



Slow Food

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WELCOME TO OUR WORLD
COMPANION SLOW FOOD

WELCOME TO OUR WORLD COMPANION



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From eno-gastronomy to eco-gastronomy

Slow Food was founded as an 'eno-gastronomic' (wine and food) association by food activist Carlo Petrini in the small northern Italian town of Bra in 1986. Its initial aim was to support and defend good food, gastronomic pleasure and a slow pace of life. It then broadened its sights to embrace the quality of life and, as a logical consequence, the very survival of the imperiled planet that we live on.

From eco-gastronomy to neo-gastronomy

Slow Food believes in a 'new gastronomy': gastronomy as freedom of choice, as education, as a multidisciplinary approach to food that enables us to live our lives as well as possible, using the resources available to us.

From local to global

Slow Food now boasts 100,000 interconnected members in 160 countries, with national branches in Italy, Germany, Switzerland, the USA, France, Japan, the United Kingdom and the Netherlands (data November 2010).

From quality of food to quality of life

HISTORY OF AN IDEA

GOOD,
CLEAN
AND FAIR

Slow Food is committed to protecting traditional and sustainable quality foods, primary ingredients, conserving methods of cultivation and processing, and defending the biodiversity of cultivated and wild varieties.

Slow Food says the only type of agriculture that can offer development prospects, especially for the poorest regions of the world, is one based on the wisdom of local communities in harmony with the ecosystems that surround them.

Slow Food protects places of historic, artistic or social value that form part of our food heritage, acknowledging the history and culture of every social group as it interacts within a broader network of reciprocal exchange.

Eating is an agricultural act and informed, discriminating consumers become co-producers. For them, food should be good, clean and fair.

Good ... tasty and flavorsome, fresh, capable of stimulating and satisfying the senses.
Clean ... produced without straining the earth's resources, its ecosystems and its environments and without harming human health.
Fair ... respectful of social justice, meaning fair pay and conditions for all concerned — from production to commercialization to consumption.
By training our senses to understand and appreciate the pleasure of food, we also open our eyes to the world.

PHILOSOPHY



Food equals pleasure
equals awareness
equals responsibility

Slow Food believes that gastronomy is indissolubly tied to, among other things, politics, agriculture and the environment. This is why it is such an active player in agricultural and ecological questions worldwide.

Slow Food defends biodiversity in our food supply, promotes taste education and connects quality food producers to co-producers through events and initiatives. To do this it adopts a distinctively original approach.

- building **networks** to connect producers and co-producers
- **educating** consumers of all ages
- protecting **biodiversity**



Slow Food organizes local and international fairs, events and markets to showcase quality food products. Above all, Slow Food manages **Terra Madre**. **Terra Madre** today is, at once,

- a project** to actively support small-scale, sustainable, local economies.
- a network** of thousands of food producers united in 2,000 food communities, 1,000 cooks, 450 academics and 1,000 youth from 160 countries.
- an event** 'a world meeting of food communities' and, as such, embodies the Slow Food philosophy as outlined above.

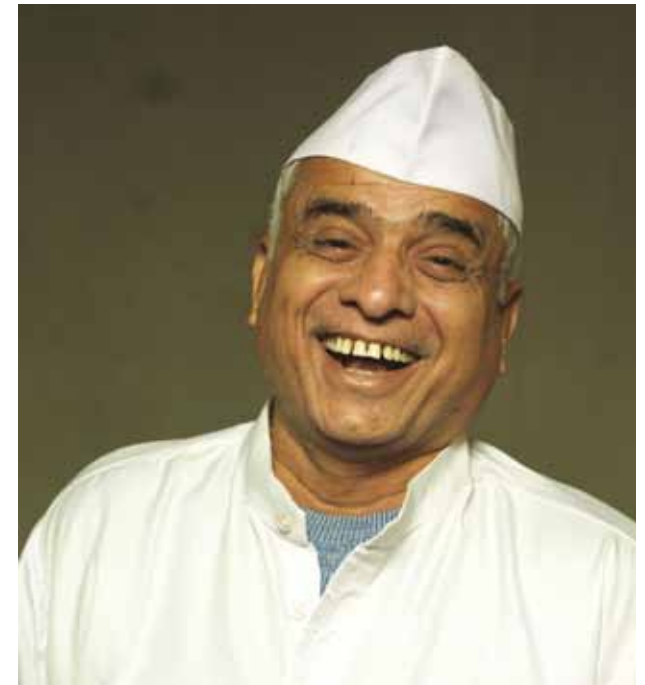
To find out how it works in detail, see Chapter 3.



