

ÀPATS CATALUNYA

“Encouraging regional policies to increase the percentage of local agri-food products in public food procurement”

EUREGA ACTION PLAN FROM CATALONIA

(June 2020 - May 2022)

May 2020

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1 PRESENTATION

In 2018, in the frame of the project “EUREGA: European regions of gastronomy building resilience and creating economic growth”, seven European regions were keen to work together towards a common aim: to increase the competitiveness of the small and medium agri-food enterprises (AF SMEs). To a large extent, by identifying gastronomy as cultural heritage and potential economic asset in the European, national and regional strategies due to its strong component of regional cultural identity and for being a powerful economic development tool to drive local and sustainable food products and services.

Two years later, after several regional and interregional knowledge exchanges and learning experiences, each region has designed an Action Plan (AP) based on the EUREGA learning exchange. The project partners have developed their own region’s food initiatives to support food SMEs sector in order to contribute to regional economic growth through gastronomy. Their Action Plans will mainly cause these changes by influencing regional policy instruments.

This document presents the Action Plan of Prodeca-Ministry of Agriculture, Livestock, Fisheries and Food (DARP) from the region of Catalonia. This Action Plan has been elaborated in close cooperation of public and private agri-food regional stakeholders and consulted with the Ministry of the Vice-presidency and of the Economy and Finance.

2 GENERAL INFORMATION

Project: *Àpats Catalunya*: Encouraging regional policies to increase the percentage of local agri-food products in public food procurement.

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3 POLICY CONTEXT

3.1 Action Plan contribution

This Action Plan aims to impact on:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

3.1.1 European Regional Development Fund (ERDF) 2014-2020

The main policy instrument to be addressed by this Action Plan is the Policy Instrument identified in the EUREGA application form. This is the European Regional Development Fund (ERDF) Operational Programme for investment in growth and jobs ERDF Catalonia 2014-2020. Although, this Action Plan is valid for this Policy Instrument, it is anticipated that its strategy could also provide the basis for the regional development programme of the upcoming European Regional Development Fund (ERDF) Operational Programme (OP) of Catalonia 2021-2027, currently under negotiation at the time of this Action Plan is being drawn up.

The OP ERDF Catalonia 2014-2020, developed by the Regional Government of Catalonia (RGC), aimed at supporting and protecting cultural and natural heritage, but also to enhance innovation, economic and social development, and health. Within this Operational Program, the RGC targeted to protect, promote and develop cultural heritage through the specific objective 6.3.1 focus on the architectural, historical, and wider cultural tourism aspects of the cultural heritage. On this sense, this specific objective is essentially oriented to recover historical architectural heritage, expand and improve cultural tourism offer, and promote the preservation of old towns heritage.

The articulation of the ERDF specific objectives does not explicitly identify gastronomy as a cultural heritage to support initiatives leading, for example, to protect, promote and develop culinary heritage. Consequently, it is difficult to identify potential funding opportunities for those agri-food small and medium enterprises and entrepreneurs. For this reason, it is not clear how they could receive support to carry out initiatives and projects that enhance the value of local food and cuisine heritage as major economic asset for the commercialization and competitiveness of their products and services.

Due to the fact that Catalonia owns an important gastronomic heritage, the specific objectives of the ERDF would address awareness among the population for a better knowing and preservation of its regional gastronomy as a cultural heritage. Consequently, to solve this under-representation of gastronomy and local food in the specific objectives of the ERDF should be vital to add new criteria for the selection of the operations through specific calls under the next Operational Programme ERDF Catalonia 2021-27.

Although the OP 2021-2027 is still under design and its content is not yet define, this Action Plan will make efforts to contribute to broaden the specific objective 6.3.1 already identified in the OP ERDF Catalonia 2014-2020 to integrate local agri-food products and gastronomy as a core aspect. The new OP should contain specific objectives understanding the concept of cultural heritage as a wider concept that clearly includes food and gastronomy. Only in that way, regional actors, such the agri-food actors, could take a significant role in the promotion, development and protection of this cultural heritage.

It is worth to mention that the RGC launched the pilot instrument called “specialization projects and territorial competitiveness”, PECT in its acronym, as a way to give some coverage to these initiatives promoted by territorial agents and led by local public entities (city councils, county councils and provincial councils). PECT articulates projects with operations and actions for the economic transformation of the territory with a strong component of innovation. To some extent, this instrument makes easier to fit interdisciplinary projects and could address initiatives connected to cultural heritage. However, these projects are also framed in the same priority axes, investment priorities (IP) and specific objectives (OE) of the OP ERDF Catalonia 2014-2020 leaving little scope for these projects that want to give a new approach tackling the topic of cultural heritage from different sectors.

To sum up, this Action Plan expects to integrate gastronomy in the “specific objective” related to cultural heritage since the promotion of regional cuisine and food should be protected, promoted and developed as a cultural heritage for its powerful social, cultural and economic potential impact in the region of Catalonia.

3.1.2 Other policies

In addition to ERDF OP Catalonia 2014-2020, this Action Plan bears relevance to the “**Pla de Desenvolupament Rural**”, the Rural Development Program of Catalonia 2014-2020¹ (PDR-CAT in its acronym). This Program, led by the Catalan Ministry of Agriculture, Livestock, Fisheries and Food, is the main instrument available to the Catalan Government to promote a structural policy aimed at the rural world with special focus on the agricultural and forestry sectors. Among its Priorities, the PDR-CAT 2014-2020 states to “Encourage the organization of the food chain, including processing and commercialization of agricultural products”. However, like in the case of the ERDF Catalonia 2014-2020, it also misses any focus on gastronomic heritage as a powerful tool to help the commercialization of agricultural products and to boost short food supply chain and local markets.

In this respect, the Catalan Ministry of Agriculture, Livestock, Fisheries and Food is currently working on the definition of the “**Pla Estratègic de l’Alimentació a Catalunya 2021-2026**”² (PEAC

¹ <http://agricultura.gencat.cat/ca/ambits/desenvolupament-rural/programa-desenvolupament-rural/document-pdr/>

² <http://agricultura.gencat.cat/ca/ambits/alimentacio/consell-catala-alimentacio/estrategia-alimentaria-catalunya/>

in its acronym). This Catalan Strategic Food Plan seeks to be an interdepartmental, intersectoral and integrative instrument which will establish the foundations of the next National Pact for Catalonia's food policy covering the period 2021-2026. The PEAC, coordinated by the Catalan food Council and with the participation of Prodeca, has started to analyse the current situation of the food sector by approaching all the issues linked to the configuration of the Catalan food model. This Plan is involving all the key value chain actors committed to a socially responsible, environmentally sustainable and economically feasible production model. Therefore, between the seven strategic axis in which it is structured, it has one devoted to "Territory, Gastronomy and Culture" and another devoted to "economic sustainability and productive model". It is important to mention that the earlier results obtained from this analysis confirm that culture and heritage directly relates to both the richness of our territory and own products, as well as the tradition and the gastronomic creativity of our population and how this could positively impact on the Catalan economic agri-food system.

Additionally, this Action Plan could be a major step toward achieving a sustainable food system aligned to the **United Nations' Sustainable Development Goals (SDGs)**, specifically with goal number 12; "Ensure sustainable consumption and production patterns" that, among other targets, seeks to; "Promote public procurement practices that are sustainable, in accordance with national policies and priorities"³ to foster co-operation between the supply chain actors, from producers to end consumers.

Finally, on regards next European research and innovation investment programme (**Horizon Europe 2021-2027**), it will finance collaborative projects aimed to promote and foster cultural heritage. However, as in the case of ERDF, the draft of the programme does not mention gastronomy as a specific topic to be funded under cultural heritage. Therefore, as far the Action Plan is working on reinforcing the inclusion of gastronomy as a cultural heritage, gastronomic cultural heritage projects could identify funding opportunities under the calls of the cluster number 2 of this programme since this relates to "Culture, Creativity and Inclusive Societies".

Overall, reinforcing the concept of gastronomy as a cultural heritage by endorsing concepts such as *Gastrodiplomacy* (pioneered by Rockower in 2012)⁴ should help to financially support initiatives and projects linked to this topic by public funds such as the above mentioned.

