



## PRACTICAL INFORMATION

“CHEFCHAOUEN – MEDITERRANEAN DIET” QUALITY MARK:

### Reference documents:

- General Regulations
- Repository of territorial products and services to follow for future certification
- Specification criteria for fresh vegetable products
- Specification criteria for processed vegetables
- Specification criteria for artisanal products
- Specification criteria for touristic establishments
- Specification criteria for restaurants
- Specification criteria for travel agencies and tours



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# The Territorial Quality Mark “ Chefchaouen - Mediterranean Diet ”

Programme of support for the municipal tourism strategy of the municipalities of Chefchaouen, Tetouan, Tangier, Asilah, Larache, and Ksar El Kebir. Funded by AACID and executed by the FAMSI in partnership with the Municipality of Chefchaouen, the Provincial Tourism Council of Chefchaouen, and the ATED association.





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## I. INTRODUCTION

### 1.1. CHEFCHAOUEN, EMBLEMATIC COMMUNITY OF THE MEDITERRANEAN DIET

In 2010, Chefchaouen was recognized as an emblematic community of the Mediterranean Diet, part of UNESCO's list of Intangible Cultural Heritage, alongside the communities of Soria in Spain, Cilento in Italy, and Koroni in Greece. As of 2013, other territories in the Mediterranean basin have been awarded this prestigious distinction, such as the communities of Tavira in Portugal, Agros in Cyprus, and the Brac and Hvar islands in Croatia.

This recognition was the starting point for an increased awareness of the immense cultural richness which, though at risk, still endures in the area of Chefchaouen today.

The intangible cultural heritage of Chefchaouen was the subject of deliberation at the local level, intended to identify ways to guarantee the preservation and perpetuation of the know-how, values, traditions, and natural resources of the territory of Chefchaouen.

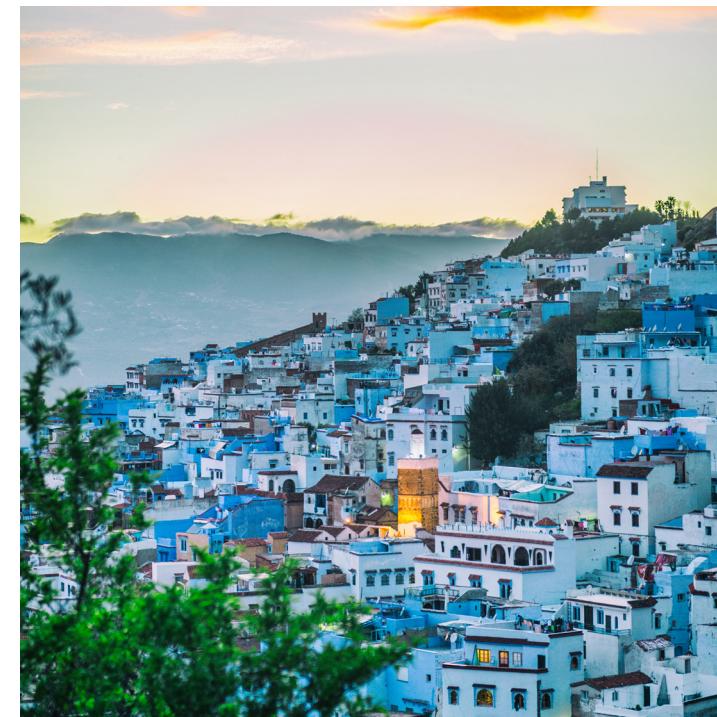
With a view to achieving the goal of making the Mediterranean Diet (MD) an instrument of economic and social progress and a driver of sustainable development at the local level, in 2013 the Chefchaouen Urban Municipality drew up the Action Plan for the Valorisation of the Mediterranean Diet. This document, built around the four axes below, brings together a series of actions aimed at the integrated development of the city and surrounding area.

- Axis I : Preservation and valorisation of heritage
- Axis II : Capacity building
- Axis III : Raising awareness and communication
- Axis IV : Governance

In this sense, the Chefchaouen municipality, through the Chefchaouen Municipal Agency for Development, and in close consultation with local actors (external services, universities, associations, economic actors, etc.) and national actors, will work for the implementation of the different action items put forward in the action plan.

