

**"ELEA: PRODUCING AND CONSUMING OLIVE OIL"
A CONTRIBUTION TO EUROPEAN
CULINARY CULTURAL HERITAGE**

CONFERENCE PROGRAMME

ERICARTS

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**ELEA: Producing and Consuming Olives -
A Contribution to our European Cultural Heritage**

From the 29th October to the 1 November 1998, ERICarts, in co-operation with the Institute of Cultural Studies of Europe and the Mediterranean (ICUSEM), Athens, Greece and the Finnish Centre for the Study of Cultural and Media Policies in Europe (Finn-EKVIT), Helsinki, Finland co-hosted the ELEA conference in Rethymnon, Crete.

Thursday 29th October 1998

Arrival of Participants and Registration

20h00 - 20h30 Welcome Speech: by D. Archondakis, Mayor of Rethymnon,

20h30 Dinner Speech: "The History of the Oil Press in the Mediterranean" by Dr. Rafael Frenkel, Kibutz Beit Haemek, Israel

Friday 30th October 1998

10h00-13h00: Visit to the historical monastery of Arcadi

Case Study One: Regeneration through Cultural Heritage

Presentation by M. Toupoyiannis, architect and project leader of an initiative in Kapsaliana, Arcadi designed to transform a former monastery (originally an oil press) into an Olive Museum.

Discussions to be held on site.

Visit to an oil-press in the traditional village of Maroulas

13h00-14h30: Lunch in Maroulas with traditional Cretan Food made with olive oil

14h30 - 15h00: Departure-Arrival in Rethymnon

16h30 - 19h00: **Round Table One: Food as an Element of Cultural Heritage & Identity**

This session will address the role food/cuisine, specifically olives and olive oil, plays in the culture of everyday life and how it contributes to social cohesion, cultural change, ecological progress and economic development in Europe.

Interventions: Integration through the Kitchen? - the European Food Project.
Andreas Joh. Wiesand, Secretary General, ERICarts

The Historical, Archaeological and Ethnological Cultivation and Expansion of Olives in Greece. Effie Karpondini-Dimitriadi, ICUSEM, Greece

Can Principles of Identity, Diversity and Culinary Culture be Merged?.
Dimitrije Vujadinovic, The Blue Dragon.

Followed by a debate by experts on oil cultivation, production and consumption: M. Kambourakis, J. Mellios, V. Nikolakis, and others.

20h00 Dinner Presentation by M. Lambraki: "The oil-olive cake-man: olive oil and its use from the 14th to the 19th century".

20h30 Dinner

Saturday 31 October 1998

Theme One: Beyond National Borders: consumption and production of olives and olive oil in Europe

Some distinct food and agricultural traditions (eg. olives and oil) have reached beyond national borders, linking people that - like in the Mediterranean or the Nordic regions - would have normally been divided by physical distance, language, religion and manner. The main purpose of this first day is to explore consumption patterns and production trends in different regions of Europe and address whether principles of identity, diversity and culinary culture could be merged.

09h30 - 13h00: Fact Finding Trip to Olive Institute, Chania, Crete

History and Evolution of Olive Oil Production and Consumption in the Mediterranean and in Europe,
N. Michelakis, Director of the Olive Institute

Discussion with Mr. Nikolaidis, Director of the Mediterranean Agronomic Institute (MAICH)

Case Study Two: Tradition as Basis for Future Standards of Production. Presentation by George Dimitriadis and Christine Lacroix: Methods of extracting olive oil organic productions, problems and consumer perceptions: the case of Biolea Estate

13h00 - 14h00: Lunch

14h30-15h30: Return to Rethymnon

16h00 - 19h30: Round Table Two: **Regional Discussions**

A. Perspectives from: A Producing Country:

Spain: Lluís Bonet, 'A Cultural And Economic Approach On The Production And Consumption Of Olives. The Spanish Perspective' Universitat de Barcelona.

France: René Gras. Conservator, Musée des Oliviers, Nyon

Crete: Dr. Emmanuel Kambourakis, "Ecological olive production in Crete: a contribution to sustain the natural resources and cultural heritage of the island.

B. Perspectives from: A Consuming Country:

Finland: Susan Heiskanen, FIN-EKVIT and Ritva Mitchell, President, ERICarts

Intervention: Christian Teulade, Director de la S.C.A.N. (Société Cooperative Agricole du Nyonsais), "Dégustations".

Discussion: EU agricultural policies: where are the cultural dimensions?

The afternoon session will focus on the role that the European Commission has played in safeguarding cultural values connected with food production, trade and communication. What role should it play in consideration of the Maastricht Treaty, Art. 128.4 and the Agriculture Council's June 98 decision (including abolition of aid scheme to small producers)? Have such strategies been to the benefit or detriment of quality and taste, the market forces and the interests of the consumers? Can quality and tradition be maintained in a harmonised market?

The final aim of this session is to draw up a list of proposals or recommendations to be presented to the European Commission of how to integrate culinary culture (as a cultural resource) into contemporary agri-food and cultural policies.

Vladimir Skok, Board Member, ERICarts, "Culinary Culture as a Cultural Resource: agri-food and cultural policies"

Sunday 1 November 1998

Departure of Participants