Slow Food believes that the best way to stem the tide of junk, fast and standardized food and save endangered local cuisines, traditional products, vegetable species and animal breeds is through **Taste Education**. By organizing local events and activities, **convivia** introduce new foods to members, while **Taste Workshops** allow participants to find out more about food under expert supervision. **Slow Food in Schools** educates the very young and the **University of Gastronomic Sciences** trains the gastronomes of the future. See Chapter 4.



Slow Food argues that the pleasures of the table should be backed by a concerted attempt to protect food **biodiversity**: meaning the countless traditional cheeses, grains, vegetables, fruits and animal breeds that convenience food and agribusiness are pushing out of existence. The **Slow Food Foundation for Biodiversity** has promoted projects such as the Ark of Taste, the Presidia and Terra Madre to conserve our precious food heritage. See Chapter 5.



NETWORK



STRUCTURE

Formally, Slow Food is an international member-supported nonprofit organization. Informally, it is the 'facilitator' of a **world network** committed to changing the way food is currently produced and distributed. The overall network is made up of a series of concentric sub-networks:

- more than 100,000 members in over 1,300 convivia in 160 countries
- bodies and organizations around the world that share the same objectives
- Terra Madre food communities





LOCAL COMMUNITIES

The term 'food community' was coined in 2004 for the Terra Madre event, which brought together small-scale food producers from all five continents to discuss common issues and exchange points of view. It defines the place of origin of these producers and reflects a new idea of 'local economy' based on food, agriculture, tradition and culture.

Within these communities, the centrality of food leads to a kind of economy that is sustainable and viable in both developed and developing contexts. This 'nature-based' economy replaces the invisible hand of the market with the benevolent yet strict hand of Mother Earth.

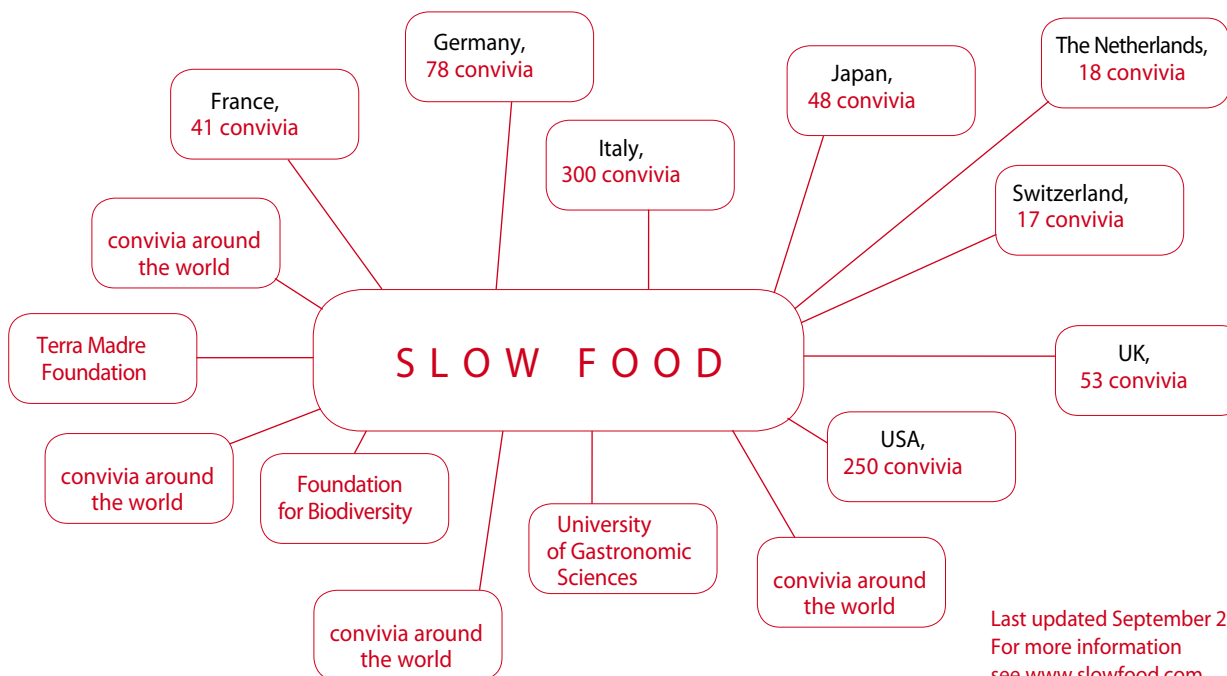
Within the Slow Food world network, local food communities are the nuclei that effectively implement a sustainable 'good, clean and fair' approach to food production, protecting biodiversity, keeping tradition alive, promoting conviviality and handing down knowledge. In today's globalized world, the market economy is showing all its limitations in terms of wastefulness and damage to the environment. The micro-economies of the local food communities in the Slow Food network work, or have the potential to work, in a remunerative way that is compatible with their own ecosystems and cultures.