In this context, the Chefchaouen Urban Municipality and the FAMSİ in 2013 allowed for an insertion to the Programme of support for the municipal tourism strategy of the municipalities of Chefchaouen, Tetouan, Tangier, Asilah, Larache, and Ksar El Kebir, funded by the AACID, namely of the first action identified in Axis II of the action plan for the promotion of the MD: support for **the creation of a territorial quality mark based upon recognition of Chefchaouen as an emblematic community of the Mediterranean Diet.**

Finally, in January 2016, the FAMSİ, in partnership with the commune of Chefchaouen, the Chefchaouen Provincial Council of Tourism, and the ATED association, initiated, on the one hand, the process of consultation at the local level, from which the framing documents for the quality mark will be derived (roadmap, general rules, statutes of the Management and Oversight Committee, criteria for certification, logo, slogan, etc). On the other hand, this partnership permits the implementation of various actions, such as the registration of the quality mark with OMPIC, the creation of the Management and Oversight Committee, the launch of the first awareness campaign among artisans, farmers, agri-food cooperatives, restaurateurs, hoteliers, and other tourism stakeholders, and then the carrying out of an experience exchange visit to the Guadalhorce Valley (Malaga) on the subject of the territorial quality mark.



*"The Mediterranean Diet is a cross-cultural cultural complex, a full way of life, based upon the set of know-how, knowledge, and traditions that range from farm to table. This common heritage of the peoples of the Mediterranean is determined by the regional climate and landscape, playing an essential role in the construction and consolidation of the regional identities of these peoples."*





### Why a territorial quality mark (TQM)?

The valorisation of the territory's endogenous resources via the development of quality products and services is necessary to spur the development of sustainable and responsible tourism. In order to reinforce the initiatives that have recently taken place in the province, and to encourage the development of new initiatives, professionals linked directly or indirectly to the tourism sector need visibility and differentiation accorded to their products and services, so that consumers may identify them.

Thus, rather than adding labels and certifications according to trade, the territorial mark "Chefchaouen - Mediterranean Diet" has been developed around quality assurance criteria unified according to the sector of activity, and can be applied to products and services of the territory by regrouping them under a single, distinctive sign of quality.



## 1.2. THE CONCEPT OF THE TERRITORIAL QUALITY MARK

The Territorial Quality Mark is a collective certification mark associated with the products and services of the territory that meet given certification criteria. The Territorial Quality Mark is a tool for valorising specific products and the quality of the region (local products and crafts), as well as services pursuant to the valorisation of said products and other assets of cultural heritage. The Territorial Quality Mark is also an important element of territorial marketing.

The territorial mark, which will be readily identifiable by consumers and signifying values and commitments aligned with the image of the territory (Quality, Sustainability, Well-being), will enable a virtuous circle of sustainability, quality amelioration, and improved articulation of the territory's products and services.

### What are the objectives?

- The creation of a distinctive sign and quality mark for the products and services of the region;
- Build the capacity of tourism professionals in rural and urban areas through continuous training programs, exchanges of good practices, and study trips;
- The development of synergies between the sectors of agro-food, tourism, hand-craft, culture, energy, and environment;
- The creation of the high-density commercial networks (tightly-knit routes) and the valorisation of territorial products and crafts thanks to tourist activities and tourist professionals



- In the long term, the territorial mark should make it possible to present a fully territorial product, associated with the goods and operators recognized by certification, which can be used for marketing purposes.

### What are the instruments of a TQM?

- General Regulation
- Specific criteria for each category of product or service
- Graphic card
- Management and Oversight Committee and its regulation of operations

### Where might a TQM apply?

#### A TQM applies to three categories:

- **PRODUCTS:** Pastries, delicatessen, preserves, handicrafts, fruits and vegetables, honey, olive oil, meat, textile products, etc.
- **SERVICES:** tourist establishments, restaurants, tourist guides, etc.
- **HERITAGE:** villages (douars), historic town-centers, museums, monuments, etc.

#### Each sector requires:

- Specific criteria or charter ;
- Defining a strategy for the quality for assuring the quality of a service or manufacturing process ;
- Defining the organization of commercialization and distribution networks ;
- Defining the promotional activities.



- c. Respect the standard of quality set by the requirements specification
- d. Contribute to the strengthening of agriculture that is local, family-based, seasonal and sustainable
- e. Contribute to strengthening and energizing small businesses, producer cooperatives, artisans, and entrepreneurs engaged in the enhancement of local heritage.

2. Ensuring that the certified services contribute, through their strategies and projects, toward the development of the territory and the building of cooperative relations with local producers.

