

Year 7, Number 27 Price

www.e-inon.com/magazine

In-On

Special Term Crete Business Issue

Agreement
of the region
of Crete
UNESCO

Stavros Arnaoutakis

ISSN 2241-6897



Tourism increase in Crete



Table of Contents

3 Periscope:

Cross cultural dialog

Promoting culture and inter cultural dialog, the dissemination of education, enhancement in science and the promotion of communication with respect to the values of each culture, constitute the cornerstones of UNESCO.

4 Periscope:

Cretan Geoparks in UNESCO

"The Samaria Gorge and the wider region of the Lefka Ori (White Mountains) belong to the UNESCO Biosphere Reserve, while Mt. Psiloritis and the area of Sitia are considered UNESCO 's geoparks," underlined in an interview to In -On magazine Mr. Stavros Arnaoutakis, Regional Governor of Crete.

6 Tourism:

Rare flora in the Samaria Gorge

Samaria is the most significant gorge of Greece. "There is only one gorge! all the others are simply canyons!", says a local Sfakian - and of course he means the Samaria Gorge, whose uniqueness is both nationally and globally

recognized and it is reported in the book of the National Forest Management Agency of Samaria, Prefecture of Chania.

Tourism increase in Crete

"Crete plays a leading role, with tourism increases above the average in Greece and in 2017 we expect it to reach 10% and 4.5 million international arrivals," stressed Elena Koundoura, Minister of Tourism in an interview to In-On magazine.

12 Opinion:

Innovation and reactions

By George Atsalakis, Assistant Professor - Economist School of Polytechnics of Crete, Data Analysis Laboratory and Prediction

14 Traditional businesses:

Therapeutic ecological herbs

"The cultivation of the herbs that are sold in Greece and abroad is ecological," Vangelis Papisifis, the owner of an agricultural company underlined in an interview to "In-On" magazine.

Cross cultural dialog

Promoting culture and inter cultural dialog, the dissemination of education, enhancement in science and the promotion of communication with respect to the values of each culture, constitute the cornerstones of UNESCO.

In Greece there are ten places

More particularly in:

- Aristotle University, headed by Professor Angeliki Pitsella (established in 1997)
 - Aristotle University of Thessaloniki, headed by Professor Iacovos Ganoulis (established in 2003)
 - University of Macedonia, headed by Professor Despina Anagnostopoulou (established in 2004)
 - National Observatory of Athens, headed by the Academic and Supervisor of the Research Center for Atmospheric Physics and Climatology of the Academy of Athens, Mr. Christos Zerefos (established in 2006)
 - University of Crete, headed by Professor Vassilios Makrakis (established in 2008)
 - National Kapodistrian University of Athens, headed by Professor Michael Scullos
 - Medical School of the University of Athens, headed by the Professor and Director of the First Pediatric Clinic of the Medical School of the University of Athens, Mr. Georgios Chroustos
 - Panteion University of Social and Political Sciences headed by Assistant Professor of International Law – Nantiella Marouda
 - School of Applied Sciences, Technological Educational Institute of Crete, headed by Professor Philippos Vallianatos
 - Technological Educational Institute of Eastern Macedonia and Thrace, headed by Dimitrios Emmanoulides
- Additionally, in the field of education, there is a global network in 180 countries, consisting of 8000 educational institutions of all levels, committed to promoting UNESCO 's ideals through the implementation of pilot projects which aim to make young people able to cope effectively with the challenges of a complex and constantly growing world. The Hellenic National Committee for UNESCO has been

working on issues of Partner Schools with the Directorate of International Educational Relations, the Ministry of Education, Lifelong Learning and Religious Affairs, having developed so far a network of collaborating schools throughout Greece totaling 148 educational units.

At the same time, UNESCO has Hellenic Committees for International Programs established by the Hellenic National Committee of the International Organization that operate within its framework.

More specifically, seven scientific committees are in function:

- Committee for the Design of Tidal Wave Warning and Prevention System as well as the Identification of Geographical Control Points (established in 2008), headed by Professor Konstantinos Synlakis and members of renowned professors and researchers
- Youth Committee of the Hellenic National Committee for UNESCO (established in 2009). The Hellenic National Committee for the International Organization, as part of the decision of the 6th Youth Forum aims at the active participation of young people in the fields of Science Education, Culture and Communication.
- Committee on the UNESCO Program "Social Transformation" (established in 2010), headed by Mr. Alexandros Zavos.
- Committee for the UNESCO International Program "Memoirs of the World" (established in 2011), headed by Professor Panayiotis Nikolopoulos and well-known professors and researchers. The aim is to promote the protection of the documented heritage, the abolition of the National Catalog and the submission of proposals to the International Committee of the International Organization.
- Committee for the International Program "UNESCO Global Geoparks" in order to respond to Geosciences and geoparks, headed by Mr. Nikolaos Zouros, professor of the University of the Aegean and President of the UNESCO World Geopark Network.
- Communication Committee (established in 2016)
- Immigration Committee (established in 2016)

Cretan Geoparks in UNESCO

"The Samaria Gorge and the wider region of the Lefka Ori (White Mountains) belong to the UNESCO Biosphere Reserve, while Mt. Psiloritis and the area of Sitia are considered UNESCO 's geoparks," underlined in an interview to In-On magazine Mr. Stavros Arnaoutakis, Regional Governor of Crete.