3.2 Overview of the current situation

Each year the Catalan Government spends more than five hundred million euros on food purchasing. This clearly shows how significant is the role of the public administration on the food sector, especially food service, for being one of the main purchasers of food and drinks in

³ <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

⁴ https://www.researchgate.net/publication/263326138_Recipes_for_gastrodiplomacy

Catalonia. Therefore, it has to be emphasised that the expenditure on public food *offers significant potential to achieve multiple objectives including: supporting the local economy; shorter supply chains; and better quality food*⁵.

Being aware of this, in 2015, the Catalan Government published an agreement to support the Public Food Contract Plan of Catalonia⁶. This was a transposition of the Public Procurement Directive 2014/24/EU⁷ which aimed to integrate social and environmental responsibility into the public procurement of food products encouraging the use of the “most economically advantageous tender” criteria. In practice, the EU Directive allows to award bids that meet, not only the lowest price, but also best combination of price and quality criteria taking into consideration social and environmental issues. This national agreement for public food procurement reflected the Catalan Government willingness to adopt the European Directive as an potential instrument to encourage green and sustainable purchasing among public sector food contracts. For that purpose, the document gives a list of explicit social criteria and specifications on fresh, seasonal, organic, quality and even, traditional Catalan food and recipes. This is a list of potential clauses to be included by the public authorities in the contract requirements which award contracts for food provision and food-related services for schools, universities, youth hostels, day-care centres, nursing homes, hospitals, prisons and civil service buildings in general. Nevertheless, despite these efforts, there is still capacity of influencing to improve chances for local food producers to access to public food services. For instance, exploring other catering private services offered in public buildings such as airports, train stations, etc.

Is worth to mention that agri-food is an strong and strategic sector in Catalonia mainly composed of AF SMEs distributed among different parts of the region. And these AF SMEs have an important role in the contribution of a balanced territorial economic development. The current pandemic situation caused by the COVID-19, has reinforced the perception and fact that local food and small local food producers are essential for food security and food autonomy. Then, they should be recognised, integrated and promoted by deeply stimulating local food consumption. In this regard, there are several positive side effects. On the one hand, it is helping to strengthened the already existing tendency to associate local and seasonal food products with healthy, sustainable and environmental friendly goods. And on the other hand, it is envisaged that quality seals such as the Protected Geographical Indication (PGI) and Protected Designation of Origin (PDO) will be now increasingly appreciated by the food buyers and consumers.

As it has been shown, the Catalan Government is committed on the significance of food as part of the Catalan culture heritage and its potential impact in social and economic terms. This is clearly revealed by the governmental promotional campaign to be launched shortly which claim will be

⁵ <https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-rr-22-2016-en.pdf>

⁶ <https://contractacio.gencat.cat/web/.content/gestionar/regulacio-supervisio/acords-govern/ag20150616.pdf>

⁷ https://ec.europa.eu/environment/gpp/eu_public_directives_en.htm

“where food is culture”. This conviction, combined with its great capacity to influence food system as regulatory and contractual authority, gives the Catalan Government the possibility to play an institutional leadership role to address the socio-economic impacts posed by the current pandemic situation as regards food supply-chain. In the end, the governments are expected to lead structural policies to reinforce the bidders’ guarantee of a real competition⁸ in public food procurement being more open, transparent and non-discriminatory. Therefore, by supporting projects such as *Àpats Catalunya*, which will facilitate the access of the AF SMEs to public contracts, is a way to guarantee this real competition.

⁸ Law 9/2017 of 8 November 2017 on Public Sector Contracts.

4 DETAILS ON THE ACTION

4.1 Àpats Catalunya “Catalonia Meals”

Àpats Catalunya: Encouraging regional policies to increase the percentage of local agri-food products in public food procurement.

4.1.1 Relevance to the EUREGA project

EUREGA project offered the opportunity to benefit from the interregional knowledge gathered from the projects visited and also from the debates that these visits generated. During the exchange phase a range of regional agri-food value chain and cooperation actions were presented. All of them about gastronomy applied in different sectors such as agriculture, tourism, hospitality, education, etc. All of this EUREGA exchange knowledge has reinforced the idea of gastronomic heritage as a major economic asset and as a powerful tool to introduce and make visible the local agri-food services, products and producers.

Among the good practices shared by EUREGA partners, *Àpats Catalunya* has taken inspiration mainly from two public initiatives which promote local food by making regional and local gastronomy more prevalent and visible. This is the case of “*School Meals for All*”⁹ in a public sphere and “*Mic Dejun Sibian*”¹⁰ in a private sphere.

“School Meals for All”

This is an initiative implemented by the Finish government to reinforce the local food consumption in collective dining rooms as a way to promote cultural heritage and, at the same time, to protect local economy. This programme recognises the school meals as a vital investment in human capital with a significant positive impact on both, national and local economy. In this program the food procurement catering services can be provided by the municipality or by a catering company (either municipally-owned or private). If the service is outsourced, it is procured through a transparent and open competitive process bounded by the European Community directives on public procurement. However, the program impulses the link between local communities and local production and set that, even though the focus is on economic sustainability, municipalities can make independent choices if they have a municipal strategy connected to the target of the public procurement. For instance, the use of seasonal or local products as long as it is identified in the procurer’s strategy. Therefore, by giving the public tender the option to carefully plan its central strategy and how to implement it, this solves the difficulty of choosing a more expensive catering company as far as it offers locally produced foodstuff following the municipality strategy criteria.

⁹ https://www.oph.fi/sites/default/files/documents/um_casestudyfinland_schoolfeeding_june2019_nettti.pdf

¹⁰ <http://www.sibiu-turism.ro/Culture-and-Heritage-Gastronomy-Local-breakfast.aspx>

“Mic Dejun Sibian” Local Breakfast

This project started in Sibiu (Romania) on 2018 to promote the region's cuisine and products through local and seasonal ingredients and traditional recipes, artisanship and local culture. The program raised from the fact that the vast majority of visitors book their accommodation with breakfast included as a standard service. Therefore, the Sibiu County Tourism Association wrote a quality chart defining how the structure of a local breakfast should look like and elaborated an analysis about the breakfast offered by the hotels and accommodation places in order to give them recommendations and suggest traditional meals to increase the local ingredients. It also encourages the accommodation business to indicate the producers' name and suggest clients to visit the agricultural exploitations. Thereby, this programme connects national and international consumers with local producers establishing a short supply chain. “Mic Dejun Sibian” is a good example of how there is no need of a big intervention and investment to positively impact on different levels.

This project has two strong strengths that *Àpats Catalunya* would like to embrace. Firstly, the idea of using a meal as a worthy scenarios to increase local gastronomy recognition and its cultural and economic added value. And secondly, the ability to build a commercial link between the local food producers and food providers. *Àpats Catalunya* also finds stimulating the idea to encourage economic actors to be ambassadors of the local products and gastronomy since offering and recommending regional products is a good way to increase sales by giving visibility and recognition to agri-food producers.

It is anticipated that *Àpats Catalunya* should face the same drawback that it was pointed out in “Mic Dejun Sibian” implementation. This is the fact that international chain hotels are often being force to provide international dishes. To address this issue the project revised the initial idea of offering only local breakfast buffet to offer a local breakfast corner providing some “standard” meals too. For that matter, *Àpats Catalunya* will reconcile catering consumers' actual preferences with local food tastes looking for market acceptance. Furthermore, the required percentage of local products will be ideally one hundred percent. However, this will not be a requirement for the catering companies to take part in the project, as far as, they could provide a significant representation of local and traditional food.

The EUREGA interregional learning process has revealed that **there is a low representativeness of local gastronomy and food in the menus provided by the catering companies in private but also in public food-related services.** Most of the catering companies do not take into consideration the gastronomic heritage and local food to plan and design their menus. This could be motivated by economic reasons but, it has been proven that, there is also a lack of knowledge about regional cooking elaboration techniques, recipes and the potential that this local cuisine could have in terms of diversification and commercialization of their food offer.

For this reason, *Àpats Catalunya* is clearly aligned to EUREGA project in its aim to raise awareness about regional gastronomy heritage as a tool to improve SMEs competitiveness. This also supports the Prodeca's strategy, as it is seen as a great opportunity to strengthen competitiveness and commercialization of Catalan agri-food products and AF SMEs derived from the adaptation and valorization of the Catalan cuisine and its rich gastronomy. This will result in an increase of local and regional food offer in the catering companies' portfolio towards encouraging more sustainable alternatives based on local food and traditional cuisine.

