



# FEASIBLE FOOD ALTERNATIVES

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Food in Europe

18 th-22nd September 2001

TERUEL

<http://teruel2001.iscool.net>

## INTRODUCTION

We are several European organisations engaged in activities in the field of rural development and sustainable agriculture who are concerned about the tensions which have arisen in the farming and food industry recently and which the present-day food safety systems of the member countries of the European Union itself have been unable to control. This situation has also revealed how little control consumers have and also the negative impact of transposing industrial mechanisms into the food industry, without any regard for nature, the producers of raw materials or consumers. Indeed, it would not be mistaken to say that the current crisis is part of the widespread crisis in farming and food policies. The inflexion of the food and farming industry during the 1980's and the search by the rural areas in developed countries for a new role have yet to find answers which are even slightly coherent.

**Certain aspects of present-day tensions are:**

- The considerable dissociation between the producers of raw materials and the consumers of foodstuffs, with the ensuing drop in the appreciation of the rural world. This divorce is causing an ever-increasing schism in the role played in the world by the countries that produce raw materials and the industrialised countries, which has distanced consumers from nature and the regions where the food process originates. Hence nature appears to be an imaginary, virtual world in which humanity appears to play no part.
- The economies of scale and cost-reduction policies introduced this century on the basis of manufacturing technologies, have given rise to an urban centralisation model which is not very harmonious as regards nature. This model tends to accentuate territorial imbalances and causes standards of psychic, physical and environmental health to fall.
- The introduction of certain scientific and technological criteria - which have barely been verified in social, scientific and technical realms - into the production of foodstuffs in order to compete on economic terms with other food and agriculture producers, have caused general alarm and the bankruptcy of major sectors of the food and agriculture industry. The most affected are rural producers and the general public, via taxes (mad cows, dioxins, genetically engineered StarLink corn).
- The disparity between the interests of the different parties involved in food production. The lack of integration between rural workers, transformation industries, warehouse companies, wholesalers, retailers and consumers is causing increasing antagonism between one end of the food chain and the other, with an increasing loss in the quality of the food supplied to most consumers together with a lack of appreciation of the role of the rural world and nature at the start of the food production chain.
- The agglomerations of companies in the food processing and distribution sector which hinder community and public control of the food chain as regards both production itself and food information and advertising.
- Considerable cultural erosion which manifests itself in the loss of certain eating habits (diet), impoverished composition of foodstuffs (homogenisation of ingredients, manufacturing and conservation processes) and the raw materials involved in the productive cycle.

- Growing tendency to eat alone with the ensuing loss of the community identity that permits consumers to be more critical of the food chain.
- Drop in the standards of education of most of the population as regards gastronomy, cuisine, nutrition and diet. This aspect is most obvious amongst young people with a marked trend towards standardisation imposed by accelerated lifestyles and fast food.
- Lack of harmonisation in the legislation around Europe governing both food and hygiene safety, and in the compulsory characteristics of the control bodies in the member countries of the European Union.

However, despite the more pessimistic outlook in the food sector at the present time, it is necessary to emphasise the work and initiatives of different organisations which have been striving for several years to defend consumer and producer rights, promote more sustainable production, distribution and consumption systems, and to find and build feasible alternatives to current production-oriented food and farming models.

As a result, this group of European organisations thought it necessary to hold the forum entitled "FEASIBLE FOOD ALTERNATIVES" – FOOD IN EUROPE in Teruel (Spain) from September 19th to 22nd 2001.

These European organisations, which include the Charles Léopold Mayer Foundation for the Progress of Humanity (FPH-France <http://sentenext1.epfl.ch/fph/>), the Initiative Centre for the Appreciation of the Rural Environment (CIVAM-France <http://www.civam.org/>), In Natura (Holland <http://www.innatura.org/>), East Anglia Food Links (EAFL-Great Britain) (<http://www.eafl.org.uk>) and CERAI (Spain - Centre for Rural Studies and International Agriculture) (<http://cerai.iscool.net>), have indicated their desire to take an active part in this forum. The aim of this forum is to make community organisations more dynamic and increase the role they play in configuring a food system which raises the level of integration, community control and the reappraisal of the rural environment within the world market globalisation processes.