3. Promoting a coherent image, based on the values set out in Article 2, and the reputation of the territory.

## II. THE TERRITORIAL QUALITY MARK « CHEFCHAOUEN – MEDITERRANEAN DIET »

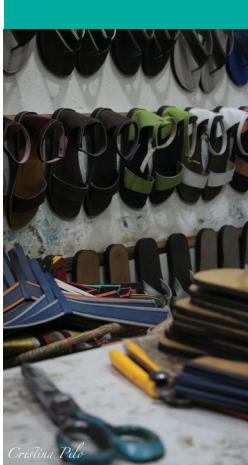
### 2.1. VISION AND OBJECTIVES OF THE TERRITORIAL QUALITY MARK “CHEFCHAOUEN - MEDITERRANEAN DIET”

#### 2.1.1. Intentions of the Chefchaouen TQM

The “Chefchaouen – Mediterranean Diet” has the following principal intentions:

1. Guaranteeing that Products and Services, certified by the Territorial Quality Mark – Mediterranean Diet of Chefchaouen :
  - a. Originate from the Province of Chefchaouen
  - b. Represent the heritage and values linked to the Mediterranean Diet





*“We hope to establish Chefchaouen as an attractive, competitive, and model territory for its authentic and Mediterranean character, the quality of its products and services, its culture of well-being and its proximity to nature.*

*Chefchaouen must position itself as the leading Moroccan destination in terms of quality, sustainable and fair tourism, and as a model of responsible territorial development. ”*

The Territorial Quality Mark should base all of its activities upon the enhancement of values and heritage linked to the Mediterranean Diet.



### 2.1.2. Vision for the territory

Chefchaouen, a fortified medina overlooked by its two rocky mountain peaks, is the gateway to Jebala country. In the midst of nature and culture, Chefchaouen invites visitors to discover unique Mediterranean gastronomy and quality products, while exploring its varied landscapes and its exceptionally rich biodiversity, not to mention the pleasure of strolling through the blue of the medina.

The Authenticity, Sustainability, and Well-being are at the heart of Chefchaouen's model of territorial development.

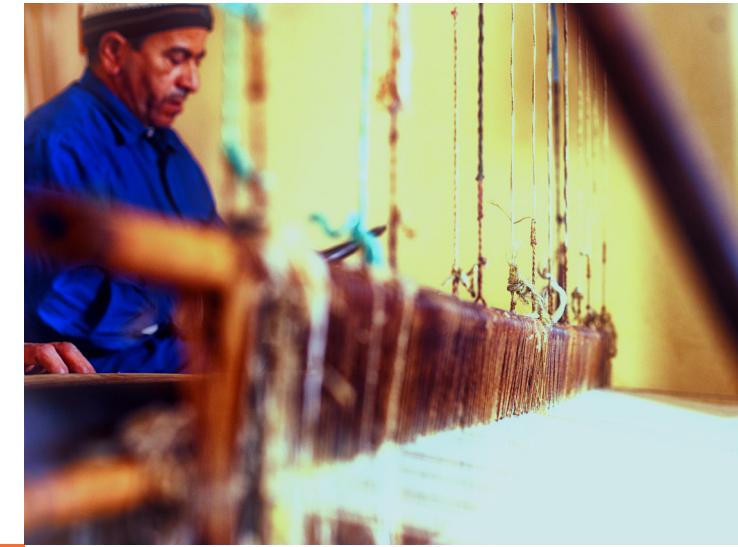
### 2.1.3. The Mediterranean Diet

The Mediterranean Diet is characterized by an ancestral nutritional model internationally recognized as wholesome, of which the principal ingredients are olive oil, cereals, fruits and vegetables, both fresh and dried, and limited portions of fish, dairy products, and meat, as well as numerous condiments and spices, all accompanied by wine or infusions, always in accordance with the beliefs of a given community (UNESCO 2010).



More than a mere diet of food, the Mediterranean Diet (from the Greek *Diáita*, or lifestyle) is **a way of life** that embodies the different **values and activities built around the food context and rural landscapes** of the Mediterranean. This common heritage of Mediterranean peoples is determined by the Mediterranean climate and landscape, and plays a vital role in the construction and consolidation of these peoples' identities.

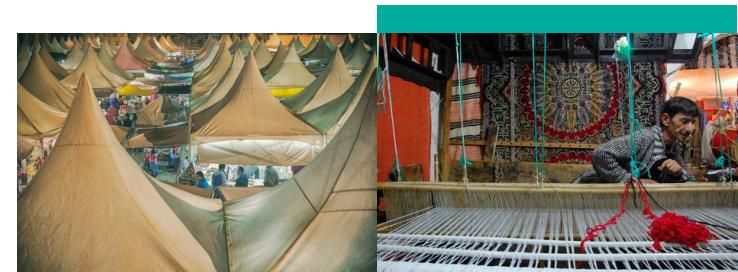
From farm to table, the concept of the Mediterranean Diet represents all agricultural, socio-cultural, and culinary know-how, knowledge, traditions, and practices of Mediterranean countries.



