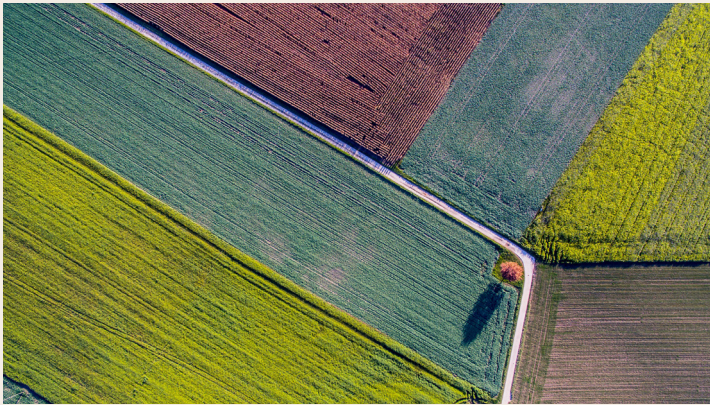




Catalonia, Europe's agricultural mosaic



Jury Visit Programme
8 – 12 May 2023



Tour leaders contacts:

Ariadna Ribas – Catalan Tourist Board: 676571072

Laura Rubia – Catalan Tourist Board: 680788835



Time	Place	Activity	Stakeholder attendance
All day	Barcelona	Arrivals at the airport and transfers to the hotel	
20.00	Carrer de Trafalgar, 26, 08010 Barcelona	Meeting of the group at reception of Hotel Yurbban Passage with Cristina Massot and Laura Rubia who will be accompanying the group on foot to the restaurant.	
20.30	Carrer de les Flors, 12, 08001 Barcelona	Reception and dinner at Ca l'Isidre restaurant	Ministry of Climate Action, Food and Rural Agenda (Directorate-General for Food Industries, Food Quality and Gastronomy and Agency for the promotion of Catalan food) Ministry of Business and Labour (Directorate-General for Tourism and Catalan Tourist Board) (Government of Catalunya)
Night	Carrer de Trafalgar, 26, 08010 Barcelona	Accommodation at Hotel Yurbban Passage	

CA L'ISIDRE RESTAURANT



Ca l'Isidre is an iconic restaurant in Barcelona's Raval neighbourhood, specialising in contemporary Catalan cuisine with the best seasonal produce. Ca l'Isidre opened its doors in 1970 as a Catalan-Mediterranean restaurant producing market cuisine, with seasonal products as the main feature. For more than 50 years, its founder Isidre Gironés has gone to the Boqueria Market every morning in search of the best products each season to create exquisite recipes of traditional Catalan cuisine. The excellent work of Isidre and his wife Montserrat has made Ca l'Isidre a benchmark in Barcelona, earning the loyalty of an audience with an excellent taste for good gastronomy. Their daughter Núria is currently responsible for creating the recipes, together with the kitchen team and the Chef. They work to prepare the dishes, a mix of traditional Catalan-Mediterranean cuisine, with modern touches, based on the best seasonal locally sourced products. The restaurant has received 14 awards for quality.



www.calisidre.com



HOTEL YURBBAN PASSAGE

A charming eco-friendly hotel in Barcelona which is involved in social projects. They are committed to local talent, producers and gastronomy. A building with roots in the textile industry, converted into a hotel. A hotel situated above a passage frequented by merchants, neighbors and visitors. We believe in the evolution of spaces and respect for the surrounding areas. Accordingly, the hotel makes donations to local foundations and has sponsored 20 olive trees to prevent these ancient trees from being neglected. The oil from those olive trees is available both in the mini-market and at breakfast.



