

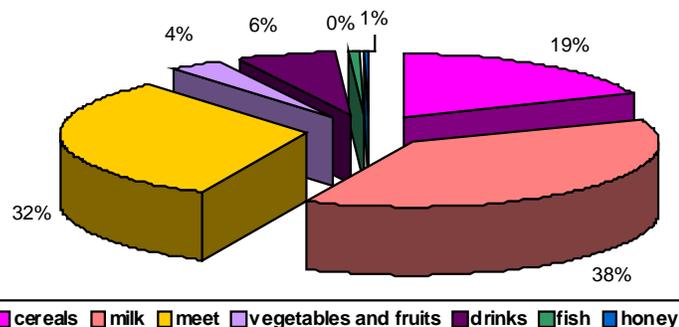
ASE Bucharest contribution to the BASEFOOD NEWSLETTER 3 Activities developed during March-August 2010



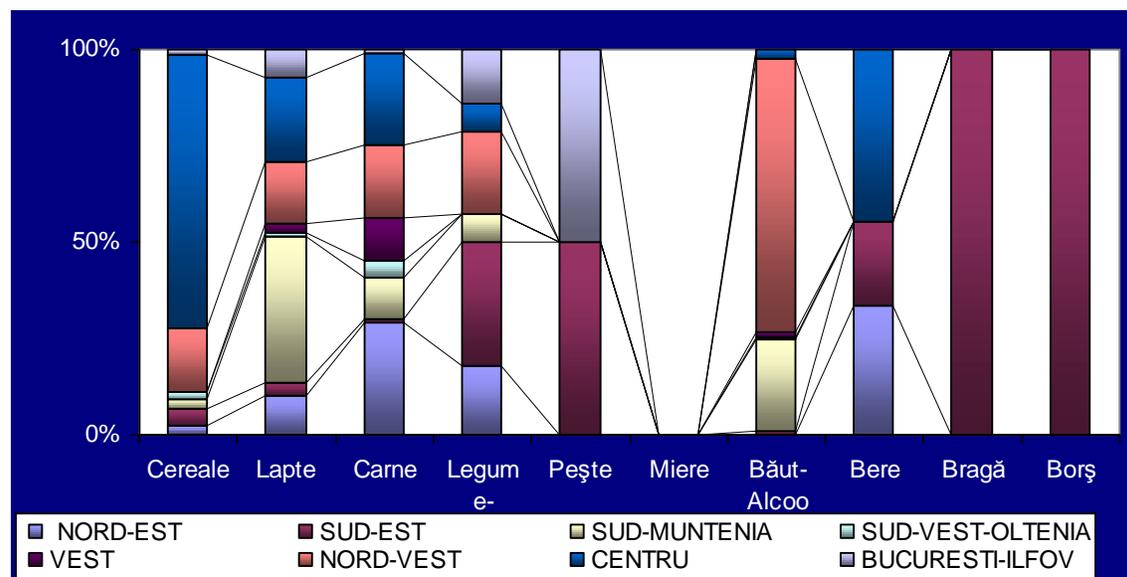
Among the Romanian traditional dishes taken into account some were taken into consideration for to be deeper analyzed within the BASEFOOD Project. Therefore, open clustering activities were run in Bucharest and around to make people aware of them as high valuable asset widely ignored for the last decades.

In this respect, following the high professional advice of our project coordinator, our small activities were focused on a) the idea of rebranding the country by its traditions in food and b) respiritualize the academic education by a sound knowledge of nutrition. Thus the following projects were taken as targets to contribute in BaSeFOOD activities:

A. Professor Victor Manole the dean of EAM Faculty in ASE gave a talk on the inventory of Romanian agro food products and brands in front of Business Club students. For several years he studied the traditional food structure in Romania identifying a new ranking of traditional attested products assortments as follows:



The weight of traditional products processed from vegetables and fruits are far less compare to other European countries consumption or other groups of food as shown below keeping in mind some important Romanian regions:



Facts are also proved by statistics as dietary and mortality data report of Romania show year by year that the local dietary habits are not anymore influenced by the tradition rules. However, the majority of households still keep some behaviors and diet because of their low incomes. Despite this, the last years' increases in the daily consumption of fish, fruit and vegetables, validate changes in the Romanian dietary habits becoming much healthier. Healthier choices, including the vegetable diet is close connected to the academic education. From this point of view, new rules applied at individual and institutional level

should be considered to develop so that sound nutrition become a national brand by implementing new issues and qualities on traditional food and development of local habits.

