



Nikki Rose
Founder and Director
Crete's Culinary Sanctuaries Educational Network
www.CookinginCrete.com

Presentation March 2, 2022
International Workshop on Agritourism

Crete's Culinary Sanctuaries

Educational programs celebrating Crete's heritage

www.cookingincrete.com

CCS is an all-local network of:

Chefs and artisan food producers

Sustainable organic farmers

Rural lodge owners and conservationists

Historians, mountaineers and many others

We work with residents on action programs to help preserve Crete's heritage for generations to come.

*CCS is an award-winning program for
Best Practices in Responsible Travel*





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Google e

38°47'33.59" N 20°26'19.03" E elev: 274 ft

Eye alt: 2379 ft













MUSIC 60 70 80 KARAOKE

COCKTAILS SALOON SALOON

BAR

KARAOKE





Menu board on the left side of the counter.

Bacon Burger

Menu board featuring a salad.

Menu board featuring a pizza.

Menu board with a list of items.



Coca-Cola

Self service





Just 30 years ago, Elounda was a small farming and fishing village; the very reason why travelers enjoyed the region.

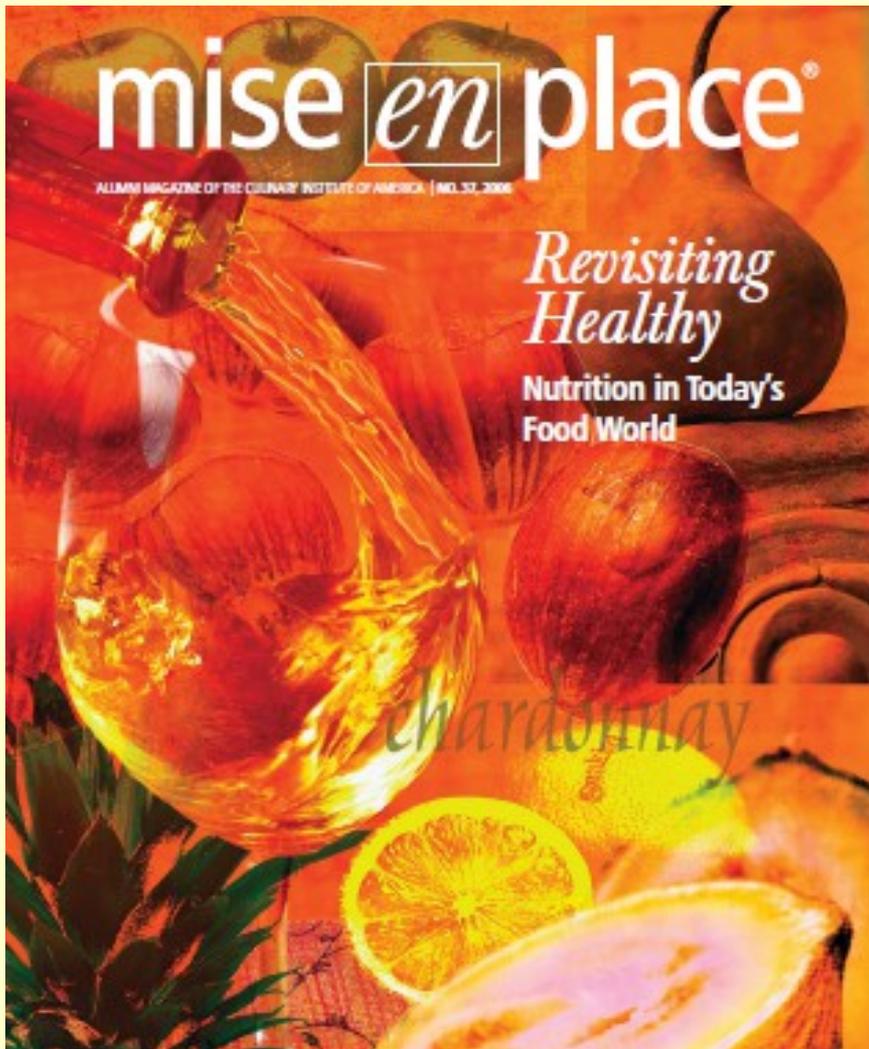
Crete's heritage and natural resources are at risk.

