



**PoliCulturaExpoMilano2015**  
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**Interviews abstracts**

**I\_01 Sustainable development: Claudia Sorlini (Italy), *University of Milan***

The various elements related to the sustainable development are examined: the technical, the cultural, the socio-political and the economic one. The food production chain must respect the balance of nature. It is necessary to transform the research and experimentation results in effective economic solutions. In addition, it is good to educate the consumers to read carefully the labels and to choose the best products according to the nutritional profile.

**I\_02 Nutrition: Marisa Porrini (Italy), *University of Milan***

The problem of nutrition in the world, what an inadequate nutrition entails, where and how to intervene to improve it. The liability and the actions of industry and educational agencies.

**I\_03 Biodiversity: Stefano Bocchi (Italy), *University of Milan***

What biodiversity is, why it is important to protect it and how you can do it. The important role of the consumer and education in the school to ensure a positive future for the planet.

**I\_04 Sustainable nutrition: Dorothy Klimis-Zacas (USA), *University of Maine***

What a sustainable diet is: advantages and benefits for the body and medically. You can be on a good diet without losing the pleasure of eating. The importance of an educational action in schools is stressed.

**I\_05 Food systems (and Maine): Mark Lapping (USA), *University of Southern Maine (USM), Portland***

A food system is complex: it starts from the agriculture, it passes through processing and distribution, it arrives on our plate and generates waste. There are global issues and local problems. The food system in Maine is used as an illustrative example

**I\_06 Food: biodiversity, sustainability and tradition: Antonia Trichopoulos (Greece); *University of Athens***

A healthy diet: biodiversity and sustainability. You should eat local products, cultivated in your area, thus reducing the energy consumption for the packaging, the storage and the transport. The role of consumers and processing industries of food. The importance of educational actions in school.

**I\_07 Geography and EXPO2015: Carlo Brusa (Italy), *Università degli Studi del Piemonte Orientale***

The modern geography plays a central role in explaining many of the problems faced by EXPO2015. The geography studies the complex relation between various factors such as the natural environment, the type of agriculture in a certain area, the economic development and its major imbalances in the world, the transportations, the international trades, the consumptions, the population distribution and mobility and so on.

**I\_08 Apulia: an Italian region and EXPO2015: Arcangela Gabriella Giorgio (Italy), *University of Bari***

The agriculture of Apulia, the typicality and the richness of its agricultural products. The economic structure of the food distribution chain (consisting mainly of small and medium-sized enterprises) with limited capacity of processing and distribution on large national and international markets.

**I\_09 Agriculture: present and future perspectives: Pasquale Gervasini (Italy), *Confagricoltura***

Confagricoltura is the association of the Italian companies that base their economic activity on the use of the land. The agriculture is increasingly important in the economy of every country: therefore it is necessary to modernize it by addressing the social and scientific innovations with an open mind.



**I\_10 Lombardy: an Italian region and EXPO2015: Umberto Bertolasi (Italy), *Confagricoltura***

Lombardy, known for its industrial production and the fashion of Milan, is one of the regions with the greatest agricultural production in Italy. Its various areas and the main compartments are examined. The production must take account of the changing needs of consumers. Through the point of view of the entrepreneurs in the agricultural sector, controversial topics are analyzed, such as the relations between agriculture and large-scale distribution, biodiversity, sustainability, pollution and genetic research.

**I\_11 EXPO2015 and geography: Colin Sage (Ireland), *University College of Cork***

Geography is a key discipline for EXPO2015. Some themes: the relation between man and environment in connection with the food production; the importance of the preservation of natural areas and their rich biodiversity; the difficulty in combining agriculture, biodiversity and production. It is necessary to develop greater environmental awareness by consumers and educate the younger generation to respect the planet.

**I\_12 “Coffee” (a cluster at EXPO2015): Chiara Mauri (Italy), *Bocconi University of Milan***

The production chain of coffee is a typical example of globalization in the agricultural and food sector. The socio-economic aspects that make possible that a coffee bean, grown in a distant country, turns into a beverage consumed in the coffee bars from all over the world, are many and interesting.

**I\_13 The agrarian landscape - the rice: Dino Gavinelli (Italy), *University of Milan***

The landscape in the world is largely "man-made", i.e. modified by the human action. A landscape can be “read” in a historical sense: what ages have determined which changes. Rice is one of the three cereals (with wheat and corn) that are the basis of the nutrition of the world’s population; the production and the chain of rice are emblematic of the modern agriculture.

**I\_14 Paediatrics and EXPO2015: Gian Vincenzo Zuccotti (Italy), *University of Milan***

The themes of EXPO2015 involve pediatrics (in a world scenario) for two opposite reasons: malnutrition and under-nutrition of children on the one hand, overweight and obesity on the other. The main causes are examined and the importance of the collaboration between the world of schools, of families and pediatrics is underlined.