www.yurbbanpassage.com

Time	Place	Activity	Link to the candidacy	Stakeholder attendance
	Barcelona	Breakfast and checkout		
8.30 – 9.00 am	Transfer:	Hotel – CETT School of Tourism, Hospitality and Gastronomy CETT-UB (20 min)		
9.00 – 11.00 am	Av. de Can Marçet, 36-38, 08035 Barcelona	Institutional reception. Presentation of the Catalonia, World Region of Gastronomy 2025 candidacy and technical visit to the School of Tourism, Hospitality and Gastronomy CETT-UB.	Principle of the strategy: 3. Innovation hub Strategic line: 3. Education	<p>Ministry of Climate Action, Food and Rural Agenda (Joan Gòdia, Director General of Food Industries, Food Quality and Gastronomy and Ramon Sentmartí, Managing Director of the Agency for the promotion of Catalan food)</p> <p>Ministry of Business and Labour (Marta Domènech, Director General of Tourism and Narcís Ferrer, Director of the Catalan Tourist Board and Patrick Torrent, Deputy Director of the Catalan Tourist Board) (Government of Catalunya)</p> <p>David Peguero, Corporate Development Director, Dr. Helena Martín, Director of the Gastronomy Research Group, CETT School of Tourism, Hospitality and Gastronomy</p> <p>Carles Vilarrubí, President of the Catalan Academy of Gastronomy and Nutrition</p> <p>Toni Massanés, Director of the Alicia Foundation</p> <p>Eduard Torres, President of the Executive Committee, Turisme de Barcelona</p> <p>Lluís Serra, Managing Director of The University College of Hospitality Management and Culinary Arts of Sant Pol de Mar (EUHT StPOL) and President of EUHOFA International</p> <p>Catalan candidates taking part in the European Young Chef Award competition</p>
11.00 am – 12.00 pm	Transfer:	Barcelona – Riudarenes (1h)		



CETT-UB

The CETT Barcelona School of Tourism, Hospitality and Gastronomy is an international benchmark for training, research and knowledge transfer in tourism, hospitality and gastronomy, affiliated with the University of Barcelona (UB). With a clear desire to reach the world, CETT offers face-to-face, blended and online academic programmes at all levels of training. CETT, with a history dating back more than fifty years, connects people and links academia with the business and institutional fabric. Based on a firm commitment to society and Catalonia, and with a spirit of constant transformation, CETT contributes to the sector's professionalism and excellence, providing value to make the sector more sustainable. It has a team of specialised teachers who provide students with a model for the creation and transfer of knowledge based on high standards, innovation and experience. At CETT, students undergo a unique educational experience that enables them to achieve life projects through interaction with their environment and with others. Constant contact with real-life scenarios and training in the areas of responsibility, sustainability, inclusion and equality, innovation and digitalisation mean they can anticipate new social and business challenges and trends. The CETT Campus, with its own applied training companies, including the Hotel Alimara, the Àgora Residence Hall, the Aula Restaurant and the Fòrum bar and café, provides an excellent learning environment that connects talent and creates synergies between the academic world and the business sector.



www.cett.es



Time	Place	Activity	Link to the candidacy	Stakeholder attendance
12.00 – 2.30 pm	Ctra. Santa Coloma, km 21,1 17421 Riudarenes	The farmer who loves the land Visit and lunch at Can Moragues	Principle of the strategy: 1. Regenerative food and wine tourism model 2. SLOW gastronomic tourism model 6. Ideas to EXPERIENCE, TASTE AND BUY local products Strategic line: 4. Sustainable tourism	Ander Achotegui and Núria Bisquert, Director and project manager of Can Moragues Sergi de Meià, Chef of Can Moragues Daniele Rossi, Slow Food Barcelona
2.30 – 3.10 pm	Transfer:	Riudarenes – Palamós (40 min)		
3.30 – 5.30 pm	Moll Pesquer, s/n. 17230 Palamós	The sea and sustainable fishing The Palamós project and the world of fishing. Visit to the Fishing Museum and the Espai del Peix cultural centre for the dissemination of fishing, presentation of the Aula Blava (Blue Classroom) project, visit to the fish market and auction, and the Fishermen's Guild workshop.	Principle of the strategy: 7. Project with an aspect focusing on TRANSFORMATION of the destination Strategic line: 3. Education Project: Aula Blava (Blue Classroom)	Cristina Mañas, Francesc Benaiges, Palamós Fishermen's Guild Miquel Martí, Fishing Museum and Espai del Peix Joan Lluís Alegret, Chair of Maritime Studies (University of Girona and Promediterrània Foundation) Maritime women's group Sílvia Romero, Palamós City hall
5.30 – 6.30 pm	Palamós – Peralada (1 h)			
6.30 – 8.00 pm	Paratge la Granja, s/n, 17491 Peralada, Girona	Catalonia, land of wines Visit and wine tasting at the Peralada winery	Principle of the strategy: 2. SLOW gastronomic tourism model Strategic line: 4. Sustainable tourism	Peralada winery Victor Goitia, Head of Marketing, Costa Brava Tourist Board Josep Serra, owner of La Vinyeta winery and member of the Empordà-Costa Brava Designation of Origin Regulatory council Xavier Agell i Tuser, Head of the Secretarial Service of the Catalan Institute of Vine and Wine (INCAVI) Eloi Montcada, Cluster Manager of the Catalan Wine Cluster (INNOVI)
8.00 – 8.30 pm	Transfer:	Peralada – Roses (30 min)		
8.30 – 10.30 pm	Av. de Rhode, 34, 17480 Roses, Girona	Dinner at the Norat gastronomic restaurant and accommodation at Hotel Terraza		