By rekindling interest in Crete's culture and nature, residents and visitors equally benefit from participating in heritage preservation programs.

Responsible Travel = Respect, Value, Benefits

Providing communities with the resources they need to implement programs that work for them.





What's the Mediterranean Diet... and Who's On It Anyway? BY NIKKI ROSE '94

Originally published in Stigmes Magazine (Crete); adapted for mise en place®

The Mediterranean Sea touches the shores of many diverse countries. There are cultural, agricultural, environmental, religious, and economic influences creating a vast banquet. Promotion of exports from the region has washed away culture with waves of statistics on olive oil consumption and a few key ingredients available elsewhere.

The window into other cultures is through the kitchen. America has wonderful regional cuisines, even though it's claimed the burger and the salmon sandwich. It's challenging to argue that fact. Turn the tables and consider the sweeping generalizations of the Mediterranean Diet.

The History of The Diet
The Diet phenomenon began in the late 1950s through the research of Dr. Ancel Keys, an American physiologist and initiator of the Kinman study during World War II. Keys discovered that the cardiovascular disease and cancer rates in men living in rural Crete were surprisingly low and they lived long, healthy lives. He noted that they consumed high quantities of olive oil, but also consumed cheese and lifestyle as a whole.

Dr. Keys conducted a 12-year comparative study of three disease rates in Greece (only Crete and Corfu), Finland, Japan, Italy, the Netherlands, the United States, and Yugoslavia (known as the "Seven Countries Study"). The results proved his theory of low incidences of other diseases in Crete and high incidences in all other countries, except Japan.

The Crete Diet was launched, which is commonly referred to as the Mediterranean Diet. Olive oil was cited as a piece of the puzzle but other important pieces were lost. The Diet concept spread throughout the Med, whether countries practiced it or not.

Crete is an arid, mountainous, rocky island with only a few major cities... this is farming and fishing country.

For instance, the higher cardiovascular disease rates in France and Italy do not coincide with the Crete Diet's premise. They enjoy similar cuisine but also consume many products on the healthy diet medication list that you never see in Crete. Italy also says extra virgin olive oil is taken from Crete, made it with lower production, then with a similar Italian brand names. In France, for over a decade, doctors have placed groups of cardiovascular disease patients on the traditional diet of Crete (not Provence) with positive results.

mise en place® | no. 37 | 9

Published in Stigmes Magazine (Crete), January 2000;
Culinary Institute of America, Mise En Place Magazine, 2006



Crete: The Roots of the Mediterranean Diet

enjoying the benefits of one of the world's healthiest cuisines wherever you live

Nikki Rose

Mediterranean diet

Cyprus, Croatia, Spain, Greece, Italy, Morocco and Portugal

Inscribed in 2013 (8.COM) on the Representative List of the Intangible Cultural Heritage of Humanity





Azoria, Crete
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Olive Tree (cir 2nd Century AD)