Question. How will the agreement with UNESCO help with the promotion of the Region of Crete?

Answer. The framework agreement of the Region of Crete with the Greek National Committee for UNESCO is part of the Region's integrated effort to promote Crete as the most diversified and multidimensional destination in the Mediterranean. Within this context, the Region of Crete implements the Integrated Spatial Investment for the UNESCO regions of Crete (Samaria-Lefka Ori, Psiloritis, Sitia) funded by the NSRF, while promoting at the same time the files for Spinalonga and the Minoan Palace complexes (Knossos, Festos, Malia, Zakros, Zominthos, Kydonia) in order to be included in the UNESCO World Heritage List. The choice to cooperate with the Greek National Commission for UNESCO, which constitutes the official statutory representative of the International Organization in Greece, focuses on strengthening this vision strategy which we have been consistently building for a long time and which has already started to show tangible results. Our effort aspires to promote Crete through the strength of the UNESCO brand name, therefore enhancing the quality of cultural and naturalist tourism throughout the year and turning the interest towards the unique and authentic part of Crete, namely that of the timeless culture of the island's regions and inland.

Question. Which are the first regions of the Region to be promoted?

Answer. Crete owns the comparative advantage of registering three of its natural sites in UNESCO projects. More particularly, the Samaria Gorge and the wider region of Lefka Ori constitute a UNESCO Biosphere Reserve while Psiloritis and the area of Sitia are considered UNESCO 's geoparks. Consequently, exploiting this criterion, we invest primarily in a comprehensive form in the development of the network of these three special places of Crete, however, in a way that presents in total the unique characteristics of the entire inland of our island. To be exact, we highlight the mountainous character of the inland, the ever changing landscapes, the gorges, the local gastronomy and production,

the authenticity and the, of course, the hospitality that characterizes the Cretan people. Finally, through these areas, Crete is projected with the help of UNESCO 's extremely powerful brand name as a unique, timeless, multi-level destination with the emphasis on the spring, autumn and winter seasons where Crete can be equally attractive for the diverse audience which we focus on as it is in the summer for our traditional visitors.

Curriculum vitae

Stavros Arnaoutakis was born in 1956 and grew up in Archanes in Heraklion, Crete. He is an Economist. From 1981 to 1991 he served as a private company executive. In the 1990 local elections, he was elected at the age of 34 mayor of Archanes. He served as mayor of Archanes until 2004 after having being re-elected for four consecutive periods.

As a mayor of Archanes, he started implementing a development plan, the philosophy of which was based on the close cooperation between local authorities and bodies as well as on the effective use of the human resources of the region.

In order for this project to be implemented a catalytic element was the exploitation of the European programs to a full extent, the cooperation of the municipality with scientific bodies and universities and the practical use of the know-how so as to make interventions more effective.

During his practice in Archanes the municipality won:

- the 2nd Prize in the European Integrated and Sustainable Development of Exceptional Quality Competition in 2000, and
- the 1st Prize in the "Local Development with Respect to the Natural Environment and Man" Contest in 2002.

From 1991 to 2004 he was the president of the Heraklion Development Company SA. Being in this position, he administrated the implementation of many European programs, the results of which are particularly obvious both in the municipality of Archanes and also in the other regional municipalities of the prefecture of Heraklion. On his own initiative, the Developmental company of Heraklion becomes the first development company in Greece to have its own office in Brussels aiming to better claiming and to a more effective implementation of European projects. Following the decision of the President of PASOK, George A. Papandreou



Stavros Arnaoutakis

he was placed in the 4th position of the PASOK voting list for the elections to the European Parliament in 2004. From 2004 until 2009 as a member of the European Parliament, he participated in the Committee on Regional Development, the Committee on Fisheries as well as in the delegation for the relations with the Republic of China. In the parliamentary elections of 2009, he was elected MP of Heraklion on behalf of PASOK and was appointed Deputy

Minister of Economy, Competitiveness and Shipping. In the November 2010 elections, he was the first elected Regional Governor of Crete. He is a member of the Board of Directors. Association of Regions of Greece. He is a member of the Coastal Regions of Europe Network (CPMR). He is a full member of the Committee of the Regions

Rare flora in the Samaria Gorge

Samaria is the most significant gorge of Greece. "There is only one gorge! all the others are simply canyons!", says a local Sfakian - and of course he means the Samaria Gorge, whose uniqueness is both nationally and globally recognized and it is reported in the book of the National Forest Management Agency of Samaria, Prefecture of Chania. It is additionally emphasized that "The glamor of Samaria lies in and out of the country's borders". It has been declared as a Biosphere Reserve from UNESCO (1981) - an attribute that is globally given for the proper management of important areas due to their significant physical and cultural identity. At the same time, it is the only region of Greece to have been awarded the Council of Europe Diploma for Protected Areas (1979).