It should be noted that catering companies are the main food service providers of the public administration since its dimension, agility and deliver capacity make them more likely to be awarded by public food tenders. On the other hand, even though the public food procurement is open to any AF SME, it is difficult for them to access this market for its limited capacity to meet the purchaser requirements of volume, product diversity, etc. Therefore, from sector perspective, *Àpats Catalunya* sees the catering companies as strategic player to implement the project since they could give the AF SME the opportunity to overcome the barriers to bid for public procurement contracts through the collaborative approach projected by *Àpats Catalunya*.

The project seeks an alternative way of enabling this key relationship between small producers and public purchasers creating new opportunities to organize the supply demand relationship by matching catering services demand with the available supply from multiple local agri-food producers. Therefore, *Àpats Catalunya* is looking to strengthen the cooperation in the food sector achieving a higher knowledge of the local agro-food cultural heritage among society to increase the interest and demand by individual and institutional consumers and deepen in the degree of professionalism among the AF SME's.

As previously mentioned, this collaborative approach can be driven and supported by implementing some of the social clauses given in the wording of the Governmental agreement to support public food procurement to stimulate the catering companies and food services providers to introduce the local gastronomy and agri-food products in its portfolio.

At the end, it is expected to carry out a strategy for the transition towards more sustainable businesses that make them more competitive by offering more local products.

In addition to the health and environmental benefits that the current public food procurement procedures are boosting, having representation of the regional gastronomic heritage and local food products in the awarded bidders will have a strong impact at the regional economy level, since the development of short supply chains of food production system will directly benefit the competitiveness of the AF SMEs.

It is worth mentioning at this point that introducing gastronomic culture and local food elements in catering services could have wider benefits in terms of food education since most of the public food procurement contracts are for public kindergardens, school and university canteens. This is why introducing local gastronomy and agri-food products should be recognized by its pedagogical

role since it is a crucial means to create a relationship between food and students as potential future consumers of local products.

4.1.2 Nature of the action

In the frame of *Àpats Catalunya*, local agri-food products will be the most representative products of Catalan gastronomic culture and heritage mainly locally-produced and processed in Catalonia by AF SMEs.

By definition, a meal is an occasion when people eat, usually at a regular time, such as for breakfast, lunch or dinner. It has been proven that a meal is an effective tool for promoting the regional agri-food products, even if the product is not clearly visible in the meal such could be in the case of the olive oil. Therefore, *Àpats Catalunya* will encourage the presence of local agri-food products in the meals offered by the catering companies and food service providers to make the meal experience as unique and meaningful enough to capture the empathy of the eaters and to leave a trace in their memory.

Moreover, *Àpats Catalunya*, should be an opportunity for the small and medium catering companies to strategically anticipate the transition to a more sustainable business model that should allow them to be more competitive in the future Catalan public food procurement regulation.

4.2 Strategic goals

The strategic goals of *Àpats Catalunya* are clearly intended to provide a proper framework to develop the specific actions included in the Action Plan.

These are mainly three and have been defined taking into account the several context factors previously mentioned.

- 1. Raise awareness among all actors of the richness of the cultural agri-food heritage, and its strategic role as a key part to its sustainability;**
- 2. Enhance the presence of local agri-food products in a broad range of private and public food consumption spaces as a sustainable approach to regional economic and social development;**
- 3. Boost the competitiveness of local agri-food products as a nuclear part of the agri-food sector.**

To this end four drivers have been defined:

1- Local agri-food and food heritage promotion

Àpats Catalunya will provide a comprehensive approach of Catalan food and cooking heritage identifying typical products and recommendations on its appropriate elaboration based on traditional Catalan cuisine from the Corpus of “Catalan Culinary Heritage”, the most complete

inventory of Catalan cuisine recipes. To this effect, the project will provide materials created by *Àlicia Foundation*¹¹ (see annexes) as a support reference tool for the catering companies.

To assure that the catering companies follow the recommendations of these materials, the recipes will be given with a new sustainable approach offering food proposals that conveys the values of the Mediterranean diet and Catalan gastronomy and culture but taking into account the situation and place in which the meal has to be served and the specific characteristics of the catering service. They will also provide information about the season and origin of the products even the producers to let them know where to purchase the products.

To facilitate the access to these materials to the catering companies, but also to anyone interested in food and gastronomy, they will be openly and free available on the *Gastroteca*¹² website; an online key digital catalogue of Catalan agri-food products managed by Prodeca-DARP. It is a reference portal that links food producers with places where to buy and enjoy the products such as shops, restaurants, and gastronomic accommodations.

Prodeca is currently working on a renovated version of this website to be launched on June 2020. And this new webpage will have a specific section for *Àpats Catalunya*. It is worth to mention that *Gastroteca* would provide further content to reinforce the information given by the project such as the products origin, properties and seasonally and their quality seals such as PGI and PDO.

Overall, *Gastroteca* is seeing as the best place to allocate *Àpats Catalunya* content and materials to guarantee the good implementation and wider dissemination of the project details, objectives and results.

2- SMEs competitiveness improvement

As mentioned before, AF SMEs have strong barriers to directly compete with mass producers for a public food contract due to their size and limited variety in their product offering. However, losing competitiveness because of size and product variety does not necessarily mean having to get bigger. There are other ways to increase their competitiveness, for instance, by implementing collaborative strategies. For this reason, *Àpats Catalunya* seeks to strength competitiveness of AF SMEs through closer cooperation with catering services. This cooperation is also envisaged as strategic for the catering companies which could improve prospect of success by adapting and anticipating their food offer to the new public food procurement.

Overall, the SMEs competitiveness improvement will be achieved through these specific actions:

- **Providing market studies**

Prodeca will provide at least three trend market studies with regards the catering services and public food procurement such as analysis of contractors profiles, best value for money of local

¹¹ <http://www.alicia.cat/en/>

¹² <http://www.gastroteca.cat/>

products, and further market studies aimed at identifying the best strategy to introduce local products and traditional food into the catering portfolio.

- **Offering competitiveness advice**

The *Àpats Catalunya's* materials should help the catering companies to find sustainable alternatives to their current food offer making them more competitive against larger suppliers at the time of fulfilling the future contractor requirements which are expected to be much broader than only price. Moreover, Prodeca will provide support and guidance to AF-SMEs and catering companies on the public procurement process to increase their capacity to meet its provisions.

- **Launching a market place offering *Àpats Catalunya***

At an early stage, the catering companies and the AF SMEs involved in *Àpats Catalunya* will be identified, published and regularly updated on *Gastroteca* website. This catalogue will provide the company information and contact details in order to promote and make visible their services and products. Moreover, *Àpats Catalunya*, in its commitment to reduce intermediaries for the benefit of food quality and fair prices, will look for to facilitate the access of contractors and also of final consumers to the agri-food products through a short supply circuit.

- **Organizing and participating in national and international fairs**

Prodeca will launch **#DEPROP** (**#FROMLOCAL** in English) as a new initiative. This will be an annually event to bring together local producers with buyers from the specialized trade (retail and wholesale), mass distribution and catering companies. The event will have a format of B2B meetings and networking, in order to stimulate new business relationships between AF SMEs and catering companies. It is worth to mention that the agri-food producers will be required to have the label of proximity to be able to participate in the event.

Furthermore, all catering companies and AF SMEs could benefit from participating in marketing and promotional activities and fairs related to the food sector. For instance, the **ALIMENTARIA fair**, a biannual international event for all professionals in the food, drinks and food service industry among others.

In addition, the city of Barcelona will host the **7th Annual Gathering and Mayor's 2021** of the "Milan Urban Food policy Pact", becoming the World Sustainable Food Capital. And so, *Àpats Catalunya* will collaborate with the Barcelona City Council as a main host of this international event.

3- Social awareness

Food is part of our culture and *Àpats Catalunya* has the potential to raise the consumers' appreciation about the richness and qualities of regional agri-food products and the impact that its consumption could have for a regional sustainable development. In that sense, catering services will act as a ambassadors of the Catalan food heritage and local food products by integrating and

promoting local gastronomy and food heritage elements in their offer. The informative impact of this project will be relevant not only by offering part of our culinary traditions but also by spreading knowledge with a novel approach which takes the cultural aspects of food and cuisine to promote agri-food products.

