Olive Oil Towns Association – AEMO**

Salvador Cubero, Executive Director [Signature]



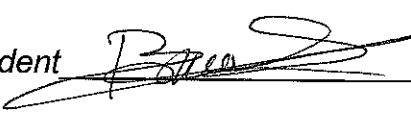
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13. TUNISIA Tunisian Olive Oil Institute

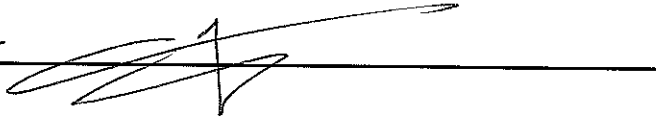
Neziha Kammoun, 

14. TURKEY Chamber of Agriculture Didim

Bahattin Godkemir, President 

Under the auspice of

IOC International Olive Council

Jean Louis Barjol, Executive Director 



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