CAN MORAGUES

El Rebost de Can Moragues is an organic restaurant with a farm store. Our organic products are committed to nature conservation, as many of them come from agricultural producers who are engaged in land stewardship with Fundació Emys, a non-profit environmental organisation responsible of the restaurant. Fundació Emys advises producers to produce their ingredients not only organically, but also in agriculture that promotes biodiversity. Can Moragues Restaurant is a member of the Km 0 Slow Food Catalunya Community of Restaurants. The chef creating the dishes at the Can Moragues restaurant is Sergi de Meià, one of the leading figures in traditional locally sourced organic cuisine in Catalonia. He understands food in terms of pleasure, but stresses the importance of being aware of nature and our responsibility towards the environment, promoting organic and local cuisine.

www.canmoragues.org/en/

PERELADA WINERY

Europe's first LEED Gold-certified winery for sustainability, developed by the US Green Building Council, which certifies the sustainability and increased efficiency of its design and construction. The new winery, designed by RCR Arquitectes, winners of the 2017 Pritzker Prize, is a further step towards excellence. With a wine-producing tradition dating back more than six centuries, Peralada produces wines with character, presence and international recognition. It offers one of the most extensive and comprehensive wine tourism experiences in Catalonia. It is also involved in projects such as the reintroduction of the European white stork at Peralada Castle.

www.perelada.com/en



PALAMÓS

The Port of Palamós hosts the Fishing Museum's cultural project: the permanent exhibition, Espai del Peix, the Fish Boats, Documare and the centre of the Chair of Maritime Studies. The fish auction in the Palamós fish market can be visited and authentic seafood cuisine tasted in the Espai del Peix. The candidacy includes the Aula Blava (Blue Classroom) project, a boat with an interpretation centre on the culture of fishing. A boat will be built to act as a classroom, a prototype for innovation and sustainability, which is the result of a construction process involving universities and key players in the region's blue economy, consistent with a zero-emissions message, aligned with the UN SDGs and targets, and global trends to enable protection and exploitation of the sea for the benefit of coastal communities. The Palamós Fishermen's Guild is also involved in several social projects linked to local produce.

museudelapesca.org
confraria.cat

HOTEL TERRAZA AND NORAT GASTRONOMIC RESTAURANT

Bold, daring and adventurous. Those words to describe the patriarch Honorat Gotanegra i Marcó, who after travelling halfway around the world to learn the hotel profession, returned to Roses in 1935, full of experience and ready to open his own business: a hotel on the beach, at the water's edge, from where guests could watch the waves of the Mediterranean from their room. The spirit of innovation, enterprise and positive disruption were the values that were passed on from grandparents to parents, and from parents to children. And so, the family remains committed to the tourism sector with the same enthusiasm and excitement, exceeding expectations and adding taste, innovation and commitment to the town of Roses, to offer its guests a high-quality service. The hotel has the highest level of the Gastronomía d'Origen label, a local hallmark that identifies restaurants that use mainly locally sourced products from the L'Empordà region in their cuisine. Its restaurant, Norat, offers simple dishes without excessive chemistry, as they are based on traditional cooking, with a few added touches of creative cuisine.