4- Food Public Procurement recommendations

The ratio of local food in public food procurement should be increased. As it was previously shown, this could be possible using quality and sustainable criteria. Therefore, some efforts are still needed to facilitate the access of AF SMEs to public purchasers mainly for public kitchens. In that sense, *Àpats Catalunya* will work to boost the significance of proximity food and gastronomy heritage as a relevant social selection criteria to be considered in a public food procurement.

It is expected that the project consultations and conclusions will identify and collect the AF SMEs and catering companies needs and barriers for a sustainable and local offering to provide with this information the local authority responsible for regulations and policies on public food procurement. The gathered information should help the decision-makers to shift the market to a supply of goods and services with a positive impact on the commercialization of the agri-food products to benefit the local producers.

To this end, a **White Paper** with practical recommendations on local food and products available in the region and good practices on introducing local food products will be published. The inputs of this White Paper should help the decision-makers to regulate sustainable food procurement policies which food contracts incentive quality local food.

To this extent, *Àpats Catalunya* could contribute to ensure fair competition between businesses, including the AF SMEs by increasing awareness about the importance of this topic among decision-makers, tender drafters, public health officials but also suppliers, retailers, chefs and the general population.

4.2.1 Timeframe and activities

The Action Plan will be implemented from June 2020 to May 2022.

The Gantt chart presented below illustrates the project schedule identifying the main activities that should guarantee the achievement of the strategic goals previously mentioned.

		2020												2021												2022											
		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May												
Management	ACTIONS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24												
	Project Kick-off. Official presentation																																				
	Stakeholder Kick-off meeting and follow-up meetings																																				
	Mid-term and final report on Action Plan implementation																																				
	Follow-up presentation at DARP & Ministry of the Vice-presidency																																				
Implementation	<i>Àpats Catalunya</i> on <i>Gastroteca</i> website																																				
	Catering companies list publication & regular update on <i>Gastroteca</i>																																				
	Market Studies																																				
	ALIMENTARIA Fair																																				
	7th annual Gathering and Mayors' summit 2021																																				
	#DEPROOP																																				
	White Paper on Public Food Procurement																																				
	Regional info day to present <i>Àpats Catalunya</i> results																																				

4.3 Stakeholders involved

Àpats Catalunya will be led by Prodeca, as a public agency under the Ministry of Agriculture, Livestock, Fisheries and Food of the Catalan Government. Due to the multi-actor and cross-sectoral approach of the project, primary external stakeholders will be involved. They have been categorised in two main groups by its role and contribution to the project:

Food business stakeholder group:

This group will be composed by AF SMEs and small and medium catering companies. They will share their views and experiences about the needs, difficulties and potentialities' to introduce the local products by adopting *Àpats Catalunya* initiative of introducing gastronomic heritage. This group will allow the development of a collaborative approach suitable for both.

- **Farmers unions, agricultural cooperatives and AF SMEs**

The agri-food producers are a key actor of *Àpats Catalunya*. Prodeca-DARP as a representative of the primary sector has direct and regular relationship with them. Therefore, the project will ensure the entire involvement of small-scale producers and local suppliers mainly through representative bodies and organisations such as farmer unions, agricultural cooperatives, but also involving the most relevant local producers and AF SMEs.

- **Small and medium catering companies**

The project success is, along with the support of the AF SMEs, largely dependent on the catering companies involvement. Therefore, they have been already engaged in the design and definition of *Àpats Catalunya* to guarantee their fully involved during the project implementation. They will use the project materials to adapt their menus, provide feedback and help to make proper decisions on regards the project execution. The involvement of new catering companies will be done throughout the project by open public presentations where will be highlighted the importance to offer local and sustainable products as an strategic way to anticipate the future public food procurement regulations.

The two years project implementation will have participatory meetings and roundtables with full knowledge-transfer and networking opportunities. And it would be a great achievement for the project that this non-formal food business stakeholder group will be finally established as a formal collaboration cluster to represent and defend common interests.

Food regulation stakeholder group:

This group will be formed by the *Catalan Food Council* and tender drafters. Their role will be to discuss and study the feasibility of the identified policy initiatives that should balance a shift in focus towards a public food procurement regulation more focus on the introduction of local products.

▪ The Catalan Food Council

It is the Catalan advisory and institutional participation body for involvement and collaboration, debate and advice, consultation and proposal on agri-food. It is currently carry on the Catalan Strategic Food Plan which, as mentioned before, will lay the foundations of a new Catalan food policy based on local production of food and sustainable environmental management. Consequently, its participation and contribution to *Àpats Catalunya* would be very strategic since it will allow to have direct access to the definition of the Food Plan and contribute on the debate of agri-food policies to present recommendations and measures to increase the offer of local food and gastronomic heritage in the public food procurement.

▪ Tender drafters

The tender drafters have a relevant role in the public food procurement. As already mentioned, public entities that hire catering and food services have a certain margin to enforce the procurement legislation. Therefore their involvement will be crucial to guarantee the viability of the proposed modifications and subsequent implementation. Some city councils, such as the city council of Barcelona, are already leading initiatives directly aligned to *Àpats Catalunya* and the project will take advantage of these synergies.

Moreover, Prodeca will work in close cooperation with other relevant players from the food value chain and agri-food sector of Catalonia that could show their interest in the project or will be identified during the implementation of the project.

Meeting, roundtables, seminars and workshops with the involved stakeholders will be regularly held to ensure that they are all working toward the same goals.

4.4 Action indicators

The self-defined performance indicator initially identified in the EUREGA application form has been changed accordingly to the policy instrument to be addressed by the *Àpats Catalunya*. Therefore, the new self-defined performance indicator will be: **“Increase in the number of local agri-food products offered by the catering services integrating gastronomy and food heritage elements into food sector (10%)”**. In that sense, the impact indicators include an analysis of the trend in the total number of catering companies directly involved in the project and its increase in the supply of local gastronomy and food. All data related to the total number of visits to the web section *Àpats Catalunya* and the number of downloads of the *Àpats Catalunya* toolkit (handbook and factsheets) will be periodically collected.

Other measurable key performance indicators to monitor the project achievements will be the identified in the table below:

Key Performance Indicator (KPI)	Desirable value
Number of downloads of <i>Àpats Catalunya</i> materials	45
Number of stakeholder group meetings/roundtables	10
Market studies	3
Number of workshops/seminars for competitiveness advice	4
Total AF-SMEs and catering companies taking part in fairs and events	75
White paper publication with public food procurement recommendations	1
Number of catering companies offering <i>Àpats Catalunya</i> at the end of the project	35

The impact of the project results will be published in the final report to collect the lessons learned and the emerged recommendations. This final report will be presented to the regional authorities and to EUREGA project partners.

4.5 Costs

The total cost of this Action Plan is estimated in 112.500 euros. This cost is adjusted in accordance with the present regional economic situation and the expected impact on its activities.

4.5.1 Funding sources

This action will not receive funding from the ERDF Operational Programme of Catalonia 2014-2020, nor from the next OP of Catalonia 2021-2027. *Àpats Catalunya* will be implemented as part of the activities and services that Prodeca provides to the agri-food sector in Catalonia. And it will be supported by the Rural Development Program (PDR-CAT) 2014-2020 as a local food revalorisation policy with strong impact on one aim of this Program; to encourage the organization of the food chain, including processing and commercialization of agricultural products. Therefore, the project will be funded by the Catalan Government resources through the DARP.

4.6 Risks and contingency plan

R.1- Activities could be not held or could not be face-to-face due to the COVID-19 scenarios. This could be mainly the case of ALIMENTARIA and #DEPROP Fair. **Level of probability:** Medium-high. **Contingency plan:** Explore on-line possibilities.

R.2- Lack of involvement to use the *Àpats Catalunya* materials. This could happen in the case that the catering companies don't find the way to adapt the suggested dishes and ingredients in their portfolio. **Level of probability:** Low. **Contingency plan:** Find means of better communication and promotion of *Àpats Catalunya* materials among the catering companies.

R.3- Difficulty on supply the catering's demand by the local agri-food producers offer. **Level of probability:** Medium-low. **Contingency plan:** *Àpats Catalunya* will provide a range of local dishes that should guarantee the supply of their ingredients. Furthermore, the region of Catalonia has a good level of food self-autonomy due to its huge potential as a agri-food producer and supplier.