Both of these distinctions are now given after an on-the-spot check. There is a review of the proper management of the area at regular intervals. The international distinctions of Samaria also include the title of the Biogenic Reserve (Council of Europe) of the area that is protected by the Barcelona Convention and the important area for the birds of Greece.

Therefore, so far the region is highlighted as the one with the more and the most important international distinctions and titles in our country. In Greece, Samaria gorge was declared a National Park in 1962.

Moreover, it has also been awarded with the National Nature Conservation Act (1971), it was characterized as a site of special natural beauty (1973) and a Wildlife Refuge. It is part of the European Network of Protected Areas (NATURA 2000).

In recent years, the Management Body of the Samaria National Park (2002) was established.

The Samaria Gorge is one of the canyons that crosses Lefka Ori from the north and end up in the sea, forming a special landscape in southwestern Crete. Due to the particular conditions that prevail in these gorges, particular climate and terrestrial micro environments are created. The intense surface and the continuous alterations of the landscape result in a variety of ecosystems that bring together global interest, not only by nature lovers but also by special scientists. The

Samaria Gorge is a refuge for people and other organisms looking for protection in its isolation.

The wider area of Samaria is a clearly delimited and spatially determined area. One can see within this area, a diversity of landscape elements with particular characteristics of ecological and cultural value. Some of the are the following:

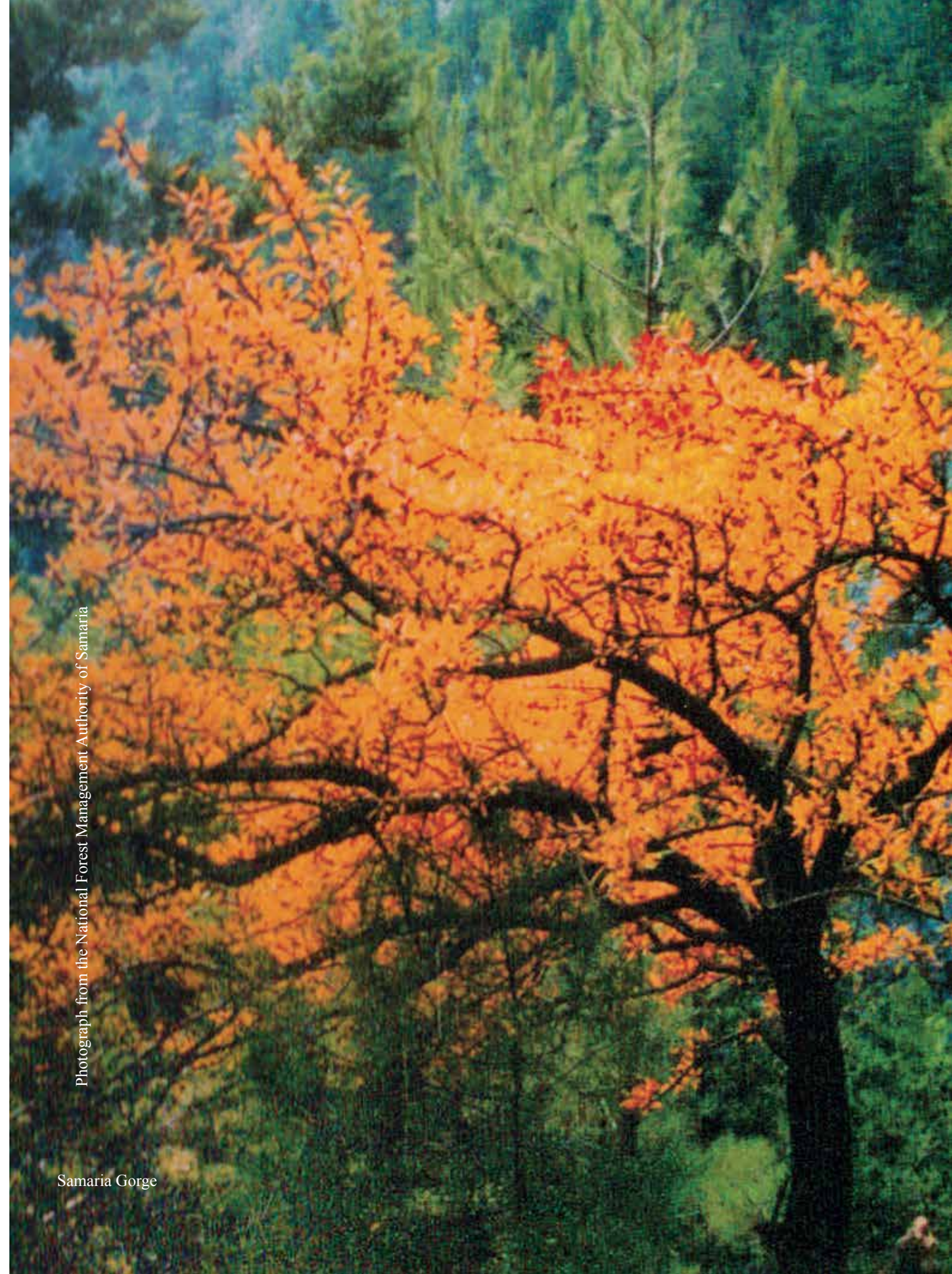
- The gorge
- The village at the center of the gorge with old crops
- The chapels which co-exist with ancient sanctuaries
- The castles above Samaria and at the exit of the gorge
- The ruins of the ancient city of Tara
- The special biodiversity of the gorge

