

Sicilian traditional cheese promotional week
 Discovering Sicily's typical dairy products
 24 mai - 1^{er} juin 2014, Palermo, Enna and Milazzo

From 24 May to 1 June 2014, Slow Food and the Italian Chamber of Commerce for France in Marseille (CCIFM) brought together more than 3000 participants, introducing them to typical Sicilian dairy products. A discovery of the traditional and culinary Sicilian heritage and of those who make it, of men and women passionate about products and terroir (set of particular characteristics from a territory), heirs of ancestral know how, and channels of this transmission. Participants were able to taste artisanal pastries, typical cheese and dairy specialties of Sicilian gastronomy.



possibility of diversifying markets for the 30 present producers.

What was the objective of this promotional week? To increase the influence and distribution network of Sicilian typical cheese, providing producers with an exhibition space and new business opportunities. In parallel, CCIFM organised business meetings between Sicilian producers, agro-industry groups, distribution networks, retailers and restaurants set up in the region. 299 business meetings took place during 3 days dedicated to B2B meetings, on 24 May in Palermo, 31 May and 1 June in Milazzo. 26 enterprises participated to the event, opening up the

As tourism proves to be a key economic activity in Sicily, LACTIMED decided to target local operators during a day of discovery in the Enna area, to familiarize them with the secrets of rural Sicily. Through this activity and thanks to the links created with producers, the objective is to encourage the agencies into developing touristic circuits, specifically dedicated to the discovery of lands and dairy products, offering a new way for producers to diversify their economic activity. The Mount Altesina Nature Reserve was the perfect illustration of this particular *terroir*, which provide to Sicilian products their typical characteristics.



This original stroll was punctuated by cheese and milk specialties tasting, such as arancini stuffed with Piacentinu Ennese, cannoli alla ricotta, artisanal ice cream made with black bee honey, Girgentana goat milk and snow from Mount Nebrodi.



To complete this journey, the Tenuta Capodarso farm allowed participants to discover gestures and knowhow from passionate cheese makers, such as *quagliata* (caseification technique, based on local pastoral traditions: ricotta tasting, straight out of the copper cauldron, tales of pastoral tradition and biodiversity stories.

Understanding better products, by discovering their original background and the hands which made them, is one of LACTIMED objectives, which promotes agritourism and the benefits of a joint promotion of tourism and typical products, essential stake for the development of rural territories. To this end, a map

gathering producers associated to LACTIMED was widely broadcast during the whole week. The elaboration of an agritouristic itinerary in Fall 2014 will complete this initiative.

On 31 May and 1 June 2014, Milazzo Castle also gathered Sicilian dairy sector stakeholders and familiarized visitors with typical products, through taste theatres and laboratories, ricotta based pastry tasting, and live demonstrations of renowned Italian Cooks and Pastry chefs.



This promotional week is the first out of 5, which will successively be held in Lebanon, Tunisia, Egypt and Greece until May 2015, with the ambition to promote Mediterranean dairy products and those who make them.



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