5 ACTION PLAN EXPECTED IMPACT

This Action Plan has especial focus on emphasizing the relevance that gastronomic heritage and local food should have in the regional policy instruments to increase the SME competitiveness through their specific objectives. On this regards, the impact of the Action Plan on the OP ERDF Catalonia 2014-2020 will be limited since this is almost ending. However, promoting the sustainability and economic value of local food products by transferring its cultural heritage, it could clearly influence the definition of the new OP ERDF Catalonia 2021-2027. Generally speaking, the Action Plan seeks to pave the way to interdisciplinary and intersectoral projects implemented and led by actors non-traditionally associated to the promotion of cultural heritage. This may happen by making more visible gastronomy and allocating budget to gastronomic projects in the specific objective related to cultural heritage of the new policy instrument.

In addition, it is expected to influence the new public food procurement policies to be developed and published by the Catalan Government as a result of the PEAC and its interaction with this Action Plan. Particularly, on setting local food products and traditional gastronomy as a significant social selection criteria to be met by the bidders of public food contracts.

Eventually, *Àpats Catalunya* will have the potential to create a resilient food supply chain community working together to share insights, ideas, needs and best practices to better cope new public food procurement requirements which presumably will reinforce the local food offer as a social selection criteria. This community will help to support gastronomic culture shift that is required across institutional food service in order to create new business models around the importance of local sustainable food chain.

6 ACTION PLAN ENDORSERMENT

Regional Action Plan letter of support

Project Information

Project acronym	EUREGA
Project title	European regions of gastronomy building resilience and creating economic growth
Name of project partner	PRODECA- Catalan Export Agency

We hereby state:

- that we were informed about the preparation of the Regional Action Plan as part of the above-mentioned project,
- that we acknowledge the participation of the above-mentioned partner(s) in the Regional Action Plan,
- that we will engage with the stakeholder group and welcome opportunities for exchanging experiences with other institutions in Europe,
- that we will consider synergies and complementarities between the Regional Action Plan and the next Catalonia ERDF Operational Programme 2021-2027.

Name of signatory	Teresa MEDINA PLANS
Position of signatory	Deputy General Director of Economic Programming
Date	22 nd July 2020

Signature and institution stamp

Teresa
Medina Plans
- DNI
43698688E
(SIG)

Firmado digitalmente por Teresa Medina Plans - DNI 43698688E (SIG)
Nombre de reconocimiento (DN): c=ES, o=Departament de la Vicepresidència i d'Economia i Hisenda, 2.54.97=VATES-50811001G, ou=Empleat públic de nivell alt de signatura, sn=Medina Plans - DNI 43698688E, givenName=Teresa, serialNumber=IDCES-43698688E, cn=Teresa Medina Plans - DNI 43698688E (SIG)
Fecha: 2020.07.22 09:50:06 +02'00'

ANNEXES

- *Àpats Catalunya* handbook and factsheet recipe (pre-printed versions)¹³

¹³ These materials have not been funded with EUREGA-Interreg funding sources.

Manual Àpat Catalunya



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1

Què és l'Àpat Catalunya?

L'Àpat Catalunya és aquell menjar que se serveix en situacions de representativitat institucional o empresarial catalana, tant en l'àmbit domèstic com a l'exterior. Com a tal, ha de ser un àpat diferencial i que transmeti els valors del que són la gastronomia i la cultura catalanes.

Brillat Savarin (1825) entén per *gastronomia* “el coneixement raonat que fa referència a l'ésser humà de tot el que respecta a l'alimentació. L'objecte material de la gastronomia té a veure amb tot allò que es pot menjar; la finalitat primera és la d'alimentar les persones tenint en compte tant la producció, distribució i indústria com també l'experiència que inventa com aquest menjar s'ha de disposar per a satisfer el plaer i desig de menjar”.

Així, doncs, l'Àpat Catalunya haurà de contemplar sempre la presència de productes, plats i tradicions gastronòmiques que s'identifiquin amb la cultura catalana.

Un àpat és una eina efectiva de promoció del producte agroalimentari de Catalunya, fins i tot si el producte en qüestió no és directament present a l'àpat. L'important és que l'experiència sigui prou singular i significativa per captar l'empatia dels convidats i deixar empremta a la seva memòria.

Hauríem de parlar d'àpats, en plural, Àpats Catalunya, ja que l'eina que teniu entre les mans està pensada i desenvolupada per oferir diferents propostes en funció dels diferents tipus de situacions en què es poden servir i tenint en compte les característiques particulars de cada *catering*.

Si donem un cop d'ull al diccionari, veurem que per *àpat* s'entén “una menjada d'una certa consistència que hom fa diàriament a hores fixades, com són l'esmorzar, el dinar o el sopar”. Cada una de les situacions, doncs, té una expressió en forma d'Àpat Catalunya.

Quins objectius persegueix?

- Donar sortida al producte local.
- Donar a conèixer la cuina catalana i el producte originat a Catalunya.
- Incrementar el sentiment de pertinença a una cultura gastronòmica pròpia.
- Contribuir a la internacionalització de Catalunya a partir de la coneixença de la seva gastronomia i els seus productes.
- Transferir tot el coneixement als *caterings* i a tot el seu personal, que seran els transmissors al públic final.
- Afavorir l'oferta diferenciada de serveis, al mateix temps que afavorir l'existència d'empreses de *catering* diferencials.
- Crear una eina per aprofitar una oportunitat de tendència.
- Fomentar el teixit empresarial agroindustrial de Catalunya.

Públics i ocasions en què implementar-se

El **públic** al qual va destinat l'Àpat Catalunya pot ser molt divers. En qualsevol cas i amb la intenció de reduir la diversitat i fer més comprensibles els contextos en què es pot arribar a executar l'esdeveniment, podem distingir inicialment dos classes de públic: un **públic local** (assumim que té uns coneixements mínims sobre la gastronomia catalana) i un **públic estranger** (que no podem assumir que tingui coneixements previs sobre la gastronomia catalana). Aquest segon col·lectiu es pot situar en dos contextos diferenciats: el primer correspondria a les situacions en les quals es troba de visita a Catalunya i el segon correspondria a les situacions en les quals es troba fora de Catalunya i/o en els seus llocs d'origen.

D'altra banda, aquest manual també contempla algunes especificitats que poden estar incloses en aquests dos grans grups. Ens referim a característiques derivades de les qüestions religioses, de salut i de posicionaments ètics. Es preveuen aquest tipus de circumstàncies i s'inclouen possibilitats per adaptar-se a aquestes necessitats. Ara com ara, aquestes especificitats es concreten en: ofertes per a comensals que eviten la carn de porc, comensals que eviten la proteïna animal, comensals que eviten el gluten i comensals que no consumeixen alcohol.

Pel que fa a les **ocasions**, també són molt diverses i es faria difícil poder enumerar-les totes. Entenem que les ocasions determinen quin tipus de servei es pactarà entre el *catering* i el client i la capacitat que el *catering* tingui de proposar un tipus de servei o un altre. A més, tot i que en principi les accions estan pensades per a moments de representativitat institucional o empresarial catalana, convidem els *caterings*, si així ho veuen oportú, a oferir l'Àpat Catalunya en ocasions i clients que no siguin estrictament institucions públiques o empreses amb un marcat interès en la promoció agroalimentària.

Aquí es mostren algunes de les possibles ocasions. Distingim, en principi, dos contextos diferents. Quan es tracta d'**accions a Catalunya** i quan es tracta d'**accions fora de Catalunya**.

Ocasions a Catalunya:

- Presentacions de producte/s
- Trobades institucionals
- Actes protocol·laris
- Recepcions
- Fires i actes promocionals

Ocasions a l'estranger:

- Delegacions catalanes a l'estranger
- Esdeveniments on la cultura catalana és convidada

2

Contingut i ús del manual

Què trobareu en aquest manual? Hi ha dos apartats diferenciats. Un que fa referència als continguts de relat sobre la cuina catalana en general, una relació dels productes icònics i on poder-los localitzar i la identificació de quines són les bases i elaboracions principals de la cuina catalana. El segon fa referència, més concretament, a l'Àpat Catalunya i a la seva execució. Hi trobareu els criteris de selecció dels productes i les elaboracions, els conceptes (grups de referències) i les referències culinàries (productes i elaboracions) i quin és el mètode d'aplicació, en el qual s'expliquen unes qüestions prèvies a tenir en compte, els requisits que s'han de seguir, les fitxes que permeten fer la selecció de les referències i uns exemples molt bàsics de disseny d'Àpats Catalunya.

