

TRANSNATIONAL COOPERATION PROJECT

EURO CHEF

SHOWCOOKING

“A CHEF AT RURAL”
“*UN CHEF NO RURAL*”

Objective: Giving value to the
gastronomic resources of rural areas,
generating new markets in other towns
or countries.

Background:

Rural Development Group AD Galicia Southwest Eurural (GDR14) has been developing since last year an initiative called "*Un Chef no Rural*" (a chef at rural). The idea of the project arises from the need detected to give value to some of our gastronomic products, to enhance local consumption and proximity and to generate new preparations using the traditional products in different ways and merging with other cuisines of the world in a creative way.

At that time, to achieve our goals, we needed to:

- Identify different locations, covering practically all our territory of action. We selected the municipalities of *Redondela* (northern area), *Mos* (central area), *Tomiño* (southern area), *Tui* (former border with Portugal), and *Baiona* (the most touristic municipality in the territory).
- Find a Chef who believed in our project and with whom to work together to identify the best products to promote, who was very knowledgeable about our cuisine and who created those innovative mergers in cooking we wanted to present. We then found Chef Iván Méndez, with extensive experience in the kitchens of famous restaurants in the area, a collaborator of "*Galicia Calidade*" (a guarantee brand promoted by Galician government), and various television and radio programs, which saw in our project a different way of presenting the cooking and bringing to the homes food produced or prepared in our territory, in a more attractive way, which could help to generate more consumption and therefore to increase sales in the local market and proximity.
- Give value also to some of the heritage tourism resources that together with gastronomy could create a new attractive tourism product. In this case, we not only think about the local population, but also about the tourists and visitors we receive, and that is why the locations to celebrate the events were usually an exterior plaza with important buildings and gardens, such as *Tui Cathedral*, *Pazo de Mos*, the gardens of the navigation museum of *Baiona* and the *Plaza de Abastos de Tomiño*, recently remodelled and converted into a reference for rehabilitation and new social and cultural uses of the food markets.
- Make the local population aware of our project, and that producers, restaurateurs, merchants and other interested people, along with visitors and tourists, attend the events to learn about new products, new elaborations, new techniques and finally taste these elaborations. With this action we get the local public to increase their consumption of local products and, at the same time, we encourage the consumption habit of these products. To the visitors and tourists we get to show part of our cuisine, our elaborations and products, and even they buy products and take them to their places of origin.
- Take into account that our territory consists of 13 municipal terms. At the same time, we make elaborations mixing and marinating products from different territories, leaving evidence of the origin of each of the products used.

Service description

The cooperation project we propose aims to continue the work we have been doing in our territory, but to expand the scale at European level. It would consist in the celebration of several *showcooking* editions using raw materials from the

territory to be put into value through this type of gastronomic demonstrations open to the public and throughout different geographical points of the participating countries. The idea is that each one of the participants moves to the territories of the other partners, to promote, elaborate and taste products from their territory, and also to make their potential known touristy.

We also propose to generate with this project a website that promotes both the territory and its products, and to provide potential contacts to know or acquire those promoted products.

Another of the possible actions to develop could be the fusion between the products of the different territories, as well as the combination and pairing with drinks from the different areas.

Therefore, we believe that the purpose of the project will be embodied in several objectives that each of the participating territories will achieve.

- 1.- Promotion and search of selling local gastronomic products in other territories, which will reach new markets for local companies.
- 2.- Publicizing our territories, creating a product linked to heritage, nature, culture and gastronomy, and taking this product to the different participating territories, thus increasing the number of visitors and tourists among our territories.
- 3.- Creating a fusion cuisine and pairing between the different participating territories.
- 4.- Expanding consumption habit of our products among our own populations, making new elaborations and improving the image of our local, seasonal and proximity products.
- 5.- Preparing a dossier of good practices on the experience, which can be transferred to other territories later.

Target audiences

The events programmed within the project will be directed to anyone in the territory interested in participating. Due to the type of event, the option is an open participation to the public and free entry until the capacity is completed.

The number of places available for demonstrations / cooking shows will be limited, depending on the conditions of each of the partners.

A form will be enabled on the corresponding LAG website for the registration of all those who wish to attend the events.

It will be sought that among the attendees are present businessmen, local producers, hoteliers, tourism agents, managers of the administrations, social agents, cultural, food critics, media and influential agents in social networks, together with the local population, and possible tourists and visitors that we have in our territories.

Time frame

It is proposed to make an event per month in each selected location, in each region. But in order to adapt the events to the calendars of the participating localities, the cooking shows would be performed at different times, always in accordance with their own calendar.

Proposed staff

In each region, a person in charge of the events will be selected, in general a Chef of national or regional prestige, with experience in professional cooking and in the field of *showcooking*s, as events for the valorisation of regional products.

Image and advertising

An important part of the project branding and corporate image of the project includes the design and creation of a unique self-image that identifies the program, which is reflected both in the posters that will be distributed by all the participating populations and in the banners for dissemination through the media, social networks or the Government press offices.

Within the proposal, in order to elaborate the branding and the corporate image of the project, the following aspects are included:

- Design and creation of a unique and identifying image of the program.
- Design, layout and production of PVC posters for the kitchen tables in each region in which the Chef will work, as a table skirt.
- Production of jacket for the Chef with the image of the corresponding LAG.

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