

## LETTER TO EDITOR

### Mediterranean Foods Alliance (MFA) and Med Mark

By Meggie Matteson  
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Dear Food Consumer.org,

Bravo on your recent article titled "[Mediterranean diet may help prevent diabetes](#)" published on may 31, 2008 by Ben Wasserman! We wanted to thank you for spreading the word about Mediterranean Diet.

Here at Oldways, we are devoted to helping consumers eat better and thought you might be interested in learning more about Oldways and the Mediterranean Diet Pyramid. Oldways is a nonprofit education organization that is well respected for creating common sense, practical information and programs about healthy eating and drinking. Oldways is best known for developing and introducing the Mediterranean Diet Pyramid with the Harvard School of Public Health and the World Health Organization in 1993.

Some of our current programs and upcoming events include:

#### 1. Mediterranean Foods Alliance (MFA) and Med Mark.

Oldways organized the Mediterranean Foods Alliance (MFA), a coalition of health professionals, scientists, chefs, and food companies joined together to help consumers lead healthier lives with the Mediterranean Diet. The MFA helps consumers quickly find healthful Mediterranean foods and drinks with the Med Mark. The Med Mark is a boldly designed packaging symbol used on products that are traditional to the Mediterranean Diet pyramid and meets certain dietary requirements. Currently, over 150 healthy products - ranging from olive oil to pomegranate juice - bear the Med Mark.

#### 2. 15th Anniversary Mediterranean Diet Conference – November 16-18, 2008.

Oldways is renewing and redoubling its ongoing educational efforts supporting the Mediterranean Diet with a 15th Anniversary Conference in Cambridge, Massachusetts on November 16-18, 2008. This Conference will present the overwhelming and ever-mounting scientific evidence that details why everyone can benefit from this healthy approach. Also, in these days of spiraling food costs, Oldways will offer nitty-gritty advice on how "eating the Med way" can be affordable for everyone. For more information, please visit: <http://mediterraneanmark.org/html/events.html> , or [www.oldwayspt.org](http://www.oldwayspt.org) , or contact Nicki Heverling (617-896-4876, via email: [NHeverling@oldwayspt.org](mailto:NHeverling@oldwayspt.org) ). Please let us know if you'd like to attend the Conference or can include a calendar listing about the Conference.

#### 3. Morocco Culinary Event

To experience the Mediterranean Diet firsthand, Oldways will visit Morocco from December 1-10, 2008. Joining Oldways will be James-Beard Award-winning chef Ana Sortun, and Paula Wolfert, Mediterranean food expert and award-winning cookbook author. We will explore the culinary and cultural heart of exotic Morocco. For more information, please visit [www.oldwayspt.org](http://www.oldwayspt.org) , and click on Morocco on the home page. Thank you for your efforts to educate your readers about the Mediterranean Diet. For more information about Oldways, the Mediterranean Diet or other Oldways

programs, please visit our website: <http://oldwayspt.org/> or contact Kim Foley MacKinnon, Oldways' Press Officer (617 896 4888).

With our thanks and best wishes,

Meggie Matteson

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