www.hotelterraza.com

Time	Place	Activity	Link to the candidacy	Stakeholder attendance
	Roses	Breakfast and checkout		
9.00 – 9.30 am	Transfer:	Roses – Montjoi (25 min)		
9.30 – 11.30 am	Carrer la Roca, 4, 17480 Roses, Girona	Michelin stars – Ferran Adrià's revolution Visit to the elBulli1846 museum in Cala Montjoi.	Principle of the strategy: 3. Innovation hub Strategic line: 3. Education	Ernest Laporte, elBullifoundation
11.30 am – 12.45 pm	Transfer:	Roses – Olot (1 h 15 min)		
12.45 – 3.00 pm	Carretera de la Canya, 106, 17800 Olot, Girona	From garden to table Visit and lunch at Les Cols Restaurant (2 Michelin stars and a Green Star)	Principle of the strategy: 2. SLOW gastronomic tourism model Strategic line: 2. Innovation, creativity and job opportunities Project: Highlighting the role of women in the world of wine, cooking and agriculture	Fina Puigdevall, chef at Les Cols Restaurant
4.00 – 5.30 pm	Mas Soler de n'Hug, 08513 Prats de Lluçanès, Barcelona	The producers behind the landscape Visit to the Soler de n'Hug family farm, dedicated to agriculture and livestock farming Presentation of the strategy and projects by Prodeca (the Catalan foodstuffs promoter), including the Welcome to Farmers Festival and Welcome to Farmers All Year Round (<i>Benvinguts a Pagès La Festa i Benvinguts a Pagès tot l'any</i>) project.	Principle of the strategy: 2. SLOW gastronomic tourism model 6. Ideas to EXPERIENCE, TASTE AND BUY local products Strategic line: 4. Sustainable tourism Project: Welcome to Farmers – Festival and All Year Round	Soler de n'Hug Agency for the promotion of Catalan food (Prodeca)
5.30 – 6.00 pm	Transfer:	Prats de Lluçanès – Sant Fruitós del Bages (30 min)		

ELBULLIFOUNDATION

elBulli1846 is a new museum focusing on the knowledge, innovation and history of elBulli. During their time at the exhibition, visitors will learn about the most important milestones in the history of elBulli, its working methodology and the projects carried out since the creation of elBullifoundation, among other topics. elBullifoundation is a private foundation which aims to foster innovation and creativity through the language of cuisine. It is the brainchild of Ferran Adrià and Juli Soler. Established in 2013 as a result of the need to transform elBullirestaurant, it is based on a vision for the future that aims to protect the legacy and spirit of elBulli for society and to continue fostering innovation and creativity. It works to create high-quality content for gastronomic restaurants and share the experience accumulated over the years in management and innovation, especially for SMEs and micro-enterprises.

elbullifoundation.com



SOLER DE N'HUG

El Soler de n'Hug is a family-run farm in Prats de Lluçanès dedicated to agriculture and livestock farming. They cultivate the fields with fodder and cereals to provide feed for most of their livestock. They have a flock of 800 sheep reared for meat, and about 60 dairy cows. They aim to be self-sufficient, which is why they recently opened the first slaughterhouse for sheep and goats in the area. They have recently closed the circle by starting to sell their products at their Taulell del Soler retail outlet. It is also one of the most visited farms by visitors during the Welcome to Farmers Festival.

<https://www.llucanesataula.cat>



LES COLS RESTAURANT

Les Cols Restaurant offers a visit to the vegetable garden located in the Bianya Valley in the La Garrotxa region, overlooked by Casa Horitzó, where the R&D of Les Cols Restaurant is also located. This building was designed by RCR Arquitectes.

Les Cols Restaurant R&D and vegetable garden. Proximity, sustainability and quality

From the outset, they have worked the restaurant's vegetable garden and poultry house, which can be seen from the tables of the dining room. Guests enjoy this contemplative perspective, overlooking the vegetable garden and poultry house, the products they offer us, which fosters love for the land, sustainable cooking, and food that has not travelled long distances. As the years have passed, this small vegetable garden and poultry house have proved insufficient to meet the restaurant's needs. However, they have always wanted to remain faithful to local produce and to monitor the entire process of growth and preparation carefully. This led to the need for fields to grow seeds native to the region (beans, maize, etc.), a larger vegetable garden and a poultry house with a larger capacity. This entire project is located in the fields of the Casa Horitzó R&D building in the Bianya Valley, a few minutes from the restaurant, in the middle of the La Garrotxa Volcanic Zone Natural Park, and is managed by the team's agricultural engineer. The garden is cultivated as an extension of the restaurant's philosophy. It also has a composting facility, thereby closing the food loop. The project has become an area of work, innovation, research and creativity for the team at Les Cols Restaurant.

Fina Puigdevall

Fina has been running Les Cols Restaurant, of which she is the owner and chef, since May 1990. It is located in Olot, in the farmhouse where she was born. Her cuisine is a reflection of her view of the world. The dishes are rooted in the surrounding land and the landscape. That's why she has begun to research and restore the region's traditional market gardens. She works with a particular vision with produce from the La Garrotxa region: buckwheat, potatoes from the Vall d'en Bas region, wheat, poultry from farms – ducks and chickens – Santa Pau beans, ratafia liqueur, tortell d'Olot desserts, pork and cold cuts, wild river trout, snails, boar, truffles, chestnuts, turnips, mushrooms, herbs and flowers...