## OBJECTIVES TO BE ACHIEVED

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A considerable part of the population - the vast majority - in industrialised countries eats three times a day. However these countries, with the highest income per capita in the world and perfectly acceptable levels of infrastructure, have a population which acquires and consumes foodstuffs which are increasingly lacking in colour, smell and taste.

Bad food, or junk food as it is commonly known, is democratising the population. When we talk about bad food we mean more than just the crimes against human health such as chicken fed on fodder containing dioxins or the mad cows whose illness is transmitted to humanity. Acts that can be penal and criminal and are the result of a production model which is quite simply aberrant. In some European countries this model has received the blessing of their governments and enjoyed a certain degree of tolerance which regularly surfaces in newspapers.

Talking about food implies talking about the fraud to which consumers are subjected on the very many occasions when they are deceived by being given one product in the guise of another. It means talking about the public's right to know that what they buy in hypermarkets, supermarkets and corner shops is good for their health, is nutritious and will have a positive effect on how their sense of taste develops.

It also means recuperating humanity's deep-rooted tradition of using the raw materials nature has endowed each of us with and which have enriched the written and spoken history of good cooking for generations. It means interpreting uniqueness by means of diversity rather than homogeneity.

Talking about food involves discussing and thinking about the public food policies applied in nurseries and schools, and the stores and canteens in companies, workplaces, hospitals, old people's homes etc.

It also means, at the grass roots level, talking about production, country persons, their knowledge of traditional farming methods, biodiversity, family holdings, and, of course, those farmers who work not only to feed their fellow countrymen but also for their own satisfaction.

The small uprising in France against the consumption of meat containing hormones and in defence of quality food production has been superseded by genuine shock across Europe.

Present-day schemas have been distorted and some organisations including ourselves are clamouring for many things: the need for greater integration between the production of raw materials, transformation, preparation, conservation, storage, distribution and consumption; increased democracy in food safety and control bodies; urgent harmonisation of food legislation across Europe; a European agency which provides not only scientific and technical advice but also assumes an executive role and is answerable for its activities to the European parliament. We demand that certain leaders who have given greater priority to the economic interests of an industry or nation than to the health of their fellow countrymen and those of the European Union in general be held responsible.

No matter how well-intentioned the creation of a European food authority is, it must be said that any policy which is not linked to the interests of the majority of the population and the natural environment in which we live is doomed to failure and fruitless controls. We are not criticising the creation of the "Food Safety Authority" to increase the advice given to the European Commission and the Council of Ministers of the European Union, it is simply that problems which affect citizens must not be solved at levels out of the reach of citizens, alleging difficulties in the comprehension of the scientific and technical language involved.

. We believe it is necessary to remedy structural and social problems in order to facilitate ways of integrating production with processing and distribution. Integration promotes and encourages healthier, more traceable and safer food which is more diversified, nutritious and well-balanced. Integration must also encompass the costs of enhancing the natural setting, environmental protection, the well-being of animals, and also an improvement in citizens' physical, social and mental health. Likewise, integration must facilitate an adequate price-quality relationship and prevent speculation, thereby avoiding the duality of food. Certain measures have been taken in countries such as Denmark and some changes are now envisaged in Germany.

We understand that some governments, community organisations, consumer and producer bodies and different leading figures on the European scene have begun to work on a new approach to food production. We invite you all to second the call to participate in the Teruel forum in September 2001. Teruel will not mark the journey's end but simply the start of a series of initiatives aimed at achieving certain objectives including:



## 1. BASIC OBJECTIVES

### Local and territorial framework

- Assess the role of the rural environment within the framework of producing safer, more diversified and healthier food. Promote retailing and production initiatives which encourage the diversification of food and environmental conservation.
- Promote the diversity of food and gastronomy.
- Promote the integration of food and farming producers into the food system encompassing raw materials, processing, storage and distribution.