The Mediterranean Diet of Chefchaouen is therefore designed to **reflect the ensemble of values and activities that have been forged in the Mediterranean food system**, and particularly that of northern Morocco, such as:

- The agricultural landscapes and traditional architectures
- Market gardening, grain farming, fruit-growing, and animal husbandry
- The products consumed
- Gastronomy (dishes, recipes, etc)
- Nutritional value
- The tools and artisanry linked to food
- The conviviality of meals

The Mediterranean Diet therefore cannot be reduced into a mere diet of food, it is a way of life that ought to be presented and shared in its entirety.





#### 2.1.4. Objectives

In these terms, the Chefchaouen Territorial Quality Mark is a tool to contribute to the implementation of the vision for the territory. The Chefchaouen Territorial Quality Mark aims to be:

- A lever for **territorial development** in terms of :
  - Dynamism of the economic fabric
  - Governance
  - Strengthening of the social fabric
  - Territorial marketing
- A tool for the **creation of synergies between the actors in the territory**, which is to say, promoting the local supply of agricultural products and artisanry from the territory, as well as promoting activities for **discovery of the territory and heritage** linked to the Mediterranean Diet.
- An **innovative tool** for the valorization of local heritage and the **continuous improvement of the quality** of its products and services.
- A **showcase** for the territory and its heritage, both cultural and natural.
- A tool for **valorization of UNESCO's recognition** of Chefchaouen as an emblematic community of the Mediterranean Diet.

#### 2.1.5. The benefits of the mark

The benefits that the Chefchaouen Territorial Quality Mark will generate for producers, artisans, services, and consumers are as follows:

- For local producers and artisans and rural tourist activities:
  - Their products/services will be distinguished for other products by the TQM, permitting them to fill new niches in the market, which value the characteristics promoted by the TQM;
  - The valorization of products and services is supported via the TQM, reinforcing the conservation and diversification of traditional systems of production;
  - The identity of the territory and its actors is strengthened, and the value of its culture increased;
  - Economic links and connections among local actors will be built and amplified, creating new opportunities;
  - The economic benefits will be increased;
  - Social inclusion will be strengthened and improved;
- For tourist businesses:
  - Greater visibility of their commitments (specification criteria) and their activities;
  - Thanks to the marketing of the TQM, their certification shows clients their support for small producers and local artisans, as well as the benefits for the territory, the conservation of biodiversity and the environment. Consumers are sensitive to these matters..
  - After certification, they will belong to a local network through which training courses will be organized, bringing them into a virtuous cycle of quality improvement;.
  - The economic benefits will be enhanced because services will be differentiated;



- For consumers:

- They will be informed of the elements that constitute the Mediterranean Diet and the commitments made by local actors for their preservation and valorization;
- They will have access to products and services of assured quality, products produced through sustainable practices, protecting biodiversity, natural and cultural resources;
- They will be contributing to the development of the territory with the assurance that they are paying prices that are fair and whose benefits are equitably distributed between producers and service operators;
- They will feel validated by their consumer choices, they will be informed of the approach and will have access to quality information on the products and services of the territory.



- **Processed agri-food products**, whose ingredients come from the Province of Chefchaouen, family farms and/or local cooperatives that bring together local producers that demonstrate a commitment to quality and respect for local know-how;
- **Artisanal tools linked to Agriculture and Food**, crafted in the Province of Chefchaouen, made where possible with materials originating from the same territory, and which are representative of know-how and traditional art;



## 2.2. APPLICATION OF THE QUALITY MARK

### 2.2.1. Geographic scope

The Chefchaouen Territorial Quality Mark may only be used for the products or services originating in or consumed within the **Province of Chefchaouen**, according to the administrative boundaries in force.

### 2.2.2. Beneficiaries of the quality mark

The Chefchaouen Territorial Quality Mark may be used on products and services whose characteristics are linked to values and heritage of the Mediterranean Diet, which is to say:

- **Fruit and vegetables**, coming from small family farms or cooperatives from within the Province of Chefchaouen, as defined in Article 6.



- **Touristic businesses, hospitality, catering, and rural touristic services, including tour operators**, which engage in promotion of cultural heritage and the values of a Mediterranean Diet, that is to say, which establish alliances between producers, cooperatives, and local artisans, and which, certified by the mark, commercialize their goods with fair prices and articulate their activity by other initiatives certified by the mark.