Michelin stars and a Green Star

The restaurant has two Michelin stars and a Green Star that guarantees its commitment to sustainability

www.lescolds.com/en

Time	Place	Activity	Link to the candidacy	Stakeholder attendance
6.00 – 7.30 pm	Camí Sant Benet, 08272 Sant Fruitós de Bages, Barcelona	Innovation in the kitchen A technical visit to the Alícia Foundation, a socially committed research centre, dedicated to technological innovation in cooking, improving eating habits, and restoring the value of heritage in food and agriculture.	Principle of the strategy: 7. Project with an aspect focusing on TRANSFORMATION of the destination Strategic line: 1. FEEDING THE PLANET 6. HEALTH AND WELLNESS	Toni Massanés, director of the Alícia Foundation
	Transfer:	Foundation – Oller del Mas (20 min)		
8.00 – 11.00 pm	Carretera de Igualada C37Z, km 91, 08241 Manresa, Barcelona	Welcome to the Oller del Mas winery Presentation of the candidature's project entitled "Restoration of vats and dry-stone shelters in the DO Pla de Bages" Dinner with tasting menu and pairing at the Oller del Mas Bages 964 Restaurant .	Principle of the strategy: 5. Enhancing the value of the LANDSCAPE and the enogastronomic CULTURAL HERITAGE 2. SLOW gastronomic tourism model Strategic line: 2. Innovation, creativity and job opportunities 4. Sustainable tourism Project: Restoration of vats and dry-stone shelters in the DO Pla de Bages	Montserrat Selga, Eva Méndez, DO Pla de Bages Wine Route Najat Tort, Barcelona Provincial Council
Night	Carretera de Igualada C37Z, km 91, 08241 Manresa, Barcelona	Accommodation in the Oller del Mas cabins		



DO Pla de Bages Wine Route

Treasures at the foot of the vineyard

SEE EXPERIENCES

DO PLA DE BAGES STONE VATS

Among the candidacy's projects are the restoration of vats and dry-stone shelters in the DO Pla de Bages. This project consists of restoring the vats near vineyards using the traditional construction method, in order to create a faithful reproduction of the dry-stone constructions where wine used to be made in the past. The dry-stone vats located near vineyards are a unique piece of winemaking heritage in Europe, and the most outstanding feature of the DO Pla de Bages Wine Route. Around 4,000 of them have been preserved. They were constructions that enabled farmers to tend the vineyards and store the harvested grapes when the farmhouses were some distance away due to the large area of the vineyards under cultivation.

www.rutadelvidobages.cat/en/

OLLER DEL MAS WINERY

The Oller del Mas winery is part of the DO Pla de Bages Wine Route and the Wine Tourism brand, and is committed to high-quality wines of excellence, made with the values passed down from their predecessors: family, respect for the environment and commitment to the territory. It received the award for Best Wine Tourism Experience from the Generalitat de Catalunya in 2016. The same winery contains the Bages 964 Restaurant, which is a new gastronomic concept in the El Bages region, where the vineyards and Montserrat are found together in a unique setting. It is a warm, soulful and welcoming space, with a gastronomic range based on products that are locally sourced and designed for sharing. Finally, the Oller del Mas cabins are a unique concept in accommodation, where sustainability, nature and comfort come together in spaces designed with harmony and sensitivity. Wood, organic materials and natural lines create spaces of complete harmony with nature, where large windows create a direct connection with the environment. There are 22 cabins, which are all different to each other, and strategically located in the forest. They have windows and terraces created to suit the view from each one and its location, to foster maximum immersion and contact with the environment.

ollerdelmas.com/en/

THE ALÍCIA FOUNDATION

Alícia is a cuisine **research centre**. A centre that undertakes research on culinary products and processes; which innovates and works to improve people's diet, with a particular focus on dietary restrictions and other health problems; which aims to improve eating habits, and which highlights local food and gastronomic heritage. Alícia is a private non-profit foundation, established in 2003. On its Board of Trustees sit the Catalunya La Pedrera Foundation, the Generalitat de Catalunya and individuals of recognised prestige. It also works with leading scientists and the best chefs. The goal of Alícia is for everyone to eat better, i.e. for food to be healthy, sustainable, tasty, acceptable to cultures and traditions, and suited to people's personal situations. It provides a service for companies, chefs, groups with special dietary requirements, collective catering, education centres and DO and tourism regulatory bodies.