Cuina catalana:

- Relat extens sobre la cultura gastronòmica catalana
- Missatges concrets sobre la cultura gastronòmica catalana
- Els productes icònics
- Les bases i elaboracions més comunes de la cuina catalana

Àpat Catalunya:

- Criteris de selecció dels productes i les elaboracions
- Conceptes i referències de l'Àpat Catalunya
(conceptes i productes/elaboracions)
- Mètode d'aplicació (prèvia, requisits, fitxes, exemples)

Relat extens de la cultura gastronòmica catalana

La cuina catalana té una llarga presència en la història. Això queda evidenciat per la presència de receptaris medievals. Després de la caiguda de l'Imperi romà i l'aparició de les llengües romàniques com a vehicles d'expressió i comunicació entre la població, el català va ésser una llengua utilitzada per a difondre el coneixement en diferents camps, i la cuina no en va ser una excepció. Des del segle XIV ens arriba el primer llibre de cuina escrit en català, el *Llibre de Sent Soví*, una de les primeres expressions de l'art de cuinar al territori català. Era una cuina d'influència per a diferents corts i cases benestants properes. Ara bé, és clar que la cuina que s'hi exemplifica té poc a veure amb la cuina que es practica avui dia a Catalunya. És molt possible que la cuina que reconeixem com a catalana en l'actualitat, amb matisos, provingui d'un dels receptaris clàssics del segle XIX, *La cuynera catalana*, receptari que va saber mantenir un equilibri entre la tradició medieval i la nova cuina del moment, que començava a notar la influència dels productes arribats d'Amèrica. De totes maneres, possiblement a figures com Ignasi Domènech o Ferran Agulló, del segle XX, els devem la configuració real de la cuina catalana moderna.

Catalunya, durant el segle XX, va ser una terra que va prestar una certa atenció a la cultura gastronòmica, com ho demostra la tasca divulgativa de diferents autors que han tractat sempre d'identificar els costums i els trets característics d'una identitat gastronòmica pròpia; parlem de Josep Pla, Néstor Luján, Joan Perucho o Vázquez Montalbán, cada un des de la seva mirada i posicionament, però que sens dubte han contribuït a mostrar el caràcter particular que té aquesta cuina. Fet que no va passar per alt, per exemple, a Colman Andrews, experimentat gastrònom nord-americà que, en el seu llibre *Catalan Cuisine*, del 1980, arriba a manifestar que potser estem davant de "l'últim gran secret culinari a Europa". Un autèntic descobriment, aleshores, per als gastrònoms d'arreu del món.

I finalment, com aquell que diu plantats ja al segle XXI, i d'una manera que sembla que tanca el cercle, des d'aquells inicis en què la llengua catalana va ser llengua de cuina i de cultura, no podem deixar de parlar de l'última revolució de la cuina a escala internacional que té el seu germen a Catalunya: la cuina creativa de la mà de cuiners i cuineres com Ferran Adrià, els germans Roca, Fina Puigdevall, Carme Ruscalleda i Paco Pérez, entre altres. La cuina catalana ha copat en l'última dècada els primers llocs en els premis internacionals dels millors restaurants del món.

Si bé s'indicava que la cuina catalana havia estat una cuina d'influència, també cal destacar la capacitat que ha tingut per deixar-se influenciar i d'integrar elements propis d'altres cuines, fet que expressa el seu caràcter acollidor i integrador d'elements externs. Són testimonis d'això, per exemple, l'escabetx d'influència àrab i l'ús del tomàquet, el pebrot o la patata, arribats d'Amèrica i que han acabat creant elaboracions molt significatives en la cultura gastronòmica catalana, com el pa amb tomàquet. Fins i tot es pot esmentar la presència molt estesa de l'ús del bacallà, quan precisament és un producte del qual el paisatge propi no ens proveeix, amb una presència fruit de la relació entre les obligacions religioses, les tècniques de conservació i l'intercanvi comercial.

I, ja que parlem de paisatge, possiblement el territori de Catalunya, tot i que en boca dels pagesos no sigui una terra agraïda de treballar per la dificultat dels seus accidents, esdevé d'una gran diversitat orogràfica, climàtica i de sòls, que es tradueix en una gran diversitat de productes, fet imprescindible perquè hi pugui evolucionar una cuina complexa i rica. Aquesta riquesa arriba al punt que, quan es parla de cuina catalana, sovint haguem de parlar de diferents estils de cuina, com ara la cuina de muntanya, la cuina de barca, la cuina de la costa, la cuina de secà o la cuina de mar i muntanya, per exemple.

Missatges concrets de la cultura gastronòmica catalana

A partir del relat extens sobre la cuina catalana, aquí teniu seleccionats alguns eslògans, missatges que permeten difondre de manera més concreta el contingut i el valor de la cuina catalana.

- Té una riquesa històrica contrastada. Va ser una de les cuines més importants durant l'edat mitjana.
- Existeixen receptaris de cuina catalana des del segle XIV. El primer que s'ha conservat és el *Llibre de Sent Soví*.
- Històricament, ha influenciat altres cuines i, al mateix temps, també ha rebut influències de la cuina provençal, francesa, àrab i jueva.
- *La cuynera catalana*, receptari del segle XIX, conjuga la tradició medieval i la influència dels productes arribats d'Amèrica. És l'embrió de la cuina catalana actual.

- Ignasi Domènech i Ferran Agulló, durant el segle XX, van assentar les bases de la cuina catalana actual, una cuina entre burgesa i popular.
- Catalunya és un territori sensible a la difusió de la cultura gastronòmica. Josep Pla, Néstor Luján, Joan Perucho, Vázquez Montalbán, Llorenç Torrado, Pau Arenós i Cristina Jolonch són alguns dels autors més destacats que han difós aquesta cultura.
- És una cuina que ha rebut l'interès internacional. Colman Andrews, als anys 80 del segle XX, la va arribar a qualificar com “l'últim gran secret culinari d'Europa”.
- Les últimes dècades, entre les acaballes del segle XX i principis del segle XXI, Catalunya ha viscut una revolució culinària que ha impactat arreu del món i que s'ha anomenat la *cuina creativa*. Alguns dels seus màxims exponents són: Ferran Adrià, els germans Roca, Fina Puigdevall, Carme Ruscalleda i Paco Pérez, entre altres.
- La cuina catalana ha copat en l'última dècada els primers llocs en els premis internacionals dels millors restaurants del món.
- La diversitat paisatgística i geogràfica de Catalunya la converteixen en un espai privilegiat per produir una gran diversitat de productes que enriqueixen la seva cuina.
- Quan parlem de cuina catalana, parlem d'una gran diversitat d'estils de cuina, sovint influenciats pel caràcter de la terra i la diversitat geogràfica: la cuina de muntanya, la cuina de barca, la cuina de la costa, la cuina de secà o la cuina de mar i muntanya, per exemple.

Qui els pot fer servir?

L'equip de sala.

Per a què estan pensats?

Aquests missatges estan pensats per difondre píndoles de coneixement cap a aquells comensals que tinguin l'interès de conèixer més profundament la realitat i la història d'aquesta cuina.

Productes icònics

Una icona és un signe que representa una realitat. Així, doncs, els productes icònics de Catalunya serien els signes que expressarien la realitat gastronòmica de Catalunya en relació amb els productes emblemàtics que empra per cuinar.

A Catalunya es produeixen un nombre considerable de productes i/o elaboracions que podríem enumerar però que, en qualsevol cas, si no els acotéssim, no facilitarien la feina als caterings. Així, doncs, amb la intenció de seleccionar els possibles productes icònics, afegim aquí el llistat de productes amb distintiu DOP i IGP perquè, en darrera instància, són els productes catalans que gaudeixen de distintiu oficial.

DOP



Vins Catalans, Olis Catalans, Arròs del Delta de l'Ebre, Formatge de l'Alt Urgell i la Cerdanya, Pera de Lleida, Mongeta del Ganxet, Mantega de l'Alt Urgell i la Cerdanya, Avellana de Reus.

IGP



Calçot de Valls, Clementines de les Terres de l'Ebre, Gall del Penedès, Llonganissa de Vic, Pa de Pagès Català, Patates de Prades, Pollastre i Capó del Prat, Poma de Girona, Torró d'Agramunt, Vedella dels Pirineus.