ASSOCIATION

The hub of the network is Slow Food. Given its nonprofit status, it reinvests all the earnings and financial resources into the activities defined in its statute.

Slow Food International plans, coordinates and promotes the movement's development worldwide and the activities of the various national offices. It is managed by an International Board of Directors, elected every four years at the Slow Food International Congress. The Board is composed of the international president Carlo Petrini, three vice-presidents and an international secretary, as well as the presidents of the main national associations. The International Board of Directors is Slow Food's highest institutional management organ. The Slow Food International governing structure is completed by the International Council, which represents 19 countries and defines Slow Food's political and development strategies.



Last updated September 2010.
For more information
see www.slowfood.com

Some countries have national associations governed by national Boards. National Slow Food associations already exist in Italy, the USA, the UK, Germany, Switzerland, France, Japan and the Netherlands. National associations coordinate Slow Food events and projects according to the needs of their own countries. The Slow Food International headquarters are situated in Bra, Italy.

The 'building blocks' of the association are autonomous local groups known as **convivia**, which cultivate the appreciation of pleasure and quality in daily life by gathering regularly to share the pleasure and conviviality of meals of local food, building relationships with producers, campaigning to protect traditional foods, organizing tastings and seminars, encouraging chefs to use local foods, choosing producers to participate in international events and promoting taste education in schools.

Convivium activities are very important to the Slow Food movement because they bring its philosophy to life. The events and initiatives organized by local **convivia** — from the farmers' market in Beirut, Lebanon, to the food film festival in Mar del Plata, Argentina, to the partnership program between Madison, USA, and Mantua, Italy — are where members can meet and share the passion that binds the entire Slow Food network.

CONVIVIA



M E M B E R S

Slow Food is open to all and the diversity of its members is one of its greatest strengths. It is a grassroots organization in which members are invited to play a firsthand role by organizing events or simply taking part in local, national and international activities.

Members may join convivium committees or open new convivia. They are part of a local community, but also active players in the broader Slow Food international network.

As a member of Slow Food, you help change the food system and become part of an international network

of like-minded producers and co-producers, assisting and supporting sustainable food production and distribution and promoting educational projects around the world. Your Slow Food membership card is thus in itself an ethical benefit.

The tangible benefits of membership vary from country to country, but generally include:

- a personal membership card and a copy of the Slow Food Companion (for first-time members);
- the Slow Food Almanac, an annual overview of all

that's happening in the Slow Food world;

- the monthly international Slow Food and Terra Madre e-newsletter;
- national newsletter or magazine, where available;
- discounts on local, national and international Slow Food events — ranging from seasonal feasts to film festivals, from farm tours to taste workshops — and on Slow Food merchandise.

To become a member or create a convivium, contact a local convivium leader or visit www.slowfood.com.

Slow Food International has also been instrumental in creating:

- The Slow Food Foundation for Biodiversity, in partnership with the Tuscany Regional Authority. The Foundation supports and finances Slow Food projects, such as the Presidia and the Ark of Taste, to promote food and agricultural biodiversity worldwide.
- The Terra Madre Foundation, in partnership with the City of Turin, the Piedmont Regional Authority, the Ministry of Agriculture and Forests and

Italian Cooperation for Development-Ministry of Foreign Affairs. The Foundation organizes the Terra Madre event in Turin every two years and is building an international network through which food communities, cooks and academics can interconnect and visit each other to exchange information and discuss their experiences.

At the Agenzia di Pollenzo complex near Bra (renovated for the purpose with the support of the Piedmont Regional Authority and more than 300 private donors), Slow Food has also formed the Association of the Friends of the University of

Gastronomic Sciences to raise funds and define strategies for the management of the legally-recognized private university.

Some national associations have formed other legal entities to manage events and projects, any profits serving to support their activities. For example, Slow Food Italy owns two self-financing commercial enterprises: Slow Food Promozione srl for the organization of major events, fundraising, advertising and sponsorship sourcing, and Slow Food Editore srl for publishing activities. Slow Food Switzerland, instead, has created the Stiftung Slow Food Schweiz foundation.