Alícia is working to be a benchmark in:

- Research and innovation applied to gastronomy.
- Developing solutions applied to the food industry to improve the food available to the public in terms of health and gastronomy.
- Promoting enterprise in the food sector.
- Research and the provision of culinary responses to food problems arising from diseases and specific situations.
- Improving eating habits as a way of investing in people's health.
- Enhancing and promoting local food and gastronomic heritage.
- The transfer and dissemination of food knowledge.

<https://www.alicia.cat/en/>



Traditional, local and innovative cuisine

Time	Place	Activity	Link to the candidacy	Stakeholder attendance
		Breakfast and checkout		
8.00 – 10.15 am	Transfer:	El Bages – Ebro Delta (2 h 15 min)		
10.15 am – 12.15 pm	Badia dels Alfacs. Sant Carles de la Ràpita, CP 43540	<p>From the sea to the table and products with distinction</p> <p>VMusclarium: isit to a mussel and oyster producer in the Ebro Delta.</p> <p>Presentation of several outstanding projects related to cooperatives, local produce and sustainability taking place in the Les Terres de l'Ebre region.</p>	<p>Principle of the strategy: 2. Gastronomic tourism model SLOW</p> <p>Strategic line: 8. Promoting the CIRCULAR ECONOMY 2. Innovation, creativity and job opportunities</p> <p>Project: Highlighting the role of women in the world of wine, cooking and agriculture</p>	<p>Marisc Mediterrani Deltebre Fishermen's Guild Delta Female Rice Producers' Cooperative Rural and Maritime Women's Association Federation of PDO-PGI (Protected Designations of Origin and Protected Geographical Indicators) Designation of Origin presidents</p> <p>Joan Cedó, Terres de l'Ebre Tourist Board</p>
12.45 – 1.30 pm	Carretera de Poble Nou, km 5,5, 43540 La Ràpita, Tarragona	Visit to the Institute of Agrifood Research and Technology (IRTA) in Sant Carles de la Ràpita	<p>Principle of the strategy: 3. Innovation hub</p> <p>Strategic line: 2. Innovation, creativity and job opportunities</p>	<p>The Institute of Agrifood Research and Technology (IRTA), Sant Carles de la Ràpita Catalan Delta Rice Protected Designation of Origin Federation</p> <p>Joan Cedó, Terres de l'Ebre Tourist Board</p>
2.00 – 4.00 pm	Ronda dels Pins, 27, 43549 Poble Nou, Tarragona	<p>Lunch at the L'Algadir del Delta gastronomic hotel</p> <p>Presentation of the marketing strategy for food and wine tourism in Catalonia by the Catalan Tourist Board</p>	<p>Principle of the strategy: 2. Gastronomic tourism model SLOW</p> <p>Strategic line: 4. Sustainable tourism</p>	<p>Catalan Tourist Board</p> <p>Joan Cedó, Terres de l'Ebre Tourist Board</p>
4.00 – 6.00 pm	Transfer:	Ebro Delta - L'Albagés (2 h)		



EBRO DELTA

The Ebro Delta Natural Park is the largest protected wetland area in Catalonia. It has a total area of 7,736 hectares, where the rice fields take on a different colour depending on the time of year, and become a magnet for a rich variety of flora and fauna. It is part of the Les Terres de l'Ebre region, an area declared a Biosphere Reserve by UNESCO as a unique natural and human space in the world. Les Terres de l'Ebre was also declared one of the world's 100 best sustainable tourist destinations in 2016. The distinction, conferred by the International Global Green Destinations Association, is in recognition of the work done by the Tourism Board of the Biosphere Reserve to develop high-quality tourism that is sustainable and respectful of the environment and local culture.

Main innovative projects, enhancement of local products and sustainability:

Montsià cooperative

The flagship brand of the Montsià Rice Chamber, Arròs Montsià, engages in a circular economy model based on its locally sourced rice, to reduce waste and contribute to protecting the environment. It is a pioneer in its replacement of paper with plastic in its packaging, and promotes a circular economy model for transforming waste into resources. With its Oryzite project, the Chamber has succeeded in developing a sustainable plastic substitute from rice husks, thereby creating a new product with great value in other industries.

Marisc mediterrani (Oysters)

This company works within the entire value chain of the breeding and sale of Delta oysters, and has undertaken an innovative project aimed at making oysters more popular among consumers by means of a system to make opening them easier. The company has applied for the Agrifood Technological Innovation Award.

