



# NARRATIVE LABELS (BEN - FAMP)

Work Package 4 Market-driven pilot initiatives

Activity 4.2.3 Realization of narrative labels

*This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of FAMP and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.*



Fondazione Slow Food  
per la Biodiversità  
OSUE



AMERICAN  
UNIVERSITY OF BEIRUT  
FACULTY OF AGRICULTURAL  
& FOOD SCIENCES





**MedSNAIL NARRATIVE LABELS** is an initiative implemented in the framework of MedSNAIL and inspired by Slow Food methodology -an international grassroots organisation that promotes traditional food with a strong focus on the preservation of biodiversity and respect for local land and culture.

This initiative works to strengthen the productive network of the Andarax Valley, MedSNAIL pilot area in Andalusia, making visible the attributes of local products through a distinctive labelling system that values their origin, production process and elaboration.

This action aims to raise awareness among local citizens of the added value of these local products beyond their industrial labelling, highlighting the way in which they have been produced and processed. In addition, this initiative brings these local products closer to consumer profiles that are aware of responsible and local consumption, as well as introducing them into new sales channels.

Producers who have participated in this initiative are committed to the preservation of the local identity and its ecosystems.

The products selected for narrative labeling respond to traditional harvesting and processing methods, are closely linked to the pilot area where MedSNAIL has been developed or have been directly proposed by the producers most involved in the project activities.



## Breads and sweets

---

### MELOJA

#### *Miel Araceli*

#### **Product**

Meloja is a dessert of Arab origin, made with honey macerated with seasonal fruits.

#### **Territory**

The climatic conditions in the Andarax Valley are favourable for honey production, as it is one of the areas with the highest number of hours of sunshine per year in Europe and because it has stable temperatures during the hive production season.

#### **Raw materials**

Meloja is made from the honey produced in the Andarax Valley, using the honey that remains on the walls of the comb and is not initially removed. The honey is produced from wild Mediterranean plants, the most typical and abundant of which are multi-flower, rosemary, thyme, etc. Pumpkin of the 'marranera' variety is also added, a product similar to that used to make 'cabello de ángel'.

#### **Processing**

The production process begins by curing the pumpkin in lime for a few hours before production. The honey collected from the hives is filtered to remove the wax and brought to the boil. The pumpkin is then added and stirred over a low heat until the ingredients of the product are integrated.

#### **Production period**

In the Andarax Valley, honey production begins when the bees come to the almond blossom in January and February to start and continue the transhumance in spring with the rosemary to produce their exquisite monofloral honey or albaida, among others. In June, this transhumance moves on to high mountain areas. The pumpkin is harvested from April to November.

Although the meloja is a product that, due to its durability and production process, can be consumed throughout the year, its production period is conditioned by the 'marranera' pumpkin season.



## Vegetables, fruit, legumes and their processed products (oil, wine...)

---

### OLIVE OIL

#### **Cortijo el Cura**

<https://www.cortijoelcura.com/>

#### **Variety**

Olive oil, lechín variety. The olive from which this oil is made is small in size and very difficult to harvest, with a high tendency to what is known in Spanish as *vecería* "some years it produces a lot and others a little". It is a variety that can also be used as a table olive, giving great results when ripe more than green.

#### **Territory**

The Cortijo El Cura Winery is located at almost 1000 metres above sea level, between Sierra Nevada and Sierra de Gádor; specifically in the municipality of Laujar de Andarax, capital of the Alpujarra region of Almería. Its location within the Sierra Nevada Natural Park (the most important in Spain due to its high number of endemic species) and in a village of the Alpujarra, makes the winery a unique place immersed in history and nature.

#### **Cultivation**

Indigenous olive trees, many of which are over a hundred years old.

The olive grove at Cortijo del Cura is irrigated. As the olive trees are centuries old, care is based on regular pruning and fertilisation to guarantee the health of the tree and the quality of the harvest.

#### **Harvest**

Semi-green harvesting in October. The harvesting process starts with manual harvesting and with hand-held vibrating machines for olives.

The olive trees from which the olives used in the production of this variety of oil are extracted are small in size and difficult to harvest, with a high tendency to *vecería*.

These factors, together with the small size of the holding, mean that the olives are harvested by hand, using tarpaulins, fabrics to contain the fruit, sticks and 'Vareadoras', electric tools that vibrate and make it easier for the olives to fall.

#### **Processing**

The fruit undergoes cold extraction. Olive oil is obtained directly from olives and only by mechanical means.



## Breads and sweets

---

### **CANJÁYAR MERENGUE**

*Delicias de la Alpujarra*

<http://www.merenguedecanjayar.es/>

#### **Product**

Sparkling lemon-flavoured meringue made in the Andarax Valley. Produced by hand and baked in a typical wood-fired oven.

The Canjáyar meringue is a family preparation that goes back four generations of confectioners and whose recipe, for a century, has been a professional secret of those who work at 'Delicias de la Alpujarra'. The meringue contains sugar, egg white and lemon and is made in a traditional wood-fired oven. Nowadays it is distributed throughout the whole region.