The gorge itself and the wider area of Samaria as well are characterized by their strong symbolic qualities. The simple occasional "viewer" of the Samaria landscape easily perceives the wild form of the land, feels possessed by a sense of freedom and feels awe in the coexistence of man in such an inhospitable place.

The importance of Lefka Ori not only in the Greek but also in the international biodiversity is widely renowned. The flora of the region is not only characterized by a wide variety of plant species but also by the presence of many endemic species in the area. Indeed, the isolation of the gorge has contributed to the creation of these forms. The number of plant species in the gorge is not accurate because there has been no complete recording due to the specificity of the area (inaccessibility, adverse weather, etc.).

Based on the latest studies in the Lefka Ori region, there are 172 Greek endemic TAXA (TAXA: Classifier Units, namely, species and subspecies).

Out of those, 23 are found exclusively in Lefka Ori, 96 are endemic only in Crete, 12 are endemic, only in the islands of Crete and Karpathos and finally 40 out of 172 are endemic to the wider Greek area. Of these, 15 are endemic species exclusively from the specific area where they have found shelter, survived and evolved only in Samaria and they exist nowhere else in the world. Many of the endemic species are rare and are considered threatened and are therefore protected by international and national regulations."



Photograph from the National Forest Management Authority of Samaria

Samaria Gorge

Tourism increase in Crete

"Crete plays a leading role, with tourism increases above the average in Greece and in 2017 we expect it to reach 10% and 4.5 million international arrivals," stressed Elena Kountoura, Minister of Tourism in an interview to In-On magazine.

Question. What is the new planning to increase the tourist season in Crete?

Answer. Our goal is to make Greece a world-renowned tourist destination for 365 days a year. The national regional tourism plan that we have designed and implemented since 2015 has driven all the tourist figures during the last three years to reach the highest performances of all times. Crete is an amazing destination with a strong tourist product and international reputation, which stands out for its authenticity. At the same time it is a mature destination that covers all the requirements to directly support the goal for tourism throughout the year. For three consecutive years that our tourism policy has been implemented, Crete is leading the way with a growth above the average increase in Greek tourism and in 2017 we expect we will have 10% increase and about 4.5 million international arrivals. In order to materialize our strategic and development goals, we have sought and have succeeded to have excellent cooperation with the Region of Crete so as to:

- widen the summer tourist season, which already has given excellent results,
- attract visitors traveling all year round from the new markets we have opened, enhancing at the same time connectivity and direct flights,
- promote the emergence of new destinations in Crete
- promote the development of thematic tourism focusing on the authentic experiences and based on the competitive advantages of the region,
- and attract new high quality tourism investment

Through our contacts and strategic agreements with international travel groups and airlines, we have ensured the expansion of their programs from the end of March until November 2016 and even more dynamically in 2017. This has resulted in that September, October and November being the best months ever and also showing double-figured growth in international arrivals. Our immediate goal in order to implement our business plan is to start direct flights to Crete throughout the year. We also focus on supporting the destination with new availability and high quality infrastructure and services so to serve the ever-increasing demand in the coming years. Proposals

for 4 and 5 star hotels were submitted to the services of the Ministry of Tourism over the past two years and more than 380 tourist businesses were licensed. Investments in three complex tourist accommodation units are now at different licensing stages and 47 hotel investment proposals have been submitted to the development law reaching a total budget of over 117 million euros. Strategic investments are in progress in Lasithi, as well as the construction of new units by international tourist groups that reinforce their hotel portfolio on the island.

Question. Tell us your deals with TUI and major tour operators for the increase of tourists in Crete

Answer. With targeted negotiations during the last three years and with the strategic partnerships we are developing with international tourist groups, we strengthen the popular destinations of Crete by showing new destinations and all the thematic experiences that Crete offers as far as tourism is concerned throughout the year. Crete constitutes now a strategic choice of international groups and especially in the last two years we have sought to increase our tourist share from the traditional markets of Europe as well as from Russia, a country which we have strengthened and promoted even more dynamically with the 2017-2018 Greek-Russian Year of Tourism and also in the new markets we have opened in China, in the Middle East and in India.

The messages for 2018 are very positive and the reservations for Crete have started with an increase of more than 5% from all major markets.

