



## WE ARE WHAT WE EAT

16th November 2010 UNESCO inter-government committee proclaimed the Mediterranean diet humanity's cultural heritage. The proclamation was approved during a meeting in Nairobi, Kenya, by unanimity with an ovation from all the delegates representing 166 countries. The declaration of the Mediterranean diet as a sustainable style of life based on Italian's traditional food and secular culture is a historical goal for Italy and gives us all the responsibility to continue with determination the standard of quality and to valorize our heritage, in its historical features, and the traditions preserved for years in the Mediterranean diet.

Products based on the Mediterranean diet are the same that enrich and make unique Italian's agri-food basket: above all there is the extra-virgin olive oil, then vegetables, fruit, grain and wine.



It is the peasant's meal, with its rituals and times, that it is found to be extraordinary modern with this award, even timeless and therefore destined to be immortal.

A good nutrition brings calories in a balanced way:  
58% from carbohydrates + 12% from proteins + 30% from fat



The Mediterranean diet is an ideal model of nutrition because it brings carbohydrates, proteins and fat respectively in the form of:

- Starch based food – low fat meat and fish – olive oil

It is with highly healthy and digestible food that the body grows stout.

Olive oil in particular brings fat in the best form for your body, that is with fatty acids.

The nutritional value of the Mediterranean diet is scientifically shown by the famous “study of the seven countries”; explained by Antonio De Lorenzo, food and nutrition professor at “Tor Vergata University” in Rome.



Researchers compared the diets adopted by the population from seven countries in different nations to verify benefits and defects; the results showed that

the best was the one in use by Nicotera's inhabitants, a town in Calabria, loyal followers of the Mediterranean diet. A big opportunity that must be caught responsibly by all the Italian olive oil sector. Mediterranean diet's food is the same that carry the “MADE IN ITALY” brand around the world, so wanted and appreciated, and its economic value must be defended and strengthened with a communication campaign that encourages the conscious purchase and consumption of high quality products made in Italy, respecting the farmer's traditions.