OTHER BODIES



TERRA MADRE





Terra Madre, Mother Earth, is Slow Food's project to build an international **network** of food producers and representatives of local communities, cooks, academics and young people to establish a system of **good**, **clean** and **fair** food production, respectful of planet earth, the people who live on it and the diversity of their tastes, foods and cultures. In a world dominated by industrial agriculture, Terra Madre actively supports a small-scale, sustainable, local model.





NETWORK OF NETWORKS

The Terra Madre 'network of networks' comprises:

Food Communities

A term coined to define the many diverse trades and professions involved in the food production chain, historically, socially or culturally linked to a specific geographical area: from seed savers, cooks, farmers and fishermen to wild food gatherers, livestock breeders, scholars and others still. The 2,000 Terra Madre food communities are made up of thousands of producers in 160 countries.

Cooks

Over 1,000 cooks and chefs from every continent, all aware of their role in supporting the work of the small-scale producers of the food communities. They know that pleasure cannot be separated from responsibility to producers, without whom none of their work would be possible. By collaborating with producers, they preserve cultural tradition and combat the standardization of food, communicating their philosophy to consumers through their restaurants.

Universities

450 academics from 250 universities and research centers throughout the world, all committed, within their own fields of specialization, to furthering the preservation and growth of sustainable food production through public education and food worker training. Keen to bridge the gap between theory and hands-on practice, the academic population that shares the values of Terra Madre helps producers not only by providing scientific knowledge and promoting exchanges within local communities, but also by listening to them and learning from their firsthand experience.

Youth Network

Launched at the Fifth International Slow Food Congress, held in Puebla, Mexico, in November 2007, this new movement is committed to the defense of food and food culture. Born of a joint idea by students at the University of Gastronomic Sciences and Slow Food USA, it is made up of university students, young producers, cooks and activists. The initiative underlines the importance of the new generation in promoting small-scale food production beneficial for local economies, the environment and social justice. The Youth Network will ensure that knowledge of agricultural and food production is passed on to create a new generation of active 'co-producers'.

The Terra Madre **network of networks** promotes:

- community projects and exchanges
- local and national meetings
- the international event in Turin

THE MEETINGS

These networks come together every two years at the Terra Madre world meeting of food communities in Turin, Italy, where the communities meet face-to-face in workshops to share their experiences, discuss common problems and create solutions. The diversity of the people who gather at the event represent an alternative approach to quality food that draws knowledge from all corners of the world: Herdsmen from Kenya and Siberia, fruit growers from

California and Peru, fisherfolk from the Netherlands and Korea... sharing meals, sharing views and forming friendships. At home the communities organize national, regional and local meetings, as well as international exchanges, that have given rise to a truly global network. These smaller events strengthen local situations through creating opportunities to develop projects, establish relationships with like-minded groups and lobby governments for support.

- 2004** The world meeting of food communities is held for the first time, bringing together around 5,000 small-scale food producers from 150 countries to participate in workshops and discussions around the central themes of sustainability, biodiversity, community and local development.
- 2006** The event grows tremendously in its second edition, with the food communities joined by 1,000 cooks, 400 academics, 2,300 representatives of NGOs and institutions and 1,000 journalists.
- 2008** The youth network joins the meeting with an international delegation of 1,000 students and young farmers, cooks and activists. The event also hosts singers and musicians from the food communities - a natural extension of food culture.
- 2010** The fourth edition focuses on cultural and linguistic diversities and the importance of traditional knowledge. A new document Sustainability and Food Policies is developed during the workshops.

Regional and National Meetings

National Terra Madre meetings have been held in many countries - including Sweden, the Netherlands, Austria, Tanzania, Argentina, Kenya, Georgia and Brazil. In 2008, 400 Irish farmers, producers, researchers and youth spent a day debating and discussing what was needed to support sustainable food production and presented their policy recommendations to ministers. In 2010, 500 small producers came together for the second Terra Madre Brazil, fighting to protect Brazil's gastronomic heritage and environment.

Regional meetings have brought together several diverse nations, such as Terra Madre Balkans and Terra Madre Young Europeans in 2009, and the first themed meeting will occur in June 2011 with Terra Madre Indigenous Peoples, hosted by Slow Food Sami in northern Europe.





On December 10, 2009, more than 1,000 events promoting local and sustainable food production were held across the world to celebrate 20 years of the international Slow Food association, on the first ever Terra Madre Day. Each year on this date, food communities and Slow Food convivia come together in collective meals, community festivals, protests, workshops for children, excursions to producers and much more, celebrating local food traditions and demonstrating the Slow Food philosophy of

good, clean and fair food to their communities, media and decision makers.