We continuously upgrade the product; namely the sun and the sea, while promoting very dynamically the thematic forms of tourism so that visitors come all year to experience the historical and cultural heritage of Crete, its rich tradition, customs, the Cretan music and its festivals, the infinite possibilities for alternative tourism in its unique nature, the authentic experiences of the island's interior and the dozens of traditional villages all year round. With its excellent climate and modern infrastructure, Crete is ideal for sports and training tourism, for health and wellness tourism, also having a great potential for conference tourism and city trips and above all the unique Cretan gastronomy. Furthermore, we are actively promoting sea tourism, cruise and yachting and diving tourism. Through our strategic partnerships, such as with TUI, we promote Crete as a home port for the cruise. The Greek National Tour-

Elena Kountoura



Photo IGD

ism Organization (GNTO) as the national body of the Global Communication for the Promotion of Communication Strategy implements a very dynamic program with mixed advertising, co-advertising, promotion on global electronic platforms and television networks establishing enhanced presence in International Tourism with exhibitions and the organization of the largest in number ever familiarization trips.

Question. What are the new schemes for agri-food tourism with the contribution of the Ministry of Tourism?

Answer. Linking tourism to primary production and the agri-food sector is a priority in our government policy for the country's reproductive reconstruction. Crete is a blessed land, with abundant and high quality local products, which constitute an integral part of its history, its tradition and its gastronomy which is based on the healthy and nutritious Cretan diet. Extra virgin olive oil, excellent wines, pure cheeses, the unique aromatic herbs with their beneficial properties and the fresh fruit and vegetables are definitely associated with the destination's identity and add more value to the tourist product.

Through the Agri-Food Industry and Tourism Forum that we have established with the relevant ministries, specific policies are being developed in order to encourage the creation of value chains, networking and other cooperative bonds between businesses in these fields. Specific actions will be included in the co-funded NSRF programs. We also support the inclusion of products in the hotel and tourist chain through the project of "Greek Breakfast" supervised by the Hellenic Chamber of Hotels. We also promote the scheme of "Breakfast Basket" in the rented rooms and tourist accommodation and we give the special licenses of the Greek cuisine and the visiting winery. We support the targeted actions of the Region of Crete for the programs and routes of agrotourism and agri-food. We also strongly support the pilot project for the promotion of Crete as an example of a sustainable diet holiday destination implemented by the TUI Group and the European Futouris Network with the participation of over 200 producers, olive presses and wineries as well as the development of excursion projects. We have established with the Ministry of Rural Development and

Food the specifications of the tourist accommodation so as to be included in the NSRF Leader programs and we are working on the new framework for the standards of agro tourism and the provision of a special license for it.

Our aim is to support tourism in Greece and especially in Crete through local tourism, to help the professionals of these productive sectors through new professional activities, new sources of income and new jobs. Tourism is a powerful driving force for growth which generates economic and developmental benefits that we seek to achieve in all destinations and local communities.

Curriculum vitae

Elena Kountoura is the minister of Tourism of Greece.

She was born in Athens. He has been a member of the National Athletics Team for many years and was a Greek champion in high jump at 100m. with obstacles winning pan-Hellenic records, pan Hellenic victories and international distinctions.

She is a graduate of the school of Physical Education and Sports Science at the National Kapodistrian University of Athens.

She speaks English, French and Spanish

CAREER

1984 -1996: International career in the global fashion industry

1996 -2003: Career in publishing and magazines with an emphasis on women's and social issues.

POLITICAL CAREER

She was elected a Member of the Greek Parliament 6 times.

In the period 2004-2007, she was MP of the first district of Athens under the New Democracy political party. In 2012, she was the first to participate in the Independent Greeks political movement group. She was the first to elect in the first district of Athens under the Independent Greeks political party during the four national elections, two in 2012 and two in 2015.

She has served as Secretary General of the Parliamentary group of the movement and also in the sector of Tourism.

In the co-operation of the parties of SYRIZA and Independent Greeks in January 2015 under the Prime Minister Alexis Tsipras, she was given the portfolio of tourism as Deputy Minister of Economy, Development and Tourism and in November 2016 she was appointed Minister of Tourism.

She has been a member of the Tourism, Health and Social Solidarity Committees, President of the Parliamentary group of the Greek-Korean Friendship and a member of the Friendship Groups with Romania, Jordan, Uzbekistan and France.

She has also participated in the Special Standing parliamentary Committee on Equality and Human Rights, in the Special Standing parliamentary Committee on the Protection of the Environment and in the Special Standing parliamentary Committee on Educational Affairs.

She is the president of the non-profit organization "Europa Donna Hellas" for the prevention and information on breast cancer and the claim for better services for cancer patients.

She has been awarded for her support to the dissemination of Greek Paralympic Volunteering. In December 2007, she was honored by the Greek State as Goodwill Ambassador for Social Volunteering.



Photo IGD



Photo of FORTH

Innovation and reactions

2,500 years ago, Heraclitus had said the famous phrase "everything flows". The only certain thing for centuries is that everything is changing. The turning point is the new technologies created by innovations. In every developed country, governments see innovation as a source of stable and sustainable growth and also the main factor of productivity and GDP growth. The more innovative an economy, the more it adapts to developments.

