



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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OC11. EATMOT Project: Eating motivations in different parts of the world, and particularly in countries from the Mediterranean Area

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ABSTRACT

The EATMOT Project is a multinational study about different eating motivations, and that is being carried out in 18 countries. The project addresses several types of factors that are related to food choice and consumption patterns, and that may in some extent condition the eating motivations, namely health related factors; economic and availability aspects; emotional determinants; social, cultural and religious influences; marketing and advertising campaigns and finally environmental concerns.

The study is based on a questionnaire that was prepared purposely for the project, and therefore adequate to evaluate the aspects that determine the objectives highlighted. The study is coordinated by Portugal and involves a team of about 70 researchers from 16 countries, distributed as follows: Argentina, Brazil and United States in the American continent; Egypt in African continent; and the remaining countries in Europe: Croatia, Greece, Hungary, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Serbia, Slovenia and Romania.

The collected results surpass 12 thousand cases and allow, among many other studies, characterizing the eating motivations in different parts of the world, including the Mediterranean surrounding countries or countries which are typically linked to the Mediterranean diet, specifically: Croatia, Egypt, Italy, Greece or Portugal.

KEYWORDS: Psychology of eating, Questionnaire survey, Healthy diet, Traditional food.