Presentation of the Ebro Delta Female Rice Producers' Cooperative

The project consists of setting up a workers' cooperative society made up entirely of local women. The Cooperative was established with the aim of producing and marketing Arodeita rice and other varieties, although other by-products may be produced in order to complement the primary agricultural activity. The project meets the four requirements of the Strategic Food Plan of Catalonia: it is sustainable (recyclable packaging, self-sufficient), rooted in the territory (entrepreneurial initiative in rural areas), fair and healthy.

Terres de l'Ebre Biosphere Reserve

This project works for sustainable development linked to the regeneration of the agricultural sector and the consolidation of a heritage-based tourism sector as an emerging sector. In other words, it enhances the value of agricultural, environmental, cultural and territorial resources as a means to develop other products, agricultural activities, tourism and other areas. Work is done jointly and on a coordinated basis so that the territory's assets can build an economy and society based on values.

terresdelebre.travel/en



MUSCLARIUM

One of our missions is that of promoting and enhancing mussels, oysters, fish and seafood in the bay. We also promote the agri-food products grown and produced locally in the territory of the Ebro Delta. To contribute to the good preservation of our bays, Musclarium follows strict protocols for cleaning and management of residual waste, fulfilling the agreement with MARPOL through business certified and authorised by the governing bodies of the Direcció General de la Marina Mercante and Puertos de la Generalitat de Catalunya. Throughout the year we collaborate with various initiatives which have the ultimate goal of cleaning and maintaining the good state this privileged environment enjoys. We also work with various initiatives that enhance and benefit the character and preservation of the environment.

musclarium.com/en/

IRTA

IRTA, Catalonia's Institute of Agrifood Research and Technology, centre in la Ràpita is located in the Ebro Delta (Tarragona). IRTA la Ràpita center is focused on the research in the fields of aquaculture and the monitoring of marine and continental waters. Its facilities and equipment consist of, among others: vivarium for the cultivation of aquatic organisms, outdoor cultivation area for the cultivation of aquatic organisms, laboratories, boats, external culture structures and data acquisition probes. The aquaculture program is dedicated to research on new and well-established aquatic species to improve their quality, domestication, nutrition, productivity, and sustainability at the commercial level, as well as to the innovation and development of new biotechnological methods. On the other hand, the marine and continental water program carries out research and environmental monitoring of rivers, wetlands, estuaries, and coastal areas. It focuses on the sustainable management of water systems, fishing, and aquaculture resources as well as the conservation of protected species, biodiversity, the restoration of natural spaces and management actions against invasive species. The program also aims to study the impact of climate change on Mediterranean and continental coastal aquatic ecosystems. This center employs 20 researchers and 45 support staff members. Recently IRTA La Ràpita has been as recognized as Mediterranean Restorative Aquaculture Center by FAO.

<https://www.irta.cat/en>

Time	Place	Activity	Link to the candidacy	Stakeholder attendance
6.00 – 8.00 pm	Mas del Mano, 25155 L'Albagés, Lleida	The olive oil landscape Visit and tasting with the Cuadrat Valley olive oil producer	Principle of the strategy: Principle of the strategy: 6. Ideas to EXPERIENCE, TASTE AND BUY local products 5. Enhancing the value of the LANDSCAPE and the enogastronomic CULTURAL HERITAGE Strategic line: 4. Sustainable tourism	Cuadrat Valley Lleida Provincial Council Tourist Board PDO/PGI Federation Dr Ana Polo, Sant Pau Hospital and Puigvert Foundation Jaume Setó, President of the Les Garrigues Regional Council, Jordi Sumalla, Director of the Les Garrigues Regional Council
8.00 – 8.45 pm	Transfer:	L'Albagés – Bellvís (35 min)		
8.45 – 11.00 pm	LV-3311, 4, 25142 Bellvís, Lleida	The landscape and fruit cultivation Presentations of innovative projects linking fruit and gastronomy Dinner at La Boscana restaurant (one Michelin star)	Principle of the strategy: 3. INNOVATION HUB 10. Promoting the Catalan Cuisine Brand Strategic line: 1. Feeding the planet 5. Linking rural and urban areas	Institute of Agrifood Research and Technology (IRTA) - Fruitcentre La Boscana Fruit Businesses Association of Catalonia (Afrucat) DO Pera de Lleida Catalan Institute of Cuisine and Gastronomic Culture Foundation (Catalan Cuisine Brand) PDO-PGI Federation
	Transfer:	Bellvís – Segarra (30 min)		
Night	Masia de Queralt, 25212 Masia de Queralt, Lleida	Accommodation at the Masia de Queralt		