B. We therefore consider that the high time for new courses is: *Spices in the Romanian kitchen* or how to use the spices to improve taste and health became a very attractive course given by Professor Alexandru Stroia to a wide audience composed by both students and foreign participants. Given the feedback on this course made us decided to repeat the course for the Business Club students starting with the new academic year 2010



C. Base FOOD Dissemination_ Two more cluster workshops were organized on:

- *Tradition - Health - Responsibility* hold in Targu-Jiu county and
- *Idealness of Wellbeing; Re-Spiritualization of Health through Tradition, Love and Knowledge* that took place in Piatra Neamt, Neamt County.

We used these opportunities to collect fresh vegetable and prepare the main traditional dishes required by the program: nettles sour soup, herbal dish, elderberry drink and corn mush)



The events goals were connected to the Project objectives and enrich the level of nutritionist knowledge of students and participants, evaluating in the same time the food processing perspectives of the Romanian traditional gastronomic assets together with the local perceptions about what traditional food really means and how valuable is both for individual and economic interest

The Cluster Workshops – *Idealness of Wellbeing & Country Tour for Traditional Recipes Recording and Networking with Stakeholders and Local Facilitators* (producers, consumers, traditions keepers), that ASE partner organized started in the

University of Targu-Jiu following another meeting in Vanatorul Pension, Gureni, Gorj County, where, during the 30th April until the 2nd May 2010 nettles provide its best image under given talks, cooking presentations, dialogues with all participants and even tourists.

The country tour continued at the "Troian" Pension in Alexander the Good's village, and then at the Monasteries Bistrita and Braditel during the middle of June (12-14 June 2010).

Tradition <-> Health <-> Responsibility
Cluster workshop
Scientific Manifestation under Research Grants 344/2009/227118 and PN II_774
April 29 - May 02, 2010, OMERS, Iasi, Romania

Scientific Committee
Professor Constantin Popescu, ASE Bucharest, Iasi
Professor Rodica Parvulescu, Iasi University of Medicine
Professor Victor Manole, Iasi IAM
Professor Bogdan Onete, Chair professor Faculty of Microbiology and Quality Management

Executive Committee
PhD student Andrei Angheluta
Asstist Professor Codrin Chiru
Lecturiere Mihaela Stanescu
Asstist Professor Anca Varja
PhD student Laura Lazaroiu

Key Invited Speakers
Constantin Popescu
Alexandru Tapnadi
Carmen Costea
Alexandru Stroia
Iacob Kerbalek
Corina Cece
Mihaela Stanescu
Codrin Chiru

Health Respiritualizing through Tradition, Love and Knowledge
Scientific Manifestation under Research Project BaseFood 2010 (PN II_774)
April 29 - May 02, 2010, OMERS, Iasi, Romania

Scientific Committee
prof.dr. Carmen Costea
prof.dr. Alexandru Stroia
prof. dr. Corina Cece
prof. dr. Victor Manole

Partners
prof. dr. Alexandru Stroia, Academy of Agricultural Sciences and Forestry
Asstist Constantin Popescu, ASE Bucharest
PhD student Laura Lazaroiu, ASE Bucharest

Key Invited Speakers
- prof. dr. Mihaela Stanescu, ASE Bucharest
- prof. dr. Rodica Parvulescu, ASE Bucharest
- coord. prof. Bogdan Onete, Faculty of Bucharest

Our main objectives were connected to the way the samples from each food were cooked at the locations specified above in traditional locations (e.g. monasteries, houses located in rural areas, in the presence of official chefs, housekeepers and food specialists).