**I\_15 “Islands, sea and food” (a cluster at EXPO2015): Vincenzo Russo (Italy), *University IULM of Milan***

The “cluster” of EXPO2015 involves the island-state (the Pacific Islands, Caribbean, Maldives, Cape Verde). Although distant and different from each other, these islands have some common aspects: the use of fish resources and an agriculture focused on the export of agricultural commodities; beauty and biodiversity; the vulnerability due to the erosion of the area and the degradation caused by tourism.

**I\_16 “Cocoa” (a cluster at EXPO2015) : Pier Sandro Coconcelli (Italy), *Università Cattolica del Sacro Cuore, Milan***

The product chain of cocoa is interesting and emblematic. It starts from exotic and far countries and ends up in cups, pralines and chocolate bars from all over the world. Globalization, fair trade, exchange, respect for the environment, sustainability: are all involved issues.

**I\_17 Spain (and EXPO2015): Josè Vicente Boira Maiques (Spain), *University of Valencia***

For Spain the agriculture and the food production chain are sectors of extreme importance. Geography, agriculture, processing and marketing. Food not only as nutrition, but also as culture, tradition and identity.

**I\_18 “Bio-Mediterranean” (a cluster at EXPO2015): Cherubino Gambardella (Italy), *University “Seconda” of Naples***

In EXPO2015 the “cluster” provides an unique architecture for those countries bordering the Mediterranean. The pavilions and the square as a meeting place offer cues, ideas and suggestions on the Mediterranean culture, one of the protagonists of the development of the world history.



**I\_19 Cancer research (and EXPO2015) Patrizia Brovelli (Italy) - AIRC, Anna Villarini (Italy) – IRCCS Foundation, National Institute for the cancer**

Cancer is a disease that depends in large part on the style of life and consequently also on nutrition. A proper nutrition can greatly reduce the risk factors. The Italian Association for Cancer Research stimulates specialized research but also plays an important role in the education for/with schools.

**I\_20 Cereals and tubers (a cluster at EXPO2015): Ambrogina Pagani (Italy), Guido Sali (Italy), University of Milan**

Cereals are the staple food for human consumption, in particular through their three main forms: wheat, rice and corn. The tubers are the second most important human food. The historical development and the food production chain of cereals and tubers offer an extraordinary cross-section of the history of civilization and the current balance of the planet.

**I\_I21 A host for EXPO2015: Giorgio Barchiesi “Giorgione” (Italy), Host and presenter**

The genuine cuisine is always based on the products of own territory (both the traditional ones and those due to globalization in agriculture). The traditional cuisine is also identity: it takes time and reflection (in contrast to the modern frenzy). Then there is the fascination of transforming many different ingredients in a dish to taste.

**I\_I22 Chemistry and EXPO2015: Emiliano Miriani (Italy), Interprovincial Order of Chemists in Lombardy**

The chemistry continues to play a vital role in agriculture and nutrition. It defends the agricultural cultivations, it promotes their development and productivity. It helps to preserve food and to maintain their characteristics. The chemistry itself is never harmful, unless one makes a bad use of it (valid consideration in many other sectors).

**I\_I23 Sicily: an Italian region and EXPO2015: Alessandra Gentile (Italy), University of Catania**

Sicily is an extraordinary laboratory of agriculture, cooking and food quality. Citrus fruits, olive oil, corn, and wine are the most relevant products. Then there are the small niche products of outstanding quality, unique and unrepeatable. Over the centuries, Sicily has been at the crossroads of various cultures and its agricultural production is a witness.

**I\_I24 Genetics in agriculture: Alessandra Gentile (Italy), University of Catania**

For some genetics is the science that promises to revolutionize the way of making agricultural production: improving quantity and quality, feeding better the world. For others, the genetic modification of crops is a danger to fight. Each consumer and citizen of the world should explore these issues and understand their extent.

**I\_I25 Food and Cultural Anthropology: Piercarlo Grimaldi (Italy), Università degli Studi di Scienze Gastronomiche | branch of Pollenzo**

Cultural anthropology studies human beings in their culture, in their various forms of expression, in their ability to interpret, through symbols, the world. Among other things, it studies their rituals, within which food plays a strongly identitarian role. Therefore the relationship between man, culture and food is examined.

**I\_I26 Large grocery store chains: the Auchan case study: Roberta De Natale (Italy), Auchan**

Auchan, a French multinational chain of grocery stores, aims at emphasizing local products and reducing waste. It is also committed to working with schools in order to raise awareness about sustainability.



**I\_I27 Humanism, Schools and Expo Milano 2015: Giacomo Ferrari (Italy), *Università degli Studi del Piemonte Orientale***

Every discipline taught at school has some kind of relationship with the Universal Exposition of 2015. Food, with all its implications, can be used to raise the curiosity of children and grownup students, educating them to “critical thinking” and also developing a correct attitude toward the usage of resources.

**I\_I28 The European Union and Expo Milano 2015: Tremeur Denigot (Belgium), *European Union***

Head of communications Tremeur Denigot explains the relationship between the European Union and Expo Milano 2015, how the European Union approaches the complexity of Expo themes and its scientific and informative initiatives, including those directed to schools.