From an Eat-In on Durban Beach in South Africa, to a celebration of the agricultural traditions of northern Thailand's Karen Tribe; from a Bedouin feast in Egypt to a meeting of traditional fishers along Mexico's Yucatan Peninsular; and from a day in an urban organic garden in France to a wild foods dinner in New Zealand, Terra Madre Day is the moment

when we see the breadth and diversity of our network, and how it is using its creativity and knowledge to build a better food future.

Join the celebration of Eating Locally on December 10!

www.slowfood.com/terramadreday



COMMUNITY PROJECTS AND EXCHANGES

Kenya-Uganda

Ugandan communities hosted a group of 25 farmers from Kenya to share skills and knowledge. During the week-long visit, the Kenyans learned about a different way of farming and realized they were underutilizing their natural and energy resources.

University Food Systems

Iowa State University's Dining Services invited one of the Terra Madre chefs, Bob Perry, currently

Food Systems coordinator at the University of Kentucky, to help solve logistical issues on its 'Farm to ISU' program.

Good, Clean and Fair Fish Trading

The Friesian Islands fisherfolk community, in the Netherlands, has created a small international preserved fish trading network using fish from their small-scale, sustainable counterparts across the Terra Madre network.

A Thousand Gardens in Africa

The project was launched in 2010 with the ambition of establishing 1,000 food gardens across the continent - in every Terra Madre food community, in schools, villages and the urban fringe - to rebuild healthy local food systems with a focus on self-sufficiency, recovering native crops and educating the young. Write to: ortiafrica@terramadre.org

For more information about other projects and about Terra Madre in general, visit www.terramadre.org

Cereales locales

FOOD & TASTE
EDUCATION

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Slow Food supports an innovative approach to food & taste education based on the reawakening and training of the senses and the study of food production techniques.

Slow Food views tasting as an instructive, awareness-raising experience.

Slow Food organizes educational programs at all levels and for everyone, from children and teachers to members and event-goers.

Slow Food Taste Education projects are different from any others insofar as they are based on the idea that food means pleasure, culture and conviviality, and that the act of eating can influence values, attitudes and emotions.

CONVIVIAM ACTIVITIES

By attending courses and visiting farms and markets, convivium members refine their sensory skills and expand their knowledge and appreciation of food. By working with schools and local producers and organizing conferences with authors and experts, convivia bring taste education and awareness of topical food issues to a broader public. In Italy they help organize a Master of Food program covering 23 subjects of gastronomic interest. In 2009, around 5,600 people participated in the 300 courses organized around the country during the year. The initiative has now been successfully launched in Japan.

TASTE WORKSHOP

A regular feature of all Slow Food's international and local events since 1994, hour-long Taste Workshops allow participants to taste products while they listen to the explanations and commentary of producers and experts. The enormous success they enjoy meets the deep need people now feel to better understand and relate to food firsthand in a pleasurable way.





SCHOOLS

Since the 1998/1999 school year, when it was recognized by the Italian Ministry of Education as a training body in the field of food and sensory education, Slow Food Italy has provided training and refresher courses for teachers in schools at all levels. An estimated 9,000 schoolteachers have participated in Slow Food courses since 1998, sharing their knowledge with thousands of students and parents in Taste Education programs. The course textbook is a manual entitled *Dire, fare, gustare* (Saying, Doing, Tasting). Slow Food Italy conducted a survey on the quality of food in school canteens across Italy and created a manifesto for good, clean and fair canteens in 2009. It is also working with the Piedmont Regional Authority Department of Education and the University of Gastronomic Sciences to improve catering services at universities.

At the Fifth International Slow Food Congress in Puebla, Mexico, in November 2007, a textbook on sensory education was presented. It is entitled *In What Sense?* (*In che senso?*) and is available in printed and electronic formats in English and Italian.

Slow Food USA promotes numerous 'Farm to College' programs, including the Yale Sustainable Food Project whereby locally grown food is served at Berkeley College. Slow Food on Campus, developed by Slow Food USA, has been very successful with 40 on-campus convivia created over the past few years to bring good, clean and fair food to the nation's colleges and universities. Here students

- organize tastings, dinners, lectures and field trips
- work with their dining services to source more local and sustainable food
- interconnect to build the Youth Network nationwide.

SCHOOL GARDENS

In 2001 Slow Food USA led the first national project promoting School Gardens. Members built vegetable gardens on school grounds where children could grow their own food, develop horticultural skills and stimulate their senses. An educational committee was set up to launch the project nationwide, and in just two years 30 school gardens sprang up around the US. Entitled 'Garden-to-Table', the project has since expanded to include after-school cooking programs and farm tours.