### Citizen framework

- Enlarge the context of the debate (Food: quality and health) and disseminate it via the media in each country and region in order to inform society of possible alternatives to the present-day food system.
- Increase the level of food education amongst the population, particularly amongst children, young people and the most vulnerable sectors.
- Stimulate and increase the role of community organisations in establishing a food system which raises the level of integration, community control and reappraisal of the rural environment in the world globalisation processes of markets.

### European framework

- Support the creation of a European food observatory as part of a European network promoting multifunctional farming (REDAM ).
- Establish a network of trade fairs and gastronomic events to raise the awareness in Europe of its food and culture and demonstrate the diversity and wealth of Europe.
- Submit recommendations to the European Council concerning the steps to be taken to harmonise legislation and improve the quality of food.



## 2. OBJETIVOS ESPECÍFICOS

- Pinpoint the factors and conditions (community agents, public policies, initiatives) which promote the change towards sustainable food systems
- Promote the exchange of experiences and ideas in order to encourage civil organisations, and community and consumer organisations to take initiatives to protect and enhance their food.
- Educate and inform society of the relationships between production, distribution and consumption which can be sustainable.
- Draft a European Food Charter to promote gastronomy using quality foods produced on the basis of proposals taking into account the integration of the food system, quality control, conservation of nature and the environment, which all consumers and citizens can relate to.
- Instigate civil and criminal legal proceedings against those governments, individuals and legal entities who, by neglecting their responsibilities, have incurred in acts which damage the health of the inhabitants of the European Union.

## WHY IN TERUEL?

Teruel is a Spanish province situated to the south of Aragon, near the Mediterranean coastline. Its territory is virtually uninhabited. The following figures demonstrate the slump in province's demographics clearly:

### TOTAL REGISTERED POPULATION, 1998

	HUESCA	TERUEL	ZARAGOZA	ARAGÓN	ESPAÑA
Número de Habitantes	204.956	136.840	841.438	1.183.234	39.852.651
Densidad de poblacion	13,12	9,25	48,71	24,81	74,99



The future of a region covering 14,798 km<sup>2</sup> depends on some 35,000 inhabitants aged under 25. This province is surrounded by other equally uninhabited areas in the provinces of Valencia, Castellon and Tarragona whose coastlines are visited each year by millions of tourists from Europe and elsewhere around the world.

What is now demanded for Teruel is a different model of development which takes into account the sustainability and diversification of activities in its territory, an area situated in south-east Europe with a wide range of climatic and geographic contrasts, where the Mediterranean cultures of the Region of Valencia are interwoven with the more continental cultures of Aragon and Castile.

Several Leader programmes are being implemented in places in Teruel and the neighbouring provinces (Maestrazgo, Daroca-Calamocha, Rincón de Ademuz, etc). Other Life programmes and ones involving environmental-farming measures are attempting to preserve protected natural area such as Gallocanta lagoon. Different programmes to safeguard and promote its traditional foods have been or are being undertaken (Teruel cured ham, Calanda peaches, Bajo Aragón oil), whilst yet more programmes aim to enhance the value of its historical and artistic heritage such as the UNESCO which declared its capital city, also known as Teruel, to be world heritage due to the singular Mudejar art to be found in this city.

The report entitled "OECD territorial analysis - Teruel" submitted in September 2000 by the head of the territorial analysis division of the OECD Territorial Development Department, Mario Pezzini, highlights that improving the food industry and developing a strategy for sustainable, rural tourism by taking advantage of the natural and cultural resources of a great part of the province are the two driving forces which Teruel must put into action in order to stem social and economic decline.

We believe that the challenge of Teruel is part of the search for a new human, territorial food development model for Europe enabling citizens to find a place for themselves within an open world, removed from the homogenisation and standardisation imposed by the vast negotiations of the World Trade Organisation in which major economic powers dictate the future whilst disregarding the need for citizens to participate at political and social levels.

We believe that European citizens and those agents of us who seek an improved and better-balanced rural development must investigate, reflect, debate and provide information about the problems of the rural world in relation to the food system.

Some initiatives already exist and they reflect the desire for change which motivated us to hold this first forum - a simple, modest and yet ambitious forum down the path many of us have set out along. Hopes and endeavours combining to pave a new way: this is what has driven us to hold this forum in Teruel.