Ancient Olive Press
(trapezium mortarium or mortar)
about 2nd Century AD

copyright Mikki Resto



copyright Mikki Resto















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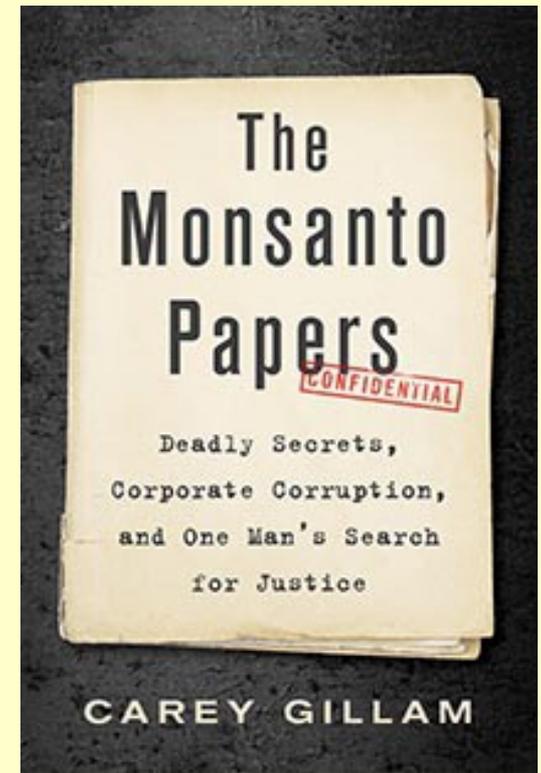
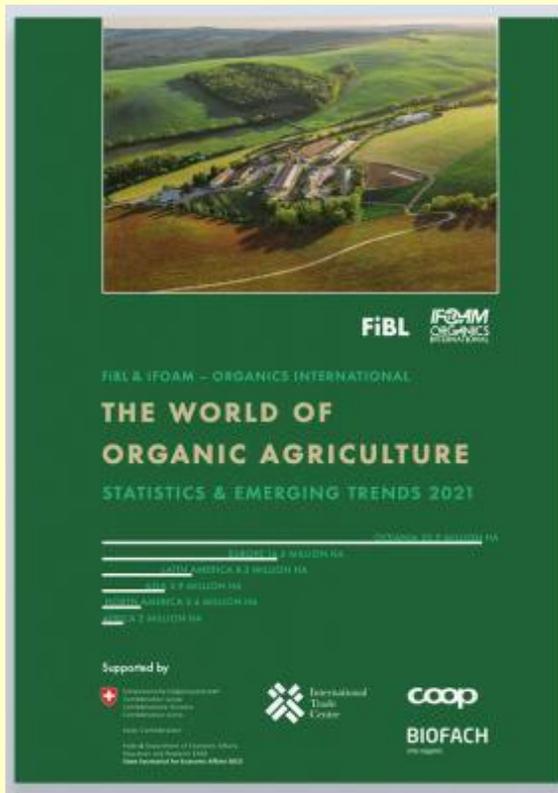
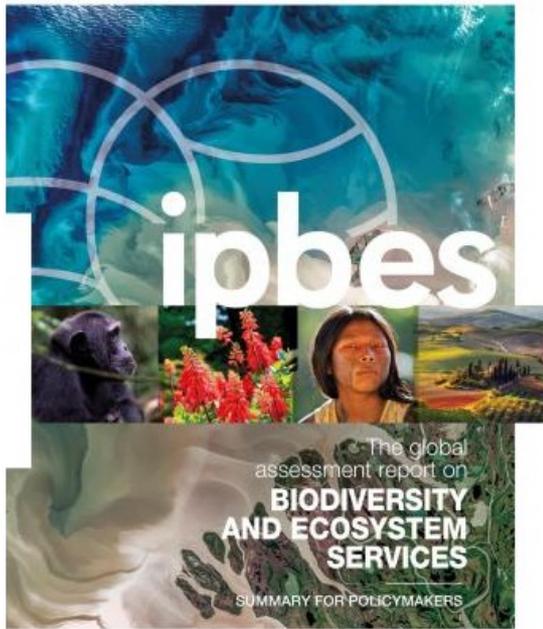




SEED
FREEDOM

ΠΑΡΕ ΤΟ ΣΠΟΡΟ ΤΗΣ ΠΛΑΙΩ
ΚΑΙ ΒΑΛΤΟΝΕ ΣΤΟ ΧΩΜΑ
ΝΑ ΔΕΙΣ ΑΠΟΥ ΘΑ ΣΟΥ ΓΕΝΝΑ
ΤΑ ΔΩΡΑ ΤΟΥ ΑΙΩΝΙΑ

ΑΙΩΝΙΑ

















Horiatiki (Greek Salad) 1002



Horiatiki 1001 (Greek Salad)