#### **Territory**

Canjáyar is a village in the Andarax Valley, in the Alpujarra region of Almeria, characterised by its typical products. Among them is the traditional dessert called 'merengue', made for generations by the same family of confectioners.

#### **Ingredients**

The 'merengue' contains sugar, egg white and lemon, nothing else. The recipe for the manufacturing of this product has been and is a professional secret, so that Canjáyar is the only place where these types of meringues can be found.

#### **Processing**

For its preparation it is needed: the hands of an artisan, a mixer, a single-chamber wood-fired oven, a pastry pipe to give it its characteristic curly wave shape, and pinewood boards to join the two parts that make up a 'merengue'.



## Vegetables, fruit, legumes and their processed products (oil, wine...)

---

### **PIMIENTO CASTELLANO**

**Luis Ruiz – Cortijo Las Monjas**

*luisruizc58@gmail.com*

#### **Variety**

The “Castilian pepper” has been produced for more than 200 years in the Andarax Valley, in the Alpujarra region of Almeria. It is a red pepper, the most recognisable aspect of which is that the variety grows upwards on the plant.

The flavor of this variety makes the “Castilian pepper” an ideal product to be roasted and also to be dried, thus increasing the durability of the product and its consumption out of season.

#### **Territory**

Cortijo Las Monjas is located in the town of Íllar and is dedicated to the small-scale production of traditional products adapted to the climate and resources of the Andarax Valley.

#### **Cultivation**

The peppers are produced in a netting shed to be later dried in strings between July and August. Its conservation is very high as it remains dehydrated for long periods of time, which allows a great versatility in gastronomy.

#### **Harvest**

Harvesting is done by hand, extracting the product directly from the bush between July and August and inserting it in chains to dry it in a warm, dry place.

#### **Processing**

After the harvesting of the dried peppers, the product is not treated in any way to preserve it.



## Vegetables, fruit, legumes and their processed products (oil, wine...)

---

### **OHANES GRAPE**

#### ***Finca Los Frailes***

<https://www.fincalosfrailes.com/>

#### **Product**

It is an oval-shaped grape, of medium size, yellow colour, sweet flavour and with a characteristic hard skin and firm, crunchy flesh. It is an autochthonous variety that has been part of the diet of the people of Almería (Andalusia) for centuries. The relationship between the Ohanes grape and the territory of the Andarax valley goes back more than three centuries, as the grape is the oldest crop in the province of Almería and the basis of the provincial economy of the region.

#### **Territory**

Finca Los Frailes occupies a secluded valley between the Galera and Huéchar hills which had been cared for by Franciscan friars a century before its acquisition by the family who farms it today. The farmhouse in the 1950s still retained elements of the friars, such as the cell gallery, the cistern, the oven for making bread and the yard for the animals.

The farm is located in a natural enclave marked by the influence of the Sierra de Gador mountain range, and the fluvial ecosystem associated with the river Andarax. The agro-food richness of the Andarax valley dates back to the complex irrigation systems (Acequias) of Arab origin that still survive and manage to optimize the distribution of the water coming from the peaks of the Sierra Nevada.

#### **Cultivation**

Ohanes grapes are grown in traditional vineyards guided by a wiring system supported by 2.10 metre high posts. Every year (at the end of July) the vine shoots are trimmed to prevent excessive longitudinal growth of the vines, which would compromise the thickening of the grapes.

#### **Harvesting**

It is a very late table grape, harvested by hand from October to December. Its hard skin is a crucial characteristic for the fruit to last in good condition for months from the moment of harvesting.

#### **Processing**

After harvesting, the grapes per bunch are placed in protected cardboard boxes and distributed to the different points of sale.



## Vegetables, fruit, legumes and their processed products (oil, wine...)

---

### LAUJAR WINE

#### *Cortijo el Cura*

<https://www.cortijoelcura.com/>

#### **Variety**

Organic wines from our own vineyards, from local varieties or varieties planted 20 years ago. At Cortijo del Cura you can find from a sweet red wine (Merlot grape variety) to a crianza red wine (Merlot, Syrah, Garnacha and Cabernet Sauvignon grape varieties), including whites with the local Jaén Blanca variety and the typical claret (rosé) of Garnacha tintorera.

#### **Territory**

The Cortijo El Cura Winery is located at almost 1000 metres above sea level, between Sierra Nevada and Sierra de Gádor; specifically in the municipality of Laujar de Andarax, capital of the Alpujarra region of Almería. Its location within the Sierra Nevada Natural Park (the most important in Spain due to its high number of endemic species) and in a village of the Alpujarra, makes the winery a unique place immersed in history and nature.

#### **Cultivation**

Plantation in goblet and dry farming. Certified organic farming.

#### **Harvest**

Harvested by hand in 15-20kg boxes and quickly transferred to the winery.

#### **Processing**

After harvesting, the grapes are destemmed, pressed in stainless steel machinery, fermented and, in some cases, aged in oak barrels.