## THE 2001 TERUEL EVENT 2001

### 1. A DISCUSSION FORUM WITH ROUND TABLES AND WORKSHOPS

From September 19th to 22nd some 100 persons will arrive in the province of Teruel from different European countries and elsewhere in the world to consider and discuss food in Europe and the impact of present-day policies (globalisation process, increasingly large markets) on producers, consumers and society in general.

The guests at this forum will be:

- Politicians and technicians of varying levels (EU, National, ...)
- Representatives of organisations dedicated to sustainable agriculture and rural development.
- Civil servants (agriculture, health, research, education...)
- Farmers, workers in the fishing industry, cattle farmers
- Journalists specialised in farming and livestock breeders
- Chefs and persons in charge of group catering
- Health professionals: doctors, nutritionists...
- Professionals in the food and agriculture sector: processing and distribution
- Representatives of consumer organisations.
- Representatives of young people's organisations.
- NGO's and cultural groups

The base-line of the project is the discussion of specific experiences identified beforehand which have been or are being implemented in different countries around the world.

The intention is therefore to organise the forum on the basis of three types of activities which enable more exchanges of opinion whilst encouraging discussion and proposals:

- . thematic round tables for all delegates in order to share illustrative experiences presented by public figures from different countries.
- . visits to 5 places in the provinces of Teruel and Valencia with experience in food matters (food, territory, sustainability, training).
- . workshops in groups of 25 persons to exchange impressions and draft proposals.





The official languages of the forum will be Spanish, English and French. Simultaneous interpretation will be provided for both general presentations and workshops.

In addition, the intention is to assemble a forum of local food producers within the framework of the Trade Fair of Teruel Cured Ham and Quality Food Produce, an event of considerable prestige in Aragon, in order to study the possibility of a food distribution strategy to promote healthy, diversified, quality food from everywhere in Europe, by promoting European partnerships and the creation of an EU quality label which retains the culture of the different territories.

## DEBATE TOPICS

### Full sessions

#### Round table 1: Dimension of the current food crisis

- Agriculture/ Fishing and the production of quality foodstuffs.
- Dimension of the current food crisis in Europe.
- National policies which benefit producers.
- Biodiversity versus standardisation: GMO, biotechnology, and the safety/ innocuousness of foodstuffs. European legislation.
- The role played by consumers in the control of foodstuffs.

#### Round table 2: Group catering

- Where and how food is consumed. Eating habits.
- Food in public centres (hospitals, schools,...) and selection criteria: budget, health and balanced diet.
- Complexity of food: young people, immigration and multicultural settings.
- Role of these centres in providing information and training: examples of initiatives
- Cooking, eating habits and group catering.

#### Round table 3: Public nutrition policies

- Nutrition policies in the European Union.
- Dual role of food and how to ensure access to quality food.
- Food and the natural environment.
- Public food control and responsibility.
- Quality of food and World Trade Organisation.

## Workshops

### Workshop 1: Food education

- Consumer education: Methods or strategies for educating children and adults and providing them with information.
- Quality production training. Craftsmanship, mass production and the recuperation of skills.
- Communication media, advertising and food education

### Workshop 2: Product, territory, traceability and food tradition

- Identification of product and territory.
- Traceability and responsibility of producers.
- Genetic, cultural and gastronomic erosion
- Local markets and the link between the urban and rural worlds

### Workshop 3: Integration of production with the distribution of food

- Organising production and consumption to cope with major food challenges.
- Integration into the food cycle (farming and agriculture production, transformation, storage, distribution, cooking and consumption of foodstuffs).
- Alternative distribution systems and business segments. Consumer co-operatives and partnerships between producers and consumers.

### Taller 4: Biodiversity, nature and food

- Ecological farming.
- Promoting the consumption of ecological farming.
- Farming and food industry and conserving the environment.
- Natural, protected areas and food production

## 2. GUIDED TOURS

The forum will alternate workshops involving all delegates with visits to different places in the provinces of Teruel and Valencia in order to become familiar with certain experiments carried out in such places which will be the basis for group discussions, exchange of ideas and reflection on the topics which the forum is designed to cover.