In 2003 the International Slow Food Congress decided that every convivium in the world should work to set up School Garden projects. In 2006 the Slow Food Italy National Congress in Sanremo resolved to create 100 gardens in Italy.

Convivium school gardens follow the three fundamental principles of good, clean and fair. They are **good** because they are accompanied by workshops that train children and parents to appreciate the sensory qualities of food and to demand quality in school canteens;

clean because young people learn to use organic and biodynamic production methods, to search for the seeds of local fruit and vegetable varieties, and to reduce food miles by favoring local foods;

fair because they encourage the passing on of knowledge from one generation to the next, acknowledge the social role of the elderly and of volunteers, and lead to partnerships with other such projects in developing countries.

Today there are around 300 Convivium School Gardens in Italy and many more in the rest of the world.



WORLDWIDE

Slow Food convivia work with schools all over the world to bring taste education to children

Dublin, Ireland

The Slow Food Dublin Convivium joins forces with Eurotocques, a pan-European group of chefs dedicated to promoting quality food, to celebrate the European Day for Healthy Food and Cooking for Children. For three years now, the two organizations have worked together on an education project in schools to encourage students and families to consume locally grown seasonal products. Chefs also intervene directly in the classroom to guide children through the pleasures of cooking and eating.

Molo, Kenya

The Slow Food Central Rift Valley Convivium is collaborating with the Network For Eco-farming in Africa to acquaint local school children with organic agriculture and traditional vegetables. The students' produce is harvested by the school cook and forms the basis of daily lunch menus. Not only are the young minds now better nourished, they have also heightened their awareness of the destruction of the Kenyan rainforest and have planted trees around the garden to commemorate the loss.

Ontario, Canada

The Slow Food Sault Sainte Marie Convivium organizes 'random food' cooking classes for sixth-graders: tasty snacks using fresh ingredients that are easy for young hands to make. Supported by the Ontario Ministry of Education, these courses have so far enjoyed three years of success, inspiring kids to replace junk food with vegetable pitas and fruit smoothies.

Perth, Australia

Since 2006, Slow Food has sponsored the Edible School Garden at Wembley Downs Primary School. The project environment instills in pupils an understanding of where their food comes from and seasonality. Everything in the garden is nutritious and ultimately provides a feast for the school community; even the weeds are steeped in water to make 'tea' that feeds the other plants.

Styria, Austria

The Slow Food Styria Convivium's Schulgärten project, involving 16 schools, started in 2005 with the creation of a sensory guide of 20 taste education activities. In 2007, students and teachers published a breakfast book emphasizing the importance of the first meal of the day and presenting recipes developed with the all-natural produce grown at the schools. As an end of the year pay-off, the children hold a market selling the bounty of the late spring season, proceeds from which are used to buy seeds for the next year. The project has attracted expert support and development funding from the European Union. It even has its own agronomist, who educates the teachers and students and provides technical advice. She also oversees seed exchanges amongst the different schools that serve as social occasions for kids to talk about their results while also making friends.





UNIVERSITY OF GASTRONOMIC SCIENCES

The University of Gastronomic Sciences came into being in 2004, promoted by the Slow Food international association and the Piedmont and Emilia-Romagna Regional Authorities.

A private, state-recognized institution, it is the first university of its kind, giving academic credibility to the field of food studies and creating a new definition of gastronomy.

The courses - a three-year degree course in Gastronomic Sciences, a two-year graduate program in Gastronomy and Food Communications, a one-

year Masters courses (in Gastronomic Sciences and in Food Culture and Communications) - are held in Pollenzo, near Bra, in Piedmont.

The school's innovative multidisciplinary model combines humanities and science with sensory training and first-hand experience (during travel to five continents), including artisan and industrial food production processes.

The aim is to create a new understanding of gastronomy and a new professional - the gastronome - capable of linking the act of eating with the act of producing, along with all the phases in between.

After graduating, alumni from both the undergraduate and graduate programs are discovering a wide range of professional opportunities - marketing for

food companies, tourism and cultural-organization management, food production and distribution, writing and consulting and consumer and professional education are all ways in which UNISG gastronomes are making a difference.