L'ALGADIR DEL DELTA GASTRONOMIC HOTEL



The hotel has a restaurant serving local cuisine and using locally sourced ingredients, known for its excellent rice and duck dishes. It is also part of the Catalan Tourist Board's Gastronomic Hotels label, and the first hotel in Catalonia to receive the ECO LABEL certificate for its firm commitment to the environment.

www.hotelalgadirdelta.com/en/

CUADRAT VALLEY

In the Albagès, at the very heart of Catalonia, Cuadrat Valley is one of the great olive growing estates of Les Garrigues (PDO). In this unique environment, where the art of dry stone construction is listed as a Unesco cultural heritage site, we perpetuate the tradition of exceptional olive oils. Their oils are crafted in their own mill, one of the most innovative in the world, whose avant-garde architecture combines modernity and respect for nature.

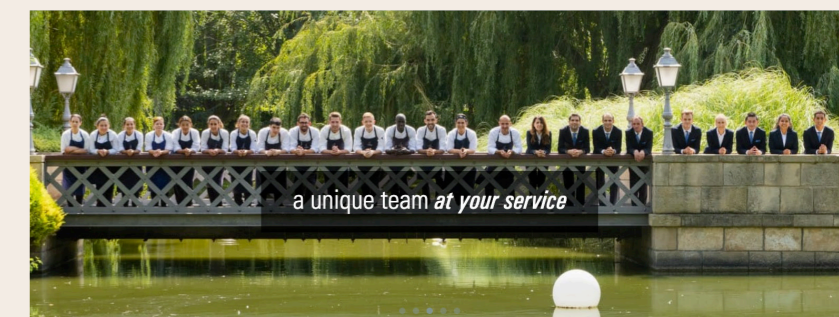
www.cuadratvalley.com/en



LA BOSCANA

La Boscana is a restaurant with a traditional style of cuisine that does not reject innovation. They use ingredients of the highest quality, from their own garden and produced locally. The restaurant has one Michelin star and two Repsol stars. The chef, Joel Castanyé, was awarded the prize for best new chef by the Catalan Academy of Gastronomy and Nutrition.

<https://www.laboscana.net/en/>



a unique team *at your service*

MASIA DE QUERALT

An ancient farmhouse dating from the sixteenth century is used as the main accommodation. The complex also has a medieval tower, a building used as housing for sharecroppers, stores, pens and other areas distributed on three floors. There is also a garden located in the old Vinya de l'Era vineyard.

masiadequeralt.com/en/



Time	Place	Activity	Link to the candidacy	Stakeholder attendance
		Breakfast and check-out		
8.30 – 10.00 am	Transfer:	Lleida – Barcelona (1 h 30 min)		
10.00 – 11.00 am	La Rambla, 91, 08001 Barcelona	Markets – the birthplace of gastronomy Press conference at the Boqueria Market.		Barcelona's markets Ministry of Climate Action, Food and Rural Agenda (Joan Gòdia, Director General of Food Industries, Food Quality and Gastronomy and Ramon Sentmartí, Managing Director of the Agency for the promotion of Catalan food) Ministry of Business and Labour (Marta Domènech, Director General of Tourism and Narcís Ferrer, Director of the Catalan Tourist Board and Patrick Torrent, Deputy Director of the Catalan Tourist Board) (Government of Catalunya) Catalan Academy of Gastronomy and Nutrition Alicia Foundation EIBulli Foundation
11.00 am – 12.30 pm	Barcelona	Farewell gastronomic activity at the Boqueria Market.		
Rest of the day	Barcelona	Return		



THE BOQUERIA MARKET

The Boqueria is Barcelona's most famous market, and an international benchmark. Located in the heart of La Rambla, the market of Sant Josep, known as the Boqueria, is one of the most popular places in Barcelona's old quarter. It receives more visitors every day than the Sagrada Família. The present building dates from 1836, but trading has taken place there since the twelfth century. The first documents confirming the presence of tables selling meat in the Pla de la Boqueria date from 1217. It is a food market offering high-quality fresh produce. It also contains the Aula Boqueria, a classroom equipped for courses, workshops and events related to cooking and gastronomy.

www.boqueria.barcelona



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