Deep attention was paid to catching up with the most of any potential information: historical, ethno-botanical and cultural background, details regarding the raw materials and ingredients, local history, regional aspects regarding production, consumption and alternative recipes. Presentations and contributions were also done by the public present at all those meetings.



Several papers and talks were given at "Constantin Brancusi" University of Targu-Jiu, as presented on the www.science.ase.ro website followed by others given in "Vanatorul" Pension, Gureni, Gorj County:

The importance of nutrition and good food for the general wellbeing – Prof. Carmen Costea – ASE Bucharest

BASEFOOD project presentation: objectives, activities, deliverables and actual status – PhD student Codrin Chiru

Tradition – Health – Responsibility – an alive dialog provided in a very original way by Prof. Constantin Popescu and Prof. Alexandru Taşnadi – ASE Bucharest

Traditionalism & Functionality in Romanian Cuisine – Prof. Alexandru Stroia - ASE Bucharest

Learn and act Green – prof. Carmen Costea

Nettles - health benefits and cooking methods – Assoc. Prof. Corina Cace – ASE Bucharest

Maize in Romanian Traditional Cuisine – a historical approach - Prof. Iacob Kerbalek - ASE Bucharest

Inventory of Romanian food products and brands – Prof. Victor Manole ASE Bucharest

During the 12-14th of June 2010 another cluster workshops Sessions were running in the "Troian" Pension Alexander the Good's village, Braditel, and Bistrita, Piatra-Neamt, Romania. The welcome talk was given on *The need of education of good nutrition in rising a sound generation of citizens and specialists*" and it was followed by Prof. Alexandru Tasnadi and Constantin Popescu's talk about *Re-Spiritualization of Health through Tradition, Love and Knowledge and Learning Spices Values* of Prof. Alexandru Stroia and the *Education by art of cooking* of Corina Cace.

Lessons of history from the cult of cooking at Romanians were an open forum developed inside the Braditelu Monastery where we arrived in a holly day greatly celebrated by mess and dinner.



ASE Bucharest group provided some contribution in disseminating their research in:

Talks:

- Carmen Costea & Codrin Chiru BaSeFOOD - Sustainable exploitation of bioactive components from the Black Sea Area traditional foods (FP7-KBBE-227118) WP5: *Perception of traditional food of the Black Sea area in a healthy context among consumers and stakeholders* BaSeFOOD the 3rd General Consortium Meeting, Tbilisi, 28 June – 1 July 2010
- Carmen Costea, Laura Libardea Vladuca, *From Development Economics to Spiritual Global Development: Identifying the basic problematic of Hidden Economy, Corruption, Governance, Full Employment and Poverty Elimination*, Proceedings of the International Scientific Conference, Knowledge and Communication in the Globalization Era, University of Targu Jiu, 29-30th April 2010, <http://www.conferinta.osirio.ro/programme.html>
- Miltiade Stanciu, *From Global Crisis to Human One*, Proceedings of the International Scientific Conference, Knowledge and Communication in the Globalization Era, University of Targu Jiu, 29-30th April 2010, <http://www.conferinta.osirio.ro/programme.html>

Articles

Carmen Costea, Laura Libardea *The Smart Shopper Decalogue*, *Amf.Economic* 28 vol June 2010, p 542-549 ISSN: 1582 - 9146 ISI Journal, (Web of Science)

Costea, C., et al, *Breaking traditional performance; contribution on development of e-logistics as a corporate smart process* in *Dynamics of Socio-Economic Systems International Journal* Buenos Aires ISSN 1852-379X

- Constantin Popescu, Ana Maria Popescu, Silvia Florina Popescu, Cristina Burghilea: *Respiritualization through love and knowledge- inner solution of the transition to the responsibility of the freedom to be*, *Metalurgia International*, special issue, nr.3, vol XV, 2010, ISSN 1582-2214 ISI Journal, (Web of Science), http://metalurgia.ro/metalurgia_int.html

Bucharest, September 2010