However, history shows that innovative developments often cause strong economic and political resistance. The political establishment of the Russian Empire in the 18th century struggled to stop the industrial revolution because it was perceived as a threat to its political power. In the Islamic lands, the religious leaders of the 15th century banned typography under the guise of blasphemy and that is why the Islamic world began to fall behind in economic development in relation to the West. Even today, there are countries where access to the Internet is limited, such as Venezuela, Cuba, Turkey because their governments want to ensure political stability and defend their authority.

As far as Greece is concerned, one of the causes that led us to the economic crisis is the inability to adapt to new technologies, mainly in the public and private sectors. That's why this is the only way for our country to fight for the development and implementation of innovation in order not only to fill this gap but also to give a significant boost to the growth of the economy. The benefits of implementing innovative technological methods in public administration, in the economy and in other sectors are numerous.

Nevertheless, specific social or professional groups are not always willing to support and react to them.

The reasons why there is resistance to innovation will be

discussed below.

Fear of job cuts

A workers' major fear, who are mostly unskilled, is that technological change can break down their jobs. Therefore, labor unions oppose to any innovatory change as they consider that not only new jobs will not be created to register new members, but also that redundancies will follow so their members and thus their power, will be reduced. Employees know that it is very difficult to stop a technological breakthrough that has been planned for their sector, however, they can delay it.

Thus, in the Greek public sector, it has been observed the phenomenon of workers who invent bureaucratic obstacles to prevent the installation and use of computers, or deliberately not use computers or other applications so as to delay the implementation of any technological reform. A characteristic example is the reform of e-government in our country, where digital certificates, digital signatures, e-documents between public services and the like, is proceeding very slowly.

Negative effects

New technologies are being criticized by groups with different economic interests due to the negative effects they may have.

Nuclear energy, genetically modified foods, wind farms and even large department stores, as well as many other innovative practices, cause fear to society because of the negative effects they can cause.

This is where the state's duty lies, so as to choose which practices to stop and which to allow to be implemented. For years, our country had to turn to the production of energy

from renewable energy sources.

Many groups in the name of environmental degradation block the installation of wind turbines and photovoltaic systems, but they do not react at all to the operation of the PPC plants, which emit thousands of tons of polluting gases from the burning of coal and oil.

Uncertainty

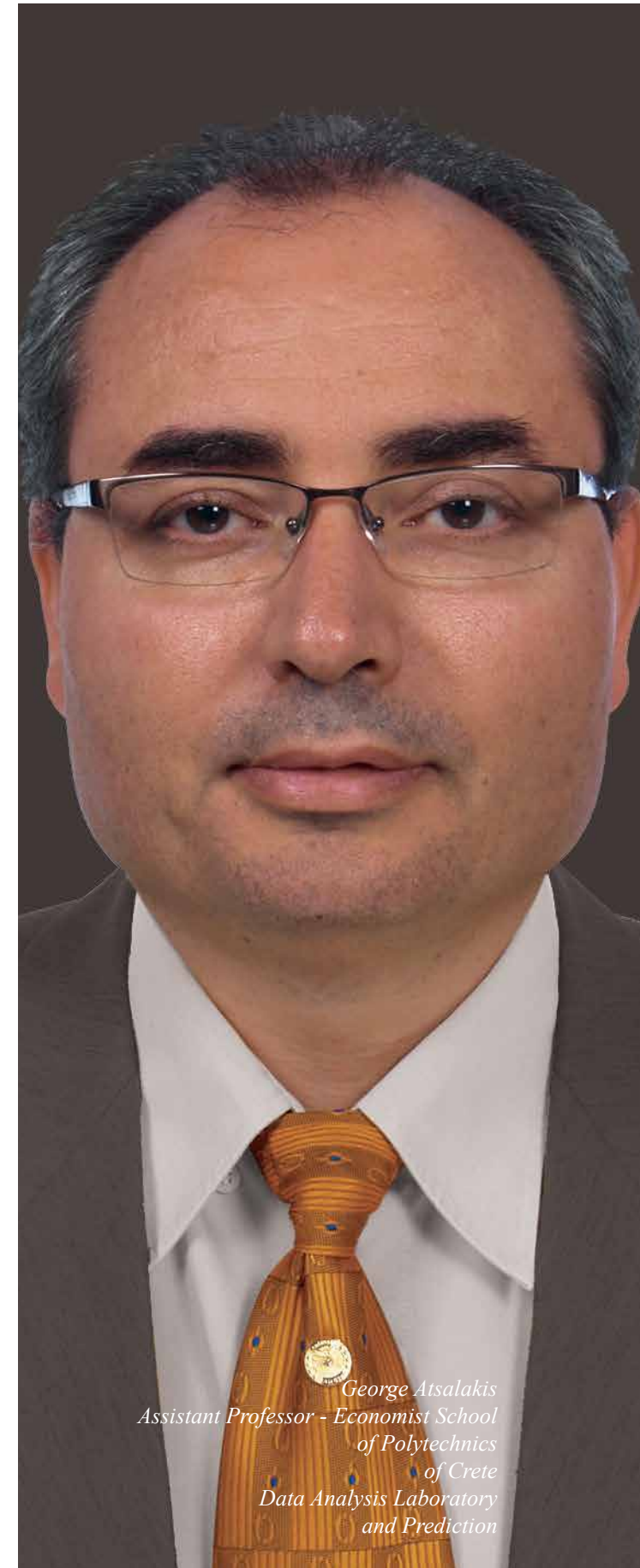
Every innovation creates uncertainty and market reclassifications regarding who is going to gain more from its implementation. Uncertainty exists when the state does not legislate operating rules in time and the benefits of users are not explained. Especially when uncertainty grows for a large professional team, then it exerts the strongest political pressures to block the development of this innovation. Nowadays, a typical example is the application of the "sharing economy"; namely, the best-known being the application of the short-term lease of real estate by individuals and professionals of Airbnb, Homeaway, etc. In the transport sector there is Uber, Beat, etc. Airbnb is already booming in our country since it is still a customer way to approach accommodation by facilitating access to the vast global market. In fact, it works as an on line broker between two clients so as to reach a mutual agreement by receiving a fee from both parts. It threatens on line travel agencies such as booking.com, Expideia etc. In Greece, many accommodations are still illegally hired through various platforms (one of which is Airbnb) since the state has not set up the proper site provided by the law, where each accommodation will be registered and certified and each booking will be recorded. As a result, unfair competition is created due to concealment of incomes and a more favorable tax treatment than legally registered businesses that rent their accommodation and, thus, pay excessive taxes and insurance contributions is established.