Visits will be organised to:

### ALCAÑIZ

Visit to the peach plantations and co-operatives bearing the Calanda certified origin label and the olive groves and oil presses bearing the Bajo Aragón Oil certified origin label.

<http://www.aragon.net/aragon/web/municipios/alcaniz.htm>

## RUBIELOS DE MORA

Visit to the farm where specially selected pigs are raised for Teruel cured ham.

Visit to a drying shed where cured ham bearing the certified Teruel origin label is produced..

<http://www.aragonesasi.com/teruel/rubielos..htm>

## FUENTES CALIENTES

Visit to co-operatives involved in ecological farming.

<http://www.aragonesasi.com/teruel/fuentsc.htm>

<http://www.aragob.es/agri/surcos/72/leader.htm>

## CASTIELFABIB

Visit to the Rincón de Ademuz: (organic culinary and medicinal and aromatical herbs and oils)

<http://www.rincondeademuz.com>



## CALENDAR AND TIMETABLE OF THE FORUM

### September 18th

Register in Hotel Reina Cristina - Teruel

### September 19 (Wednesday)

8,30-9,30 ..... Welcome for delegates and enrolment

9,30 ..... Introduction to Teruel 2001

10,00 ..... Round table 1

#### **Solutions to the current crisis in agriculture and food**

13,30h ..... Lunch

15,30h ..... Visits - There will be two groups of 50

First group:

17,30h ..... Calanda: visit to the 'Peach of Calanda' Appellation

18,30h ..... Alcañiz:: visit to the certifier of the Appellation D'Origine (DOP) of Lower Aragon Olive Oil and an olive oil tasting.

20,30 h. .... Dinner with regional products

22,30h ..... Return to Teruel

Second group:

16,30h ..... Mora de Rubielos: visit to a pig farm producing for the Appellation 'Teruel Dry-Cured Ham'

19,30 h. .... Visit to a ham curer

20,30 h. .... Dinner with regional products

22,30h ..... Return to Teruel

### September 20th (Thursday)

9,30 ..... Round Table 2

#### **Canteen and Public Sector Catering**

11,00 ..... Break

11,30 ..... Round Table 2 cont'd

13,00 ..... Lunch

15,00 ..... Workshops

18,30 ..... Visit to an organic farm in Fuentes Calientes

21,30 ..... Dinner with local organic ingredients

### September 21st (Friday)

9,00 .....Round table 3

#### Food and Nutrition Policy

11,00 .....Coffee break

11,30 .....Round Table Three cont'd

13,00 .....Lunch

15,00 .....Workshops

18,30: Optional activities

- 'Taste workshop' on wines (linked to the Teruel Festival of Hams)
- Visit to the Rincón de Ademuz: (organic culinary and medicinal herbs)

21,30 .....International dinner organised by the Committee of the Festival of Dry-Cured Ham

### September 22nd (Saturday)

9,30 .....Workshops

11,30 .....Break

12,00 .....Workshop conclusions

13,30 .....Conference closing session

14,30 .....Lunch

## RESULTS ENVISAGED

One of the aims of this forum is to initiate trans-sector discussion by opening it up to all the sectors involved directly or indirectly in the food industry. Bringing members of the trade face to face with individuals who share the concern for food and enabling them to exchange ideas may spark off multidisciplinary and transversal reflection about rural matters in general.

The Teruel forum intends to constitute the starting point for the creation of an increasingly solid, in the medium and long term, European network for the reflection and exchange of experiences to put forward alternatives and proposals for a plural, European, rural world based on sustainable and multifunctional agriculture: ENOMA (European Network of Multifunctional Agriculture).

The forum also aims to strengthen the links between European regions by sharing experiences and transnational projects envisaging, amongst other things, the creation of a distribution network of quality products.

The task of providing information aimed at society and consumers before and after the forum, in itself implies certain results in terms of raising the awareness of public opinion and promoting the creation of active, European dynamics, and a discussion and proposal forum to deal with the future of food and rural regions in Europe.



