



INTERNATIONAL CONFERENCE ON MEDITERRANEAN DIET AND GASTRONOMY

Linking Innovation, Sustainability and Health

15-16 October, University of Évora

Book of Abstracts

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Introduction

The International Conference on Mediterranean Diet and Gastronomy: Linking Innovation, Sustainability and Health

The Mediterranean Diet is the theme that brings together in Évora many renown national and international experts on many different domains and research topics. UNESCO's classification as Intangible Cultural Heritage of Humanity attests the relevance of a nutritional model that remained "constant over time and space", but, more importantly, it asserts it as much more than a simple diet.

In order to grasp the true essence of this conference, one question stands in the foreground: what is the Mediterranean Diet?

It's tradition. The customs and practices of communities of the Mediterranean basin are the base for this diet and cement the identity of this territory. In this conference, we want to talk about the past, but also about the future. We wish to reflect on how, in a context of pervasive change, tradition and innovation can coexist and give origin to new products and services that transform the old into the new.

It's socialization. Beyond food, this diet is about a way of being and living. Based on the values of sharing and caring, the Mediterranean Diet tells us about the identity of people. In some respects, each person is like all other people, some other people, and no other people. In this continuum between personal identity and cultural belonging, there is a world of factors affecting feeding behaviour.

It's health. Characterized by diversity and balance, the Mediterranean Diet is a rich and harmonious conjugation of highly nutritious food. International research has been documenting its benefits for health promotion and for preventing some of the most widespread chronic diseases of the XXI century.

It's sustainability. Valuing endogenous products and respecting biodiversity and seasonal cycles of produce allow for a more efficient and clever use of natural resources. To that extent, one cannot talk about Mediterranean Diet without mentioning sustainability. In a time when preservation is one of the

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most pressing concerns of our collective conscience, sustainable practices of production and consumption are a necessary topic of discussion.

It's experience. The Greek root word "*diata*" means a way of life. Thus, we need not only to address the questions of "what", but also of "how": the act of eating. The experience with food is part of the essence of the Mediterranean Diet, making sensory science a necessary topic for this conference.

For all these reasons, we believe this conference is for you. From body to mind, from biology to culture, from history to innovation, from knowing to doing, there are multiple perspectives on eating.

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P22. Characterization of consuming habits regarding bakery products and acceptance of new products incorporating whey residue

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ABSTRACT

In the Centre of Portugal the Serra da Estrela Cheese assumes great economic and social importance, and many small and medium enterprises depend on the income obtained from the herds or the cheese production. For these medium size enterprises, the generation of liquid effluents is a problem and, therefore, this study intended to explore the possibility of using whey residue to prepare new bakery products with improved characteristics and at the same time providing economic and environmental advantages. For that, a questionnaire survey was undertaken on a sample of 299 participants, residing in the Centre of Portugal. The results showed that about 80% eat bread on a daily basis, being the preferred types of bread fresh and homemade. The results further indicated that wheat or mixture breads are preferred, unlike whole cereal, rye or corn breads, which are not much valued by the participants. Also, the breads with a reduced salt content are valued only by 10% of the participants. Regarding cookies, they are consumed by approximately 56% of the participants, who consume them mainly between meals and 2 or 3 times/week. The preferred types of cookies include simple formulations, without fillings or flavourings. Again, it was verified that cookies without sugar are preferred only by 11% of the participants. When asked about the possibility of consuming bakery products made with whey residue from sheep milk, about 60% of the participants admitted they would, and the reasons that contributed for this decision included higher protein content followed by environmental advantages.

KEYWORDS: Bread, Cookie, Knowledge, Dietary habits.