The criteria specific to each of the aforementioned categories are described in corresponding specification documents.

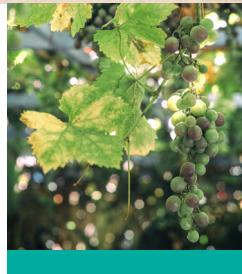
## 2.3. GOVERNANCE OF THE CHEFCHAOUEN TERRITORIAL QUALITY MARK

### 2.3.1. Proprietor of the quality mark

The **Chefchaouen Urban Municipality** is the legal proprietor of the Chefchaouen Territorial Quality Mark, having claimed its rights when it was created, with the Moroccan Office of Industrial and Commercial Property.

### 2.3.2. Duties and responsibilities of the mark's proprietor

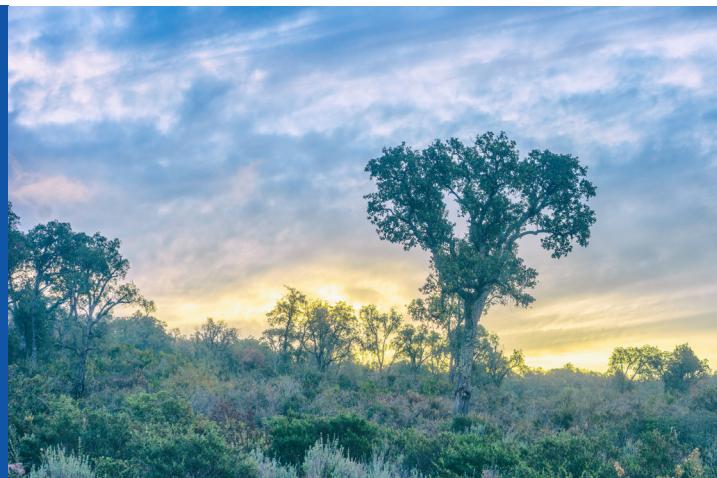
The proprietor of the Chefchaouen Territorial Quality Mark has as its principal duty the legal responsibility for the granting and usage of the TQM. The owner also has the duty of representing the TQM to the state authorities but also in public spaces (such as trade events, fairs, etc.).



The proprietor of the quality mark is responsible for:

- Guaranteeing respect for the usage of the Chefchaouen TWM;
- Responsibility before the law and representatives of the state vis-a-vis the proper usage of the TQM, and the products and services which it represents.
- The official granting of certification for products and services of the Province of Chefchaouen, according to the regulations, specifications, and recommendations made by the Management and Oversight Committee.
- Initiating, developing, executing and administrating the actions necessary for the Chefchaouen TQM and its image to contribute to the strengthening of competitiveness of products and services certified by the Province of Chefchaouen, in collaboration with the Management and Oversight Committee.
- Take part in meetings of the Management and Oversight Committee.
- Disseminate and promote the TQM across the territory, nationwide, and internationally, with the appropriate means of communication.

The Chefchaouen Urban Municipality may delegate the implementation of the actions mentioned above to the **Chefchaouen Municipal Agency for Development** in order to guarantee the efficacy and operationalization of actions to be implemented.



### 2.3.3. The Management and Oversight Committee (MOC) of the quality mark

- a. A Committee for the Management and Oversight of the Chefchaouen Territorial Quality Mark is established to support the proprietor in the fulfilment of its duties and to assure the proper day-to-day functioning of the TQM.
- b. The proprietor of the TQM is a member of the TQM's Management and Oversight Committee ;
- c. The members of the Management and Oversight Committee are the representatives of public and private institutions active in the territory whose fields of activity are linked to the Quality Mark ;
- d. The members of the Management and Oversight Committee will commit to their duties by signing the statutes governing the functioning of the committee. Their commitment must be renewed every two years.
- e. The TQM's Management and Oversight Committee will be assisted by a technical team of one or two facilitators to assist in the performance of its duties ;
- f. The decisions of the Management and Oversight Committee will be made by vote. The M.O.C. may only deliberate validly if there is a minimum of half of the members, plus one, are present. The approval of agreements shall be subject to the same quorum, ie a simple majority of members present.

Each member has one vote. In the case of a tie, the mark's proprietor will cast the deciding vote.