## ORGANIZACIÓN DEL ENCUENTRO

### 1. ORGANIZACIÓN CONVOCANTE

El CERAI (Centro de Estudios Rurales y de Agricultura Internacional) - España es una Organización No Gubernamental de Desarrollo independiente especializada en agroecología y desarrollo rural sostenible. Surgió en el seno de la Universidad Politécnica de Valencia y se fundó en 1994.

CERAI  
C/ Conde de Montornés, 28-1º  
E-46003 VALENCIA  
tel: + 34 96 352 18 78  
fax : +34 69 352 25 01  
E-mail: [cerai@nexo.net](mailto:cerai@nexo.net)  
[http:// www.cerai.es](http://www.cerai.es)  
Contacto: Marina GUEDON ([mguedon@mag.upv.es](mailto:mguedon@mag.upv.es))

### 2. DIRECTORS AND EXECUTIVES BOARD

There are two committees:

#### 1. European Directors Committee

Members of different European organizations who promote the encounter. Their role will be a pedagogical guidance: Guidance definitions, international activities, participants profile and encounter promotion in their countries.

#### **EAFL (East- Anglia Food Links) - United Kingdom.**

Field:

- Producers market organization and cooperatives network distribution
- Organic agriculture
- Producers formation

Contact person: Clive Peckham  
EAFL  
49 a High St Watton, Thetford, Norfolk, IP256AB, UK  
tel: + 44 19 53 88 92 00 fax: + 44 19 53 88 92 22  
[eafl@gn.apc.org](mailto:eafl@gn.apc.org)



**FNCIVAM (National Federation of Initiatives Centers for Agriculture Valuation and Rural Environment) - France.**

Field:                   - Producers organization and farming products trade  
                              - Organic agriculture

Contact person:   Bernard Xueref  
                          FNCIVAM  
                          140, rue du Chevaleret  
                          F-75013 PARIS  
                          tel : +33 1.44.06.72.50      fax : +33 1.44.06.72.52  
                          FNCIVAM@globenet.org  
                          <http://www.civam.org/>

**IN NATURA - Holland**

Field::                   - Green and landscape services

Contact person:   Arie Van Der Brand  
                          Dorpsweg 8  
                          NL-17M RJsensbroek  
                          tel: +31 226 45 20 87      fax: +31 235 42 24 82  
                          avdbrand@multiweb.nl  
                          <http://www.innatura.org/>

**FPH (Human Progress Foundation) - France.**

Field:   - Support for structuring rural world  
          - Support for interchanges and networks in searching of social sustainable models

Contact person:   Françoise Macé  
                          FPH  
                          38, rue St Sabin  
                          F-75011 PARIS  
                          tel: + 33 1 43 14 75 00      fax : + 33 1 43 14 75 99  
                          fmace@fph.fr  
                          <http://sentenext1.epfl.ch/fph/>,

## 2. Local Executives Committee

Spanish professionals involved with food production, consumer's representatives, civil servants and technicians responsible for the encounter. Their role will be the coordination, financial resources, participant hosts, connections with international organizations, live up site webs, contacts, mail and logistic organization at a local level.

### · Jorge Hernández Esteruelas.

Agronomist, member of Executive Committee in CERAI ( International Center for Rural and Agricultural Studies) and Head of Agricultural Market Department of Aragon Government.

Address: DGA-Departamento Agricultura  
Servicio de Mercados Agroalimentarios  
Paseo María Agustín, 36  
E-50004 ZARAGOZA.  
Telf: 976-714666 Fax: 976-715102  
e-mail: [jhernandez@aragob.es](mailto:jhernandez@aragob.es)  
<http://www.aragob.es/agri/agri.htm>

### · Juan José Damiá

Economist, Intercoop manager of Castellon (Representative and defendant for agricultural cooperatives; Cooperative formation and promotion; Business affairs; trade activities of agricultural products)

Address: Intercoop  
POLIGONO INDUSTRIAL "El Mijares"  
C/ Comercio, 3  
E-12550 ALMASSORA - CASTELLÓN  
Tel. 964 503250 Fax. 964 563361  
e-mail: [union@intercoop.es](mailto:union@intercoop.es)  
<http://www.intercoop.es/menu.htm>

### · José Antonio Beltrán Gracia

University teacher in Food Technology of Zaragoza Veterinary University on University Degree of Food Science and Technology.