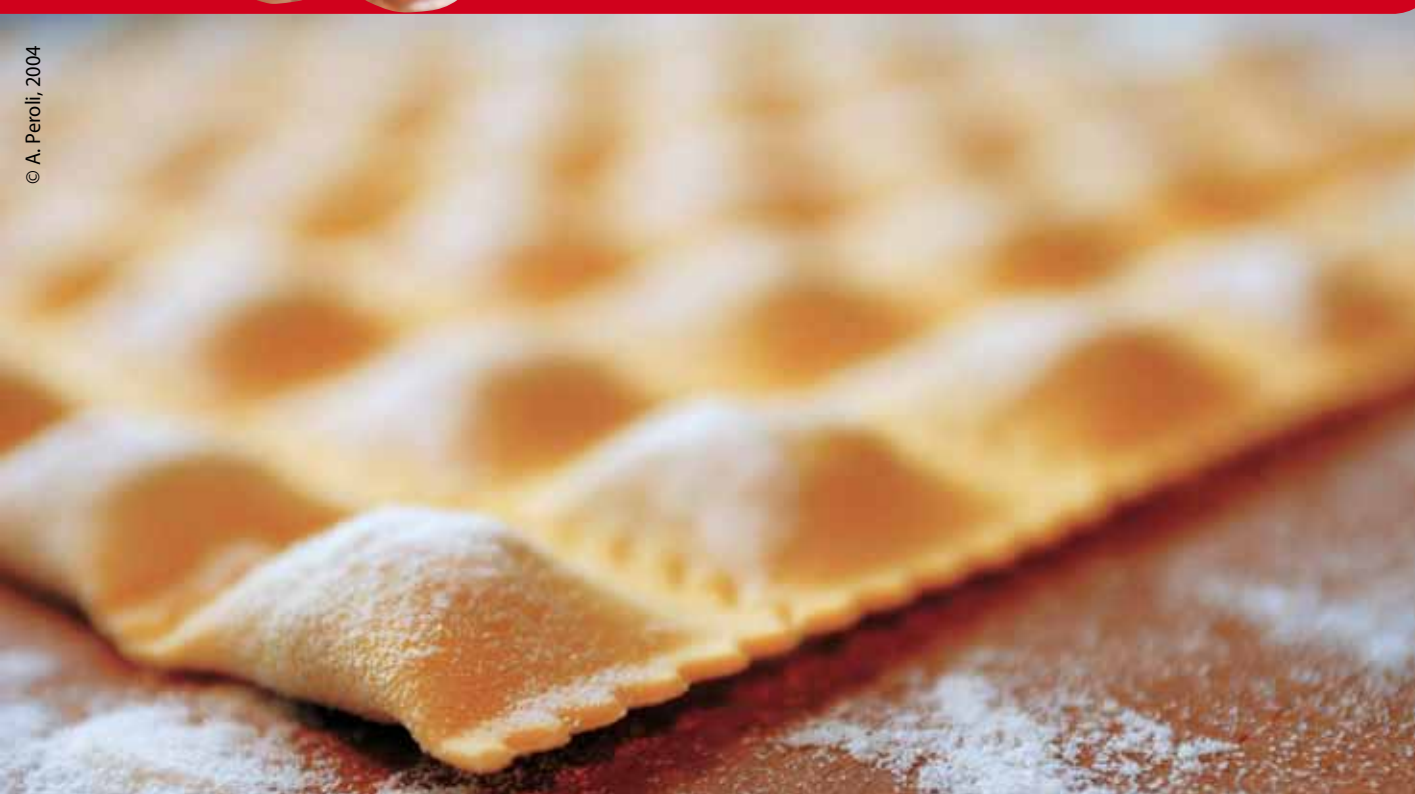
To date, about 600 students from 40 different countries have attended the University of Gastronomic Sciences.

Through on-campus Slow Food convivia and the emerging international Youth Food Movement, the students of UNISG create a hub of connection and communication for young food people everywhere.

For more information on the University of Gastronomic Sciences, write to comunicazione@unisg.it or visit www.unisg.it.



DAILY FOOD



One of Slow Food's key missions is to promote quality everyday food that has positive repercussions on the lifestyle and health of individuals. It achieves this goal through a wide range of initiatives and projects.

The Slow Food in the Canteen project was launched in 2009 to create a European network of schools working towards better student meals and increased awareness of food issues. Each school works on various aspects of improving their canteen service - reviewing tenders, shortening the food chain to use seasonal local food, waste management, promoting conviviality during meals - as well as integrating food and taste education into the curriculum.

Introducing good, clean and fair food into hospitals is the aim of a project developed after Terra Madre 2006, which is now running in two hospitals, one in the north of Italy (San Giovanni in Turin) and the other in Germany (Alice in Darmstadt).

