



FONDAZIONE  
DIETA  
MEDITERRANEA  
ONLUS

## The headquarters, *Ostuni*

The Mediterranean Diet Foundation's headquarters is in Ostuni, which is located in the province of Brindisi. Called the White City, Ostuni is one of the foremost tourist resorts in the Puglia region and in Italy and continues to be the center of excellence of a region that has made the Mediterranean diet its banner. The production of high quality oil, almonds, wine and many other typical Mediterranean products is diffuse.



### Contacts

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THE MEDITERRANEAN  
DIET FOUNDATION  
A Nonprofit Organization

PROMOTION,  
PROTECTION,  
RESEARCH  
ON  
MEDITERRANEAN  
DIET



# The Mediterranean Diet Foundation

The Foundation was born in December 2010 in view of the growing commitment on the part of the scientific community seeking to verify the benefits of the Mediterranean diet and its components in a rigorously scientific way and with the intent of supporting the territories and the companies that were involved in commercializing the diet's agricultural products.

Prof. Gaetano Crepaldi, Professor Emeritus of the University of Padova and international expert on nutrition, was one of the major personalities to be responsible for its foundation. The principal aim of the Foundation is to promote the Mediterranean diet, one of the most important traditions of the cultural heritage of the Mediterranean people and in particular of the Italian peninsula. Nutrition knowledge

accumulated over the centuries was passed down from generation to generation meaning that diet habits, which are known to have important effects on physical and mental well-being, were maintained or improved.

The beneficial effects of the Mediterranean diet and in particular its capacity to prevent serious diseases such as tumors and cardiovascular diseases have been demonstrated and verified by scientific studies and, thanks to its capacity to prevent them, it has become famous worldwide.

It is nevertheless important to further explore what is known about the Mediterranean diet to fully understand the mechanisms that permit its components to prevent those diseases.

## The aims of the Foundation:

The aims of the Mediterranean Diet Foundation are founded on the promotion of scientific research on the diet. It is particularly interested in learning more about:

- The prevention of chronic diseases linked to diet;
- The principal components of the Mediterranean diet;
- How to improve those components;

And in Promoting:

- The diffusion of knowledge gained;
- Territorial Marketing.

## Recognition by UNESCO

The United Nations Organization for Education, Science and Culture (UNESCO) works to identify and to safeguard exceptional cultural or natural products such as archeological sites, natural reserves or cultural traditions. UNESCO recognizes and updates the list of World Heritage sites that represent the highest expressions of human culture. Boasting 51, Italy is home to the greatest number of World Heritage Sites and possesses three elements of intangible cultural heritage meaning cultural traditions passed down by word of mouth or in written records that are unique in the world given their wealth and value.

One of these is precisely the Mediterranean diet: Italy got Spain, Greece, and Morocco involved in making a bid to have the Mediterranean diet included on the intangible cultural heritage list. In fact, after a preliminary approval by UNESCO, the diet was officially included in the list in the Fall of 2010.

Inclusion on the list by the organization of the United Nations was not only a prestigious recognition but fundamental for the diet itself because it confirms the importance of the diet in the lives of the Mediterranean peoples and its potential impact on the life and health of populations throughout the world.

### Mediterranean diet Pyramid: a style for everyday living

Guidelines for an adult population

Frugal portions following local habits



Moderate quantities of wine and in accordance with social habits