### 2.3.4. Duties and responsibilities of the Management and Oversight Committee

General coordination of the certification process and the TQM:

- Defining, in consultation with the proprietor of the Territorial Quality Mark, an annual strategic plan for the dissemination, development, and promotion of the TQM, as well as for the awareness-building and training of relevant professionals.
- The general coordination of the certification process, namely: the management and oversight of applications for certification ;
- The formulation of recommendations vis-a-vis applications to the Proprietor of the TQM, to determine whether or not to grant certification ;
- The up-to-date list of certified products and services ;
- The administration of the Territorial Quality Mark ;
- Assuring proper usage of the Territorial Quality Mark according to the regulation ;

Promotion and dissemination of the TQM:

- The dissemination of the Territorial Quality Mark at the local, regional, and national levels, which is to say, of its vision, objectives, and activities, via diverse means of communication ;
- Producing, disseminating, and supplying certified members of the TQM with consumer awareness-raising materials (flyers, posters, etc);
- Organizing training and awareness-raising actions for professionals in the territory who adhere to the Territorial Quality Mark ;
- Ensuring regular and up-to-date communication between certified members of the Territorial Quality Mark ;



Financial Management of the TQM:

- Complete the technical inputs and guidance needed to carry out planned activities, in accordance with the available budget ;
- Support the proprietor of the quality mark in seeking the funding necessary for the proper functioning of the Territorial Quality Mark ;
- Annually define the fees to be paid by the beneficiaries of the TQM ;
- As a non-profit, manage and use the fees paid by beneficiaries toward operational activities of the TQM, promotion of certified products and services, and reinforcement of the capacities of members, under the supervision of the proprietor.

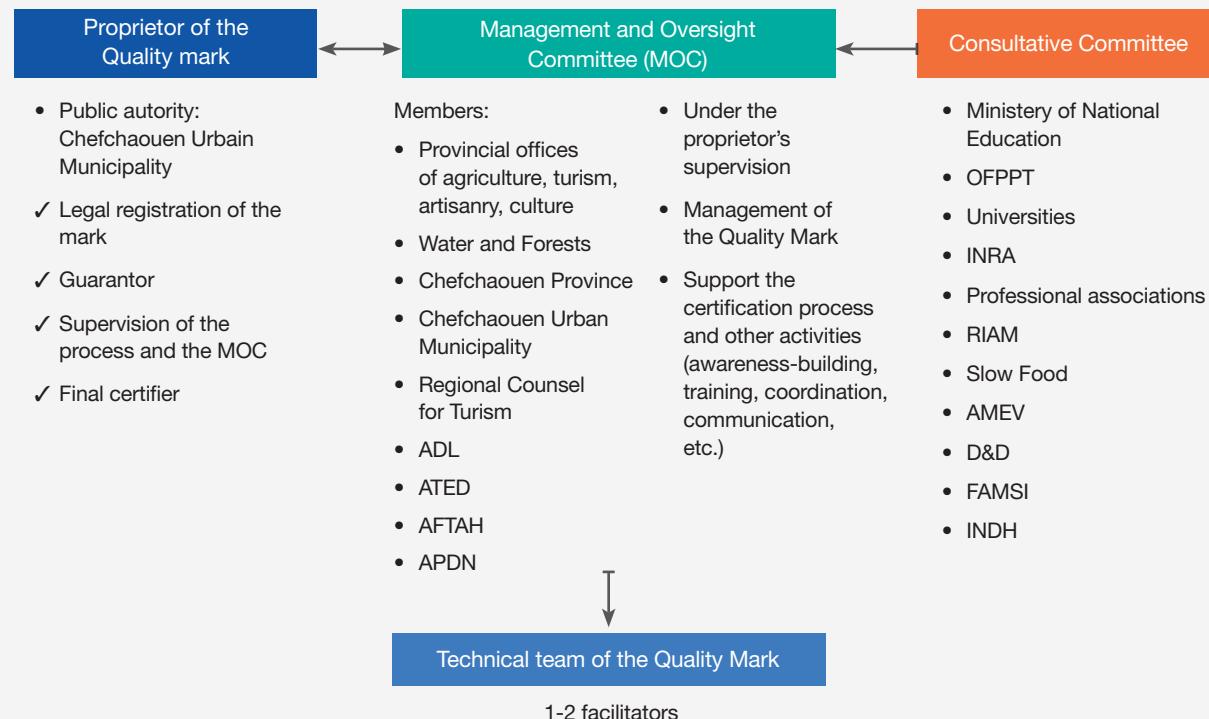


### 2.3.5. Consultative Committee

The proprietor of the quality mark and the Management and Oversight Committee will be able to call upon public and private institutions that offer particular competencies which may be mobilized at various stages of the process (Training, Awareness-building, Development of specification criteria, etc.):

The list of institutions which are members of the consultative committee will be updated annually.