Indeed, this unfair competition creates reactions from the affected professionals.

The state obstructs and does not implement the relevant legislation resulting in the lack of houses for long-term lease due to the uncontrollable rental, which therefore, causes further reaction.

Conclusions

After analyzing the reasons that cause the reaction to everything innovative, we conclude that behind each reaction there are small or large organized groups whose interests are affected. These groups are known as 'interest groups' and their aim is to promote the common interests of their members. It is a broad term, which includes business groups, cartels, suppliers and public contractors, trade unions and professional associations. The action of these groups in our country, which are pushing "willing governments" to discourage new technologies against vote trade, is mainly responsible for the significant delay in the implementation of innovative tools, reforms and the lack of competitiveness, having a significant share of responsibility to the economic crisis we are experiencing to this day.



George Atsalakis
Assistant Professor - Economist School
of Polytechnics
of Crete
Data Analysis Laboratory
and Prediction



Therapeutic ecological herbs

"The cultivation of the herbs that are sold in Greece and abroad is ecological," Vangelis Papisifis, the owner of an agricultural company underlined in an interview to "In-On" magazine.

Question. Tell us about the value of herbs

Answer. The value of herbs is based on the quality but also the location significantly contributes to it. In Anopolis of Sfakia we have a lot of sun, resulting in more aromas. The harvest, however, is smaller than in northern Greece, but the quality stands out. So the price of Cretan herbs is higher due to the fact that the cultivation is ecological.

Question. Which herbs are cultivated?

Answer. The herbs we cultivate for trade are the following: malotera, dittany, marjoram, oregano and sage. However, we have separated crops for the tourist who will visit our region; namely hyssopus officinalis, alabanon that myrrh is produced, rosemary and thyme.

Question. Does your company export?

Answer. We export to Austria and Germany.

Question. What do the herbs that you produce offer to the human body?

Answer. Malotera is used for colds and respiratory diseases. Especially if used with honey as a hot beverage it is ideal for sore throat. It also acts as an anti-inflammatory as well as against osteoporosis and cancer.

Dittany is an endemic plant found on the island of Crete and is used as a beverage. Hippocrates used it against stomach

and digestive disorders, rheumatism, arthritis, as a healing herb, for menopause, as a tonic and antispasmodic. Marjoram in Greece has been known since ancient times when it was used as a medicine against stomach and intestinal discomfort.

Oregano has many pharmaceutical properties and the most known one is the active substance of carbaprol (pharmaceutical term)

More particularly, it is anti-diarrheal, anti-inflammatory and bactericidal. In the form of a beverage it is used for bowel weakness, it is expectorant for the cough and helps in hypertension and atherosclerosis.

Sage is used in medicine in a beverage form as an internal antiperspirant (especially against night sweats due to tuberculosis and neuralgia). Sage in the form of a beverage is ideal for oral therapies in case of injuries, bruises, pharyngitis and gingivitis.