Tot i així, al portal [Gastroteca](#) hi ha enumerats tots els productes que a dia d'avui gaudeixen d'una producció estable a Catalunya i que poden ser consultats lliurement. La nostra recomanació és que el *catering* té en la Gastroteca una eina adequada per seleccionar els productes catalans que desitgin incorporar a la seva oferta.

Bases i elaboracions més comunes

A l'hora de conceptualitzar la cuina catalana, podem distingir un conjunt de bases i plats i/o elaboracions més característics de la cuina catalana tradicional.

Quatre bases de cuina catalana, segons Ferran Agulló:

Presentes, en conjunt o per si soles, en gran part del receptari tradicional català. La història de cada una, vinculada a la seva evolució culinària al llarg dels segles (canvis en l'elaboració, incorporació o pèrdua d'ingredients, protagonistes de receptes característiques, etc.) ajuda a explicar la història del que avui podem entendre com a cuina catalana tradicional.

- Sofregit
- Picada
- Allioli
- Samfaina

Tipologia de plats/ elaboracions més característics de la cuina catalana tradicional:

Aquelles elaboracions tipus que engloben plats diversos que es troben arreu de Catalunya, Illes Balears, València i Catalunya Nord, en les seves versions vinculades al territori concret i a la temporada dels productes. Amb variacions d'ingredients i formats, són, en conjunt, patrimoni de la cuina catalana més tradicional i que ha perdurat al llarg del temps. Les principals són:

- Mar i muntanya
- Arrossos i/o fideus caldosos
- Arrossos i/o fideus secs
- Coques
- Cassoles de...
- Bullits de verdures/llegums
- Escudelles
- Pa amb tomàquet amb...

3

Àpats Catalunya

S'han considerat uns conceptes/categories amb què poder englobar les diferents referències escollides. Aquest ordre de classificació pretén ajudar en la selecció dels productes i les elaboracions en funció del servei que s'hagi d'executar. Estan organitzats en grans grups que poden respondre als moments de consum, l'ordre d'ingesta o la contundència del plat. Cada concepte pot explicar:

- Moments de consum.
- Elaboracions específiques.
- Costums i tradicions vinculades a la forma de menjar-se.
- Coneixement i pràctica popular.

Aquests conceptes o categories s'utilitzen per crear el relat de cada una de les referències seleccionades dins de l'Àpat Catalunya. A cada una de les fitxes de productes i/o elaboracions que s'adjunten al manual podeu trobar aquests relats sintètics.

Com es poden utilitzar? De totes aquelles referències escollides per executar l'Àpat Catalunya, el personal de sala pot utilitzar els relats per explicar cada una de les referències ofertades en l'esdeveniment.

Conceptes

Aquí s'exposa la selecció dels principals conceptes que exemplifiquen la forma i el contingut de la gastronomia catalana traslladada a un Àpat Catalunya (AC). Cada un d'aquests conceptes inclou un conjunt de referències culinàries. Un AC pot ser realitzat amb un únic concepte o amb la combinació de dos o més conceptes:

- 1 — Vermut
- 2 — Pa amb tomàquet
- 3 — Embotits i/o formatges
- 4 — Entrants tradicionals
- 5 — Rostits, guisats, de cassola
- 6 — Dolços
- 7 — Begudes

El **vermut** és una categoria/concepte que no es correspon amb una elaboració sinó que es tracta d'un moment de consum, és a dir, una activitat de lleure, de socialització en la qual el menjar s'utilitza com a recurs.

El **pa amb tomàquet**, combinat amb els **embotits i/o formatges**, mescla les categories/conceptes d'elaboracions específiques i costums i tradicions vinculats a la forma de menjar-se. També es pot associar al coneixement i la pràctica popular.

Els **entrants tradicionals** i els **rostits, guisats, de cassola** són els que més clarament es corresponen amb elaboracions específiques de la cuina catalana, moltes de vinculades als costums i tradicions i als coneixements i la pràctica popular.

Els **dolços** serien també elaboracions específiques relacionades amb els costums i tradicions.

Per últim, el concepte de **begudes** és una categoria transversal i d'acompanyament a qualsevol de les altres ja enunciades més amunt.

Productes i elaboracions (referències)

Aquí es mostren el total de les referències tant de productes com d'elaboracions, ordenades sota els conceptes escollits:

Vermut

Ref	Producte	Fitxe
1	Vermut	↓
2	Gasosa / Sifó	↓
3	Olives farcides	↓
4	Patates xips	↓
5	Llaunes (musclos, cloïsses, escopinyes)	↓
6	Anxoves	↓
7	Seitons en vinagre	↓

Pa amb tomàquet

Ref	Producte	Elaboracions	Fitxe
8	Pa de pagès		↓
9	Tomàquets de penjar		↓
10	Oli d'oliva verge extra		↓
11		Allioli	↓

Embotits i/o Formatges

Ref	Subcategoria	Producte/Elaboracions	Fitxe
12	Embotits	Llonganissa	↓
13		Fuet /Somaia	↓
14		Xolís	↓
15		Bull blanc i negre	↓
16		Pa de fetge	↓
17		Botifarra d'ou	↓
18	Formatges	Mató/Recuit	↓
19		Garrotxa (formatge de cabra)	↓
20		Serrat (formatge d'ovella)	↓
21		Tupí	↓

Entrants Tradicionals

Ref	Elaboracions	Fitxe
22	Amanida catalana	↓
23	Escalivada	↓
24	Empedrat	↓
25	Esqueixada	↓
26	Coca de recapte	↓
27	Escudella i carn d'olla	↓
28	Trinxat	↓
29	Xató	↓
30	Truita de dijous gras / mongeta blanca	↓
31	Calçots	↓
32	Cigrons amb espinacs	↓
33	Espinacs a la catalana	↓

Rostits, Guisats, De Cassola

Ref	Elaboracions	Fitxe
34	Arròs a la cassola de carn	↓
35	Arròs de peix	↓
36	Fideus a la cassola de carn	↓
37	Fideus rossejats de peix	↓
38	Sèpia amb mandonguilles	↓
39	Botifarra amb seques (amb o sense cansalada)	↓
40	Pollastre amb panses i pinyons/Rostit de Festa Major	↓
41	Cassola de tros	↓
42	Fricandó	↓
43	Capipota amb cigrons	↓
44	Bacallà amb samfaina	↓
45	Bacallà a la llauna	↓
46	Suquet de peix	↓
47	Sardines en escabetx	↓
48	Sarsuela	↓
49	Romesco de peix	↓
50	Cargols a la llauna	↓

Dolços

Ref	Subcategoria	Producte/Elaboracions	Fitxe
51	Neules		↓
52	Torrans		↓
53	Carquinyolis		↓
54	Fruita de temporada		↓
55		Postres de músic/nyoca (fruita seca i fruita assecada)	↓
56		Crema catalana	↓
57		Mel i mató	↓
58		Bunyols de vent/farcits	↓
59		Tortell de nata	↓
60		Pa amb vi i sucre	↓
61		Menjar blanc	↓
62		Pa de pessic / coca	↓

Begudes

Ref	Elaboracions	Fitxe
63	Vins i caves catalans (DO i altres)	↓
64	Vins dolços, begudes espirituoses i cerveses artesanes	↓
65	Aigua / cafès i infusions / altres begudes	↓

4

Mètode d'aplicació/ adaptació de l'Àpat Catalunya

L'Àpat Catalunya pot ser demanat, i servit, en múltiples ocasions. Cada esdeveniment institucional contempla uns condicionants, intrínsecs o extrínsecs, que determinen els continguts de l'Àpat Catalunya que millor encaixi amb l'esdeveniment que s'ha d'executar.

Prèvia

Es contempla un seguit de criteris previs a tenir en compte en el marc d'una possible execució d'un servei de *catering* que vulgui oferir un Àpat Catalunya. Aquests criteris són:

Actors implicats:

- Administració pública i *catering* o client i *catering*.

Tipus de demanda/ oferta:

- Poden contemplar-se dos tipus de demanda. O bé pública, o bé privada. Ara per ara, només contemplem l'opció pública, en la qual l'Administració demana explícitament l'execució d'un Àpat Catalunya (AC), el qual haurà de seguir els criteris que s'indiquen en aquest document. De totes maneres, el manual AC esconsidera que és una oportunitat per als *caterings* que vulguin oferir una oferta diferencial a qualsevol tipus de client.