Figure 1 : Governing bodies of the TQM of Chefchaouen : Composition and Functions



## 2.4. CERTIFICATION

### 2.4.1. The certification process, stages and roles

The certification process must follow the ten steps below:

- 1. Application file :** the beneficiary compiles the application file, comprising the application form and the necessary supporting documents. The beneficiary deposits this with the TQM proprietor, thereby creating a request for certification.
- 2. Receipt of the application file :** the TQM proprietor receives the application file, sharing it with the members of the Management and Oversight Committee.
- 3. Review of the application file :** the TQM proprietor checks that the file is complete. If it is complete, the Management and Oversight Committee may proceed to the following step..
- 4. On-site inspection of contract specifications :** the Management and Oversight Committee, in coordination with the proprietor of the Quality Mark, organizes the inspection visit to verify compliance with the criteria given in the specifications. Inspection should be conducted in the presence of two members of the M.O.C., so as to ensure the impartiality of the inspection.
- 5. Inspection report :** the Management and Oversight Committee supervises the issuance of a field visit report, drawn up the designated person to have conducted the inspection.



### 6. Recommendations :

- If the outcome of the inspection is positive, there are no recommendations made, and the Management and Oversight Committee moves on to the next step.
- If the outcome of the inspection is negative, recommendations are made and communicated to the beneficiary in order that he/she may adjust accordingly. Next, steps 4 and 5 are repeated. If the inspection is then positive, the Management and Oversight Committee passes on to the next step. If the inspection is again negative, the Management and Oversight Committee communicates its refusal to provide certification for the beneficiary and proposes solutions accordingly.

- 7. Approval :** On the basis of the inspection report, the Management and Oversight Committee proceeds to a vote. A majority must be attained in order to issue an approval, which is communicated to the TQM proprietor.
- 8. Certification :** The TQM proprietor proceeds to the certification of the beneficiary and presents him/her with a certificate, the rules of use for the TQM, and the communication tools for the TQM.
- 9. Verification of proper usage of the TQM :** the Management and Oversight Committee ensures that the usage of the quality mark is compliant with the regulations.
- 10. Renewal :** one year after certification, the Management and Oversight Committee, with the TQM proprietor, will move to a renewal valid for one year, then two years, always with a field inspection.

