

Montoro, 16th November 2017

Dear Partner,

In the last meeting of the ReCOMed Board of Directors in Imperia on November 11, the Italian Olive Oil Towns Association reported that it was contacted by its Ministry of Agriculture - Unesco Committee for a possible and desirable application of the Mediterranean Olive Oil Culture to Unesco Human Immaterial Heritage. Candidacy could be discussed informally at the next Unesco meeting in South Korea from 1 to 10 December.

Candidacy involves the participation of at least two countries, at government level, and the drafting of a Dossier (No. 1 report of 20 pp., 1 video of 10 minutes, photos) to be submitted by March 2018. The Dossier will be implemented by the Governments of the participating countries. Since the application foresees the participation of no. 1 Emblematic Community for each Participating Country, it would be a great opportunity for ReCOMed and Partners to be protagonists from now on the candidature.

In particular, each Associate Member is asked, to apply for membership and to become an Emblematic Community, to urge the UNESCO Committee of his own country (generally refer to either the Ministry of Culture or the Ministry of Agriculture) who will attend the meeting in South Korea, to adhere to the Italian proposal to briefly formalize a candidacy for the Mediterranean Olive Oil Culture as Human Immaterial Heritage Unesco.

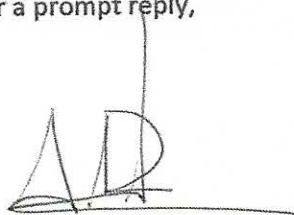
Once you have received the feedback, please contact the Italian Olive Oil Towns Association (balenzano@cittadelloolio.it) so that they can report it to the UNESCO Italian Delegation who is participating in Korea, to have direct contact with your contacts and referent.

The importance of such recognition for our countries facing the Mediterranean and who are members of ReCOMed is of undoubted value in a logic of affirming the origin and history of the olive oil product in the the global market.

A challenge, if won, allows us to affirm the cultural leadership on a product, in favor of our territories from a tourist point of view and in favor of the olive firms from a commercial point of view, thanks to the added value we will have from an international recognition such as UNESCO.

Given the limited time we kindly ask you for a prompt reply,

Best regards,



Ana María Romero
President