Requisits

Per poder dur a terme un Àpat Catalunya, s'hauran de complir un conjunt de requisits. El *catering* s'haurà de responsabilitzar del compliment d'aquests requisits si l'oferta que presenta està identificada com a Àpat Catalunya. Els requisits que la pròpia empresa ha de seguir són els següents:

En relació amb l'oferta:

- Es recomana que l'oferta s'adapti a les referències culinàries aportades en aquest document. Es contempla la possibilitat de gestionar variacions:
 - Inclusió d'altres plats de cuina catalana, que poden ser introduïts si formen part del *Corpus del patrimoni culinari català* (Edicions la Magrana).
 - Variacions de les receptes originals (referències aportades en el document), que poden ser introduïdes si formen part del *Corpus del patrimoni culinari català*.
- No es poden incloure elaboracions no contemplades al Corpus. Es considera que no formen part de la cuina catalana.

En relació amb la informació complementària que acompanya l'Àpat Catalunya, convé tenir en compte que:

- Cal explicar els plats segons les possibilitats del servei/espai/presupost. De manera gràfica, aportant material de suport visual, i de manera verbal, a través del personal que està realitzant el servei.
- S'ha de garantir que el personal que executa el servei té la capacitat d'explicar el significat de l'Àpat Catalunya. Això no significa que el personal hagi de ser especialitzat; simplement es tracta d'utilitzar les eines que aquest manual aporta.
- S'ha de garantir que el personal que executa el servei té la capacitat d'explicar el significat de cada elaboració que s'ofereix. Això no significa que el personal hagi de ser especialitzat; simplement es tracta d'utilitzar les eines que aquest manual aporta.

En relació amb la utilització de producte local (produït i/o elaborat a Catalunya), els criteris a seguir són els següents:

- Si el producte que s'ofereix està considerat com a producte icònic, per exemple el fuet, haurà de ser produït i/o elaborat a Catalunya. En aquest document, s'indiquen quins són els productes que es consideren icònics.
- Si el producte forma part d'una elaboració, sempre serà recomanable comprar productes produïts i/o elaborats a Catalunya, si la temporada ho permet.

Qüestions no determinants però que es poden valorar per tal d'identificar una estètica pròpia per a l'Àpat Catalunya. En principi, resten al criteri del *catering*:

- Parament: plats, coberts, gots, porrons, estovalles, tovallons, cistells...
- *Attrezz*: ús de mobiliari i distribució en l'espai. Cadires, taules, carrets, porrons, setrills, morters, cistells...
- Servei: tipus de vestimenta.

Requisits imprescindibles:

- Les begudes i el vermut funcionen com a categories a part.
- Vermut. Perquè funcioni aquesta categoria, ha d'incloure la beguda (vermut + sífó) i, com a mínim, dos dels productes de picar (sòlids).
- De la resta de categories (incloent el vermut), cal que com a mínim hi hagi dos conceptes per a qualsevol servei efectuat (la beguda va a part).

Altres requisits o recomanacions:

- Tenir en compte la temporada (identificada a la fitxa).
- Tenir en compte la tipologia de restriccions (identificades a la fitxa).
- Com més varietat d'elaboracions/productes s'inclouguin, més àmplia serà la visió de la cuina catalana.
- Mantenir un equilibri lògic entre les elaboracions dels diferents conceptes (vermut, pa amb tomàquet, embotits i/o formatges, entrants tradicionals...).
- Possibles incompatibilitats o afinitats entre les propostes i les característiques de la ubicació/tipologia de públic (preferències).
- Temperatura de servei (possibilitats segons ubicació i característiques del *cateèring*).
- Tenir en compte si són plats per compartir o no.
- Es recomana explicar o descriure el producte o l'elaboració que se serveix (gràficament i/o oralment).

Aquests són els requisits previs que el servei de *catering* ha de tenir en compte a l'hora de tractar el producte, escollir les receptes, dissenyar l'espai i transmetre el relat de l'Àpat Catalunya. Un cop assumits els requisits imprescindibles per tal que l'esdeveniment pugui ser tipificat com a Àpat Catalunya, seguidament es mostren diverses possibilitats de com triar els continguts del servei i executar l'esdeveniment segons els condicionants que afecten cada *catering*.

Fitxes

Cada referència culinària disposarà de la seva fitxa personalitzada. L'objectiu de la fitxa és facilitar tota la informació possible perquè tant l'equip de cuina com l'equip de sala puguin treballar. Quan s'està dissenyant un Àpat Catalunya, cal revisar les fitxes i escollir-ne les que es voldran fer servir per a l'esdeveniment. En aquest manual s'inclouen un total de 65 fitxes.

Exemples

Aquí es mostren algunes propostes de quins conceptes es podrien triar per a dissenyar un Àpat Catalunya segons una circumstància concreta:

Proposta 1 — Esmorzar a peu dret:

Pa amb tomàquet
Embotits i/o formatges
Dolços
Begudes

Proposta 2 — Dinar a peu dret:

Vermut
Pa amb tomàquet
Embotits i/o formatges
Rostits, guisats, de cassola
Dolços
Begudes

Proposta 3 — Sopar a taula:

Entrants tradicionals
— *Escalivada*
Rostits, guisats, de cassola
— *Sèpia amb mandonguilles*
Dolços
— *Carquinyolis*
Begudes

À O C

Xató

Entrants tradicionals



Concepte

Entrants tradicionals

Denominació

Xató

Restriccions

Vegetarià

Sense porc

Sense gluten

Sense alcohol

Receptaris de referència

La teca, la veritable cuina casolana de Catalunya.

Domènech, Ignasi (2006 (1924)).

Valls: Edicions Cossetània (pàg. 60: "Xató").

Corpus del patrimoni culinari català.

Institut Català de la Cuina i Fundació del Mediterrani (2011 (2006)).

Barcelona: La Magrana (pàg. 91: "Bacallà amb samfaina").

El petit llibre de la cuina catalana de veritat.

Sans, Pere (2011).

Barcelona: Editorial Comanegra (pàg. 85: "Xató", "Xatonada").

Context

És una elaboració molt típica de Tarragona i del sud de Barcelona. Moltes poblacions en discutirien l'origen i la manera de preparar-lo, senyal de la gran capacitat que els territoris tenen d'apropiar-se de les elaboracions i d'aportar-hi el seu estil culinari. Alguns consideren que és un plat propi de les famílies pageses dedicades al món del vi; altres pensen que és fruit de la creativitat dels pescadors. En qualsevol cas, més enllà del seu origen incert, aquest plat el trobem documentat des de mitjan segle XIX. La base és una amanida d'escarola amb bacallà dessalat, anxoves i olives que s'amaneix amb una salsa romesco molt semblant a la que s'utilitza per als calçots.

Concepte

Entrants tradicionals

Denominació

Xató

Restriccions

Vegetarià

Sense porc

Sense gluten

Sense alcohol

Temporada

Cal tenir en compte la temporada de diversos productes: d'una banda, els vegetals com l'escarola o els ingredients que serviran per fer la salsa de romesco i, de l'altra, els peixos que s'hi afegeixen.

○ **Escarola:**

de setembre a abril.

○ **Nyora:**

de juliol a novembre (en ser un pebrot assecat, tampoc tindria massa restriccions de temporada).

○ **Avellanes:**

en ser torrades, no hi hauria restricció de temporada.

○ **Ametlles:**

en ser torrades, no hi hauria restricció de temporada.

○ **Tomàquets:**

de maig a desembre. En tot cas, per fer la salsa romesco, tradicionalment, s'han utilitzat els tomàquets de penjar.

○ **Seitó:**

de març a setembre (si són anxoves salades, no hi ha restricció de temporada).

○ **Bacallà:**

la seva pesca no determina la temporada, ja que és un producte salat en origen que es dessala quan es vol consumir.

Resumint, l'escarola i la tradició porten el xató als mesos de fred. Als voltants del Carnestoltes, al mes de febrer, és quan se celebren les xatonades en viles on n'és tradició. El resultat és una molt bona amanida d'hivern.

Servei i consum

— *Manera de servir-se*

Es pot servir en plats amb racions individuals o en una safata per compartir perquè cada comensal n'agafi la quantitat que vulgui.

— *Manera de consumir-se*

Es barreja la salsa romesco amb la resta d'elements de l'amanida i es menja el resultat amb forquilla, procurant que cada forquillada inclogui el màxim d'elements.

À O C