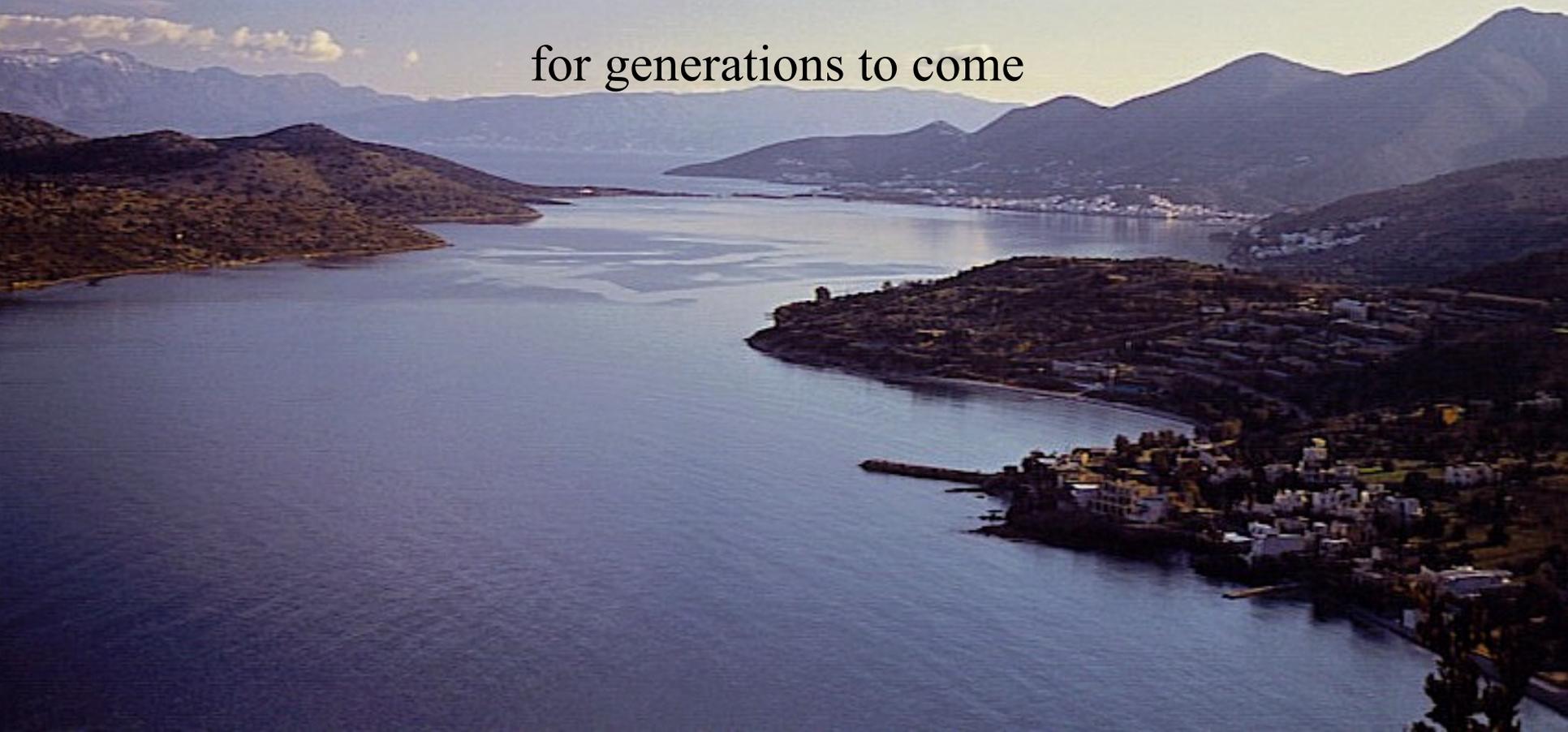








Traditional Cretan Cuisine and Nutrition =
Protection of our land and sea
Support of the providers of our good, safe food
for generations to come