Address: Miguel Servet, 177  
E-50013 ZARAGOZA.  
Telf: 976-761000 ext 4146  
e-mail: [jbeltran@posta.unizar.es](mailto:jbeltran@posta.unizar.es)



· **M<sup>a</sup> Luisa Martin Prieto**

Veterinary, Agricultural businessman association manager of the Maestrazgo region. (Quality improvement, defense and promotion of Maestrazgo agricultural products. Formation, control and quality studies. Consultant's office for business.)

Address: ASOCIACION DE EMPRESARIOS AGROALIMENTARIOS DEL MAESTRAZGO  
C/ Nueva 47  
E-44560 CASTELLOTE. TERUEL  
Tels. 978 887671 Fax. 978 887671  
e-mail: [sabores@maestrazgo.org](mailto:sabores@maestrazgo.org)  
<http://www.maestrazgo.org>

· **Juan Martorell Briz**

Agricultural engineer, Vice- chairman of AVACU (Valencian Association for Consumers and Users). Coordinator of Feeding Affairs of CECU (State Confederation for Consumers and Users). Civil Servant of Agricultural, Fish and Food Council. Representative of CIOA (Consumers Board into Inter-government Committee for Feeding Arrangement and of Normalization Committee for Fresh Fruits and Vegetables of AENOR (Regulations).

Address: AVACU.  
Pl. Alfonso el Magnánimo, s/n.  
E-46003 VALENCIA.  
Tels. 963 526 865 y 963 516 644.  
Fax 963 523 605.  
e-mail: [avacu@avacu.es](mailto:avacu@avacu.es)  
<http://www.avacu.es>  
e-mail: [juan.martorell@agricultura.m400.gva.es](mailto:juan.martorell@agricultura.m400.gva.es)

· **Pedro Aguilar Benajes**

Bachelor of Geography and History, Coordinator of ATIA (Teruel Association for Services into Agricultural Industries). Headmaster of Technical and Technological Agriculture College of Teruel. Chairman of Organization Committee of Cured Ham of Teruel Fair and Quality Food.

Address: Instituto de Técnica y Tecnología Agroalimentaria  
c/ Malaga, 5 bajos  
E-44002 TERUEL  
Tels: 978 60 39 43 Fax 978 60 58 15  
e-mail: [inta@oem.es](mailto:inta@oem.es)  
<http://www.inta-instformacion.org/>

### Juan Francisco León Puy

Professor of Anatomophysiology in Health Sciences College, an expert in dietetics and nutrition has published many books on these subjects.

Address: Escuela Universitaria de Ciencias de la Salud  
C/ Domingo Miral s/n  
E-50009 ZARAGOZA.  
Telf: 976-761000 ext 4410 ó ext 4438  
E-mail: fleon@posta.unizar.es

### Carles García Eons

Farmer, Chairman of Organic Agriculture Committee of Valencian Community (CAE – CV)

Address: CAE-CV  
Cami de la Marjal s/n  
Apartado Oficial 46470  
E-46470 ALBAL (VALENCIA).  
tel: 96 122 05 60  
fax : 96 122 05 61  
e-mail: caecv@cae-cv.com  
<http://www.cae-cv.com>

Technician representatives:

### Marina Guédon

Agronomist, Teruel Encounter 2001 Coordinator

Address: CERAI  
C/ Conde Montornés, 28 – 1ª  
E-46003 VALENCIA  
Tel. 963 521878 - Fax. 963 522501  
e-mail: mguedon@mag.upv.es  
<http://cerai.iscool.net/t2001.html>

### Ester Romero Martín

Bachelor of Biological Sciences, Teruel Logistical Coordinator

Address: C/ Alicante, nº4, 7ª  
E-44002 TERUEL  
Tel. 666 664710 – Tel/Fax. 978 610450  
e-mail: estheromero@yahoo.com