CHEFCHAOUEN

THE CHEFCHAOUEN MEDITERRANEAN DIET LABEL

Chefchaouen's Mediterranean Diet heritage is a defining cultural asset, but increasing tourism has also brought greater reliance on food imports and stronger separation between tourism, local production and food governance.

Building on the city's Mediterranean Diet Action Plan and earlier work on a territorial quality label, the pilot tested whether this heritage could become a practical mechanism for strengthening local food systems.

The intervention established a multi-stakeholder Labeling Committee and appointed a Food Systems Coordinator linked to the municipality. Certification criteria developed in 2016 were updated and validated, while training and awareness activities engaged restaurants, cooperatives, producers, schools and tourism students. The municipality subsequently opened applications for restaurants, tourist establishments and cooperatives to obtain the label. The pilot generated early evidence of greater awareness of local and seasonal products, stronger cooperation and recognition of the label as a bridge between food, tourism, heritage and sustainability.

Looking forward, the Labeling Committee is recommended to be maintained, retaining a dedicated municipal coordinator, supporting more establishments to meet the criteria, improving monitoring and securing the institutional and financial resources needed beyond AfriFOODlinks.

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