Crete's Culinary Sanctuaries

Benefits of cultural immersion experiences

A chance to spend quality time with residents who are knowledgeable and passionate about Crete's culture, natural beauty and traditional cuisine

Keys to preserving Crete's heritage:

- Strengthen existing action programs
- **D**irect collaboration with communities
- Powerful cultural-natural heritage preservation programs
- Protection of our safe, clean food sources
- Sustainable organic farming training and expansion
- Emphasize the benefits to the local and global community

The World of Organic Agriculture 2018

Organic Farmland 2018



71.5 m ha

Organic farmland in million hectares

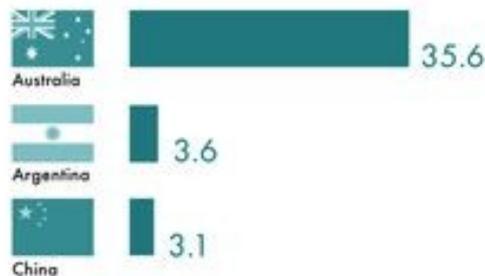
+2.9%

From 2017

186

Countries with organic farming

Top 3 countries (land in million of hectares)



Organic Producers 2018

The number of organic producers is increasing

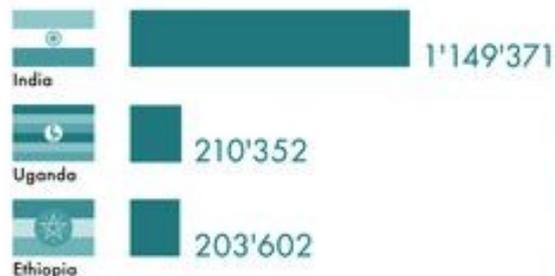
2.8 million

Organic farmers

+55%

From 2009

Number of producers: Top 3 countries



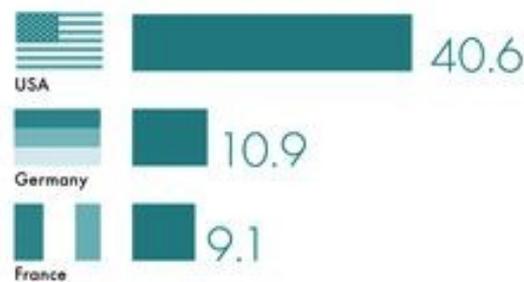
Organic Market 2018

The global market is growing and consumer demand is increasing

Almost 97

Global organic food market in billion euros

Top 3 countries (market in billion euros)



15.4%

Organic market growth

11.5%

Market share

312 €

Highest per capita spending is in Denmark and Switzerland



European
Commission





DESTINATION STEWARDSHIP REPORT

WHERE TOURISM MEETS CARE FOR PLACES

A joint project of the Global Sustainable Tourism Council and Destination Stewardship Center

Crete Needs to Restore its Gastronomic Heritage

 **Destination Stewardship Report** – Summer 2020 

*Culinary expert **Nikki Rose** says Crete has wandered far from its roots as the “Garden of Greece,” losing traditional farms, villages, and cuisine in the process. Mass tourism has been partly responsible, and sustainable tourism could help reverse the trend, restoring Crete’s traditional, organic, more ecologically suitable agricultural methods. Consumer demand for health and gastronomy is on the rise. Catering to it could help Crete restore its 4,000-year-old agricultural heritage and once-robust ecosystem. The approach called “agro-ecology” shows the way.*

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<https://destinationcenter.org/dsr-introduction/destination-stewardship-report-inaugural-issue/crete-needs-to-restore-its-gastronomic-heritage/>





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Heritage Protectors

A documentary in production filmed in Crete,
Greece

Producer-Director, Nikki Rose

CookinginCrete.com