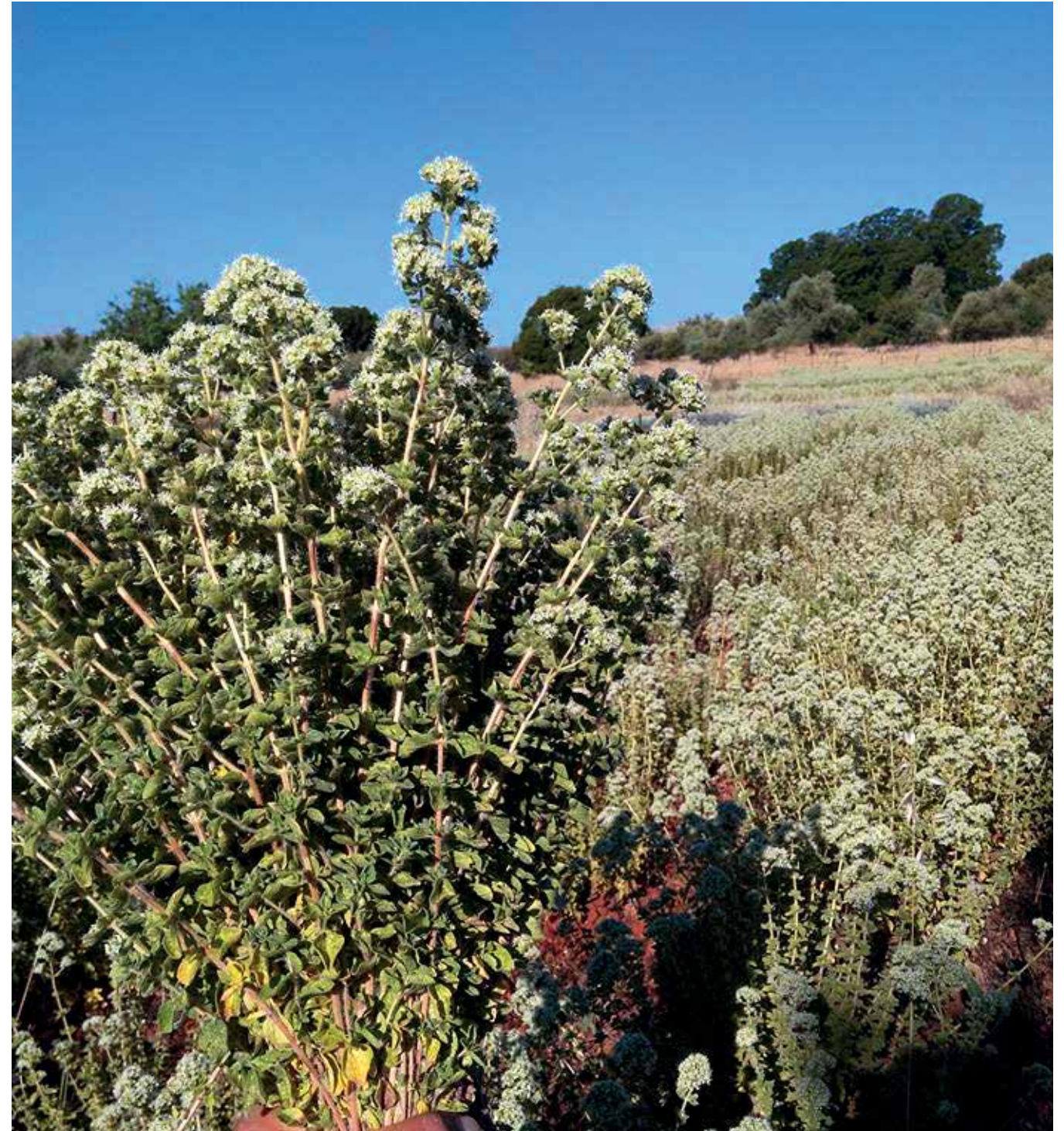
Hyssopus is used as antispasmodic, anti fungal, antiseptic, antibiotic, tonic, astringent, for stomachache as well as to dissolve stomach gases.

Myrrh comes from the alabanon.

Also from the rosemary, if we burn its wood, we can get a form of a carbon dust that can whiten the teeth and cure any tooth disease.

If we place rosemary leaves in the mattress, nightmares are prevented.

If we smash the leaves and put them on a wound, it helps healing and curing cancerous ulcerations.



A spoon made of rosemary wood protects against microbes. If a flask is made of rosemary wood, it helps to conserve the wine in a perfect condition. Moreover, putting rosemary leaves in a barrel, it helps the wine not to spoil.

The scent of burning rosemary keeps away scorpions and snakes.

Thyme in a beverage form can be used to treat cough and bronchitis. To prepare an infusion, put 1 teaspoon of dry or 2 teaspoons of fresh herb, without the stem, into 1 cup of boiling water. Cover it for 10 minutes and then strain it.

Question. Tell us about the company's outline

Answer. Agricultural production began about six years ago. We initially started with herbs of more varieties but we ended up with the ones that are mostly in demand. We do not use either chemicals or machinery.

At the same time, we own a small cottage unit and we produce tsikoudia, wine, olive oil flavored with herbs, and these products are sold to tourists.

Curriculum Vitae

Vangelis Papisifis is the owner of an agricultural company. He is 38 years old and he is a founding member of the Agricultural Cooperative of Sfakia that counts 400 members.

Ελληνικά

English

News Agency

In - On

www.e-inon.com

N

In - On

A