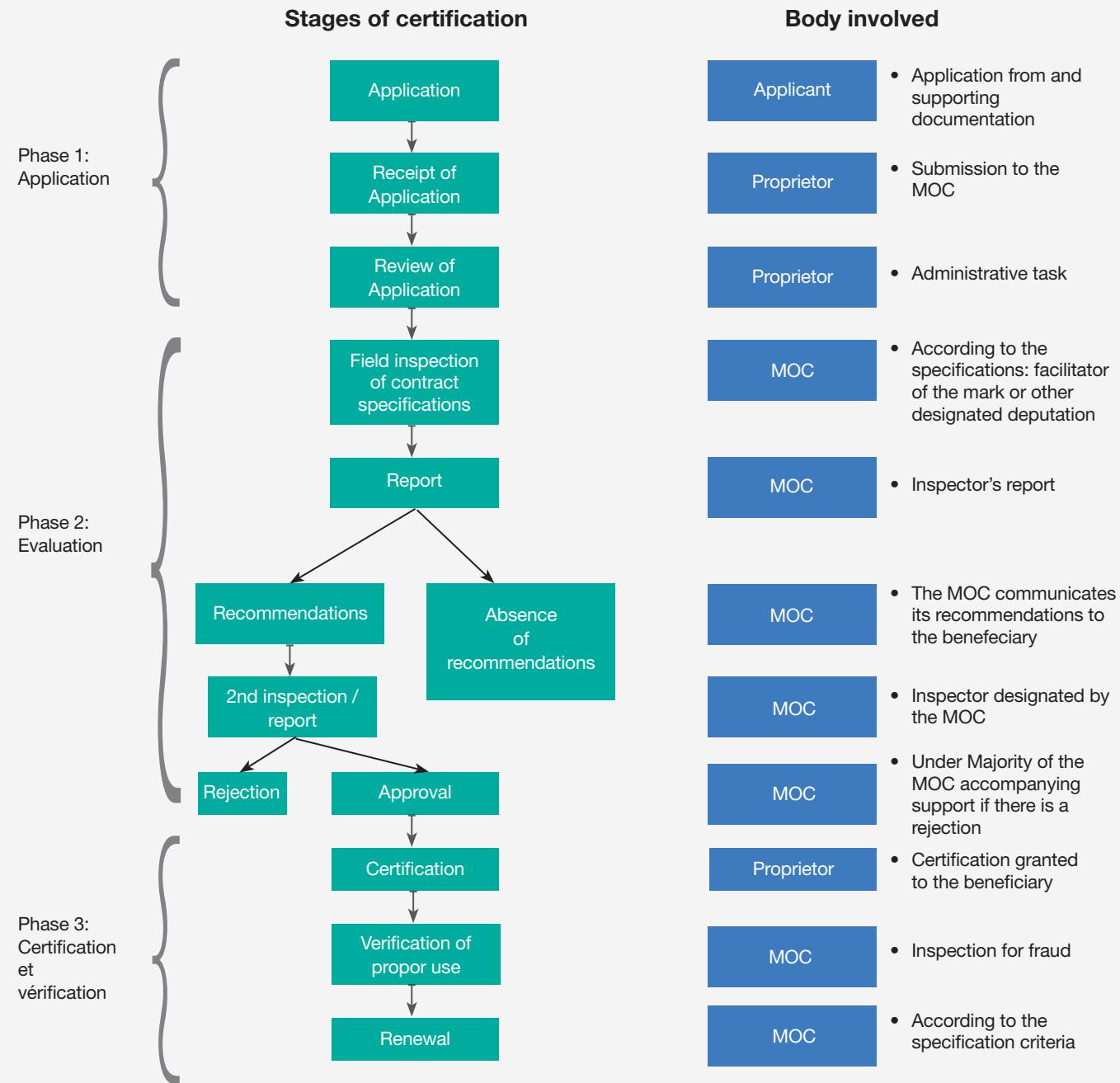


Figure 2 : Certification process and bodies involved at each stage



### 2.5.3. Objectives

The objectives of each of these specifications aims to highlight :

- The connection with the Mediterranean Diet, with its values and heritage ;
- The provenance of products / the location of services
- The quality of products and services linked to the Mediterranean Diet and traditional know-how of the territory ;
- The connections between the products and services certified by the Quality Mark.

## 2.5. SPECIFICATION CRITERIA

### 2.5.1. Definition

The specifications are reference documents which define the criteria by which products and services will be evaluated, following the certification process defined in article 15.

### 2.5.2. Categories of Specification Criteria

Different specifications are set forth, according to the category of product or service, as follows:

- 1) Fresh agricultural produce
- 2) Processed agricultural produce and food products
- 3) Artisanal products
- 4) Restaurant services
- 5) Urban and rural lodging services
- 6) Travel agencies/Tour operators and tour routes



# DEFINITIONS

## FAMILY FARMING :

Family farming is distinguished by agricultural production at the level of one family unit (small scale), generally diversified, part of which production is used for the family's consumption, with the remainder of the produce sold in local markets. The plots of land cultivated are small in size and generally use little mechanization. The workforce working on the holding is made up of members of the family.

## BENEFICIARIES OF THE TQM :

A beneficiary of the TQM is any person responsible for a product and/or a service certified by the TQM. In order to be a beneficiary of the TQM, one must receive the approval of the proprietor of the TQM for the usage of the TQM relating to the product or service for which is person is responsible. The beneficiary, through the organization he/she represents, must pay the annual fee fixed by the Management and Oversight Committee.

## CERTIFICATION :

Process and system for monitoring and oversight, based on specific criteria that must be respected in order to attain a distinctive sign, all while adding value to the product by guaranteeing a specific quality to the consumer, producer, processor, and merchant.

## THE QUALITY OF PRODUCTS AND SERVICES :

In the context of the TQM, quality must be understood in two ways:

- Quality as defined in the specification criteria
- Quality in terms of link to the territory : traditional know-how, local varieties, history and tradition, etc.

This second definition of quality is fundamental, as it is the basis of the Chefchaouen TQM. The TQM identifies products of quality because they tell a story and are linked to the territory of Chefchaouen and not another. Thus, professionals committed to the TQM must be able to enhance the value of the territorial link of the product offered.

## AGROECOLOGICAL PRACTICES :

In this specific case of the mark, agroecological practices correspond to a form of production based on the management of diverse systems, integrating livestock, farming, arboriculture, recycling practices, the use of natural fertilizers, and the exclusion of any synthetic herbicide and pesticide usage.

## TOURISTIC BUSINESSES AND TOUR OPERATORS:

Businesses which, by nature of their economic activity, establish formal agreements with small local producers, restaurants, hotels, guides, rural touristic services, with a view to organizing tourist trips by visitors. These businesses promote routes that promote products and services certified by the Territorial Quality Mark, as well as any routes identified by the Quality Mark.