The Alice Hospital program, for example, has developed guidelines to assess food producers and their products. Following the principles of Terra Madre, it has built local food networks, strengthened a feeling of local belonging, offering patients good and healthy food and encouraging local producers to supply quality produce.

Slow Food Italy has also developed a project specifically for students at Hotel Management Schools. Starting in 2002, first in Piedmont, then in Campania and Friuli-Venezia Giulia, programs have been drawn up to encourage the sourcing and use of traditional cooking ingredients. In the past five years, almost 1,500 students have taken part in this program.

BIODIVERSITY



FOUNDATION FOR BIODIVERSITY

The Slow Food Foundation for Biodiversity was created in 2003 with the support of the Tuscany Regional Authority. Though a part of Slow Food, it enjoys statutory, economic and administrative autonomy, financing projects such as the Ark of Taste, the Presidia and Earth Markets. In general, it champions the Slow Food movement's projects in defense of agricultural biodiversity and gastronomic traditions, especially in developing countries, where the question at stake is not so much the improvement of the quality of life as the very

survival of people, communities and cultures. More specifically, it promotes a sustainable model of agriculture respectful of the environment, cultural identity and animal welfare, supporting any local community's right to decide what to produce and what to eat. This non-profit foundation is financed by donations from members, the food industry, public bodies, private companies in other sectors and from anyone else interested in supporting Slow Food projects aimed at food biodiversity.

ARK OF TASTE

The Ark of Taste project was launched in Turin in 1996 to catalogue, describe and draw public attention to food products from around the world (meat and fish, fruit and vegetables, cured meats, cheeses, cereals, pastas, cakes and sweets) that have real productive and commercial potential and are closely linked to specific communities and cultures — but are at risk of extinction.

In 1997, the Scientific Commission of the Ark was formed in Italy and drew up the following product selection criteria.

Ark products must be:

- of outstanding quality in terms of taste
- linked to a specific geographical area
- made by small-scale artisan producers
- produced using sustainable farming methods
- in danger of extinction.

National Ark Commissions of researchers, scientists and food experts were subsequently set up in other countries round the world, first in the USA and Germany, then in Switzerland, the Netherlands, France and Spain, and they now exist in many others besides. On October 26, 2002, at the Salone del Gusto in Turin, the International Commission was formed, made up of members of all the various national groups. This body monitors the selection process around the world, also selecting Ark products in countries where there is no commission or where Slow Food has, as yet, no members. Since it 'set sail', the Ark has taken on board more than 500 products from dozens of countries worldwide, from the Maastricht veal pie of the Netherlands and the umbu and babaçu fruits of Brazil to the Delaware Bay oysters of the USA and Kalakukko bread from Finland. Through its painstaking documentation work, the Ark serves as a resource for all those interested in discovering and reviving the wealth of food treasures the world has to offer.






PRESIDIA

Presidia — small-scale projects to help artisan food producers preserve their traditional processing methods and end-products — were first devised by Slow Food in 2000 and are the operating arm of the Ark of Taste. Presidia projects are based in specific local geographic contexts round the globe. Strategies vary according to project and product, but whether they involve a single small-scale producer or a group of thousands, the goals are always the same:

- to promote artisan products
- to stabilize production techniques
- to establish stringent production standards
- to guarantee a viable future for the foods in question.

In Italy, over 200 presidia protect a wide range of products: from Veneto Burlina cattle, whose milk is used to make Grappa Morlacco Cheese, to Tuscan Garfagnana Potato Bread, made of wheat and mashed potatoes, from Friulian Pitina, a cured mixture of goat, mutton and venison, to the Sicilian natural sweetener known as Manna, extracted from the bark extracts of two types of ash trees.

With the addition of more than 100 international presidia, the Slow Food universe has expanded to embrace biodiversity in almost 50 countries. Examples range from the Bario Rice of central Borneo to the Mananara Vanilla of Madagascar, from the Huehuetenango Highland Coffee of Guatemala to the Osceypek cheese of the Tatra Mountains in Poland. The campesino in the Chiapas region of Mexico, the Masai herdsman of Kenya, the last heroic raw-milk cheesemaker in Great Britain, the fisherman on Robinson Crusoe Island off Chile, the Basmati rice grower in India — small-scale food producers face the same challenges and problems the world over. Slow Food's presidia enable them to produce good, clean and fair food in a 'good, clean and fair' way.



The most recent Slow Food project is the creation of a network of 'Earth Markets', in which small-scale producers of local food products can display and sell their wares.

At Earth Markets, producers sell products that are

- seasonable and local
- in compliance with the criteria of 'good, clean and fair'
- priced reasonably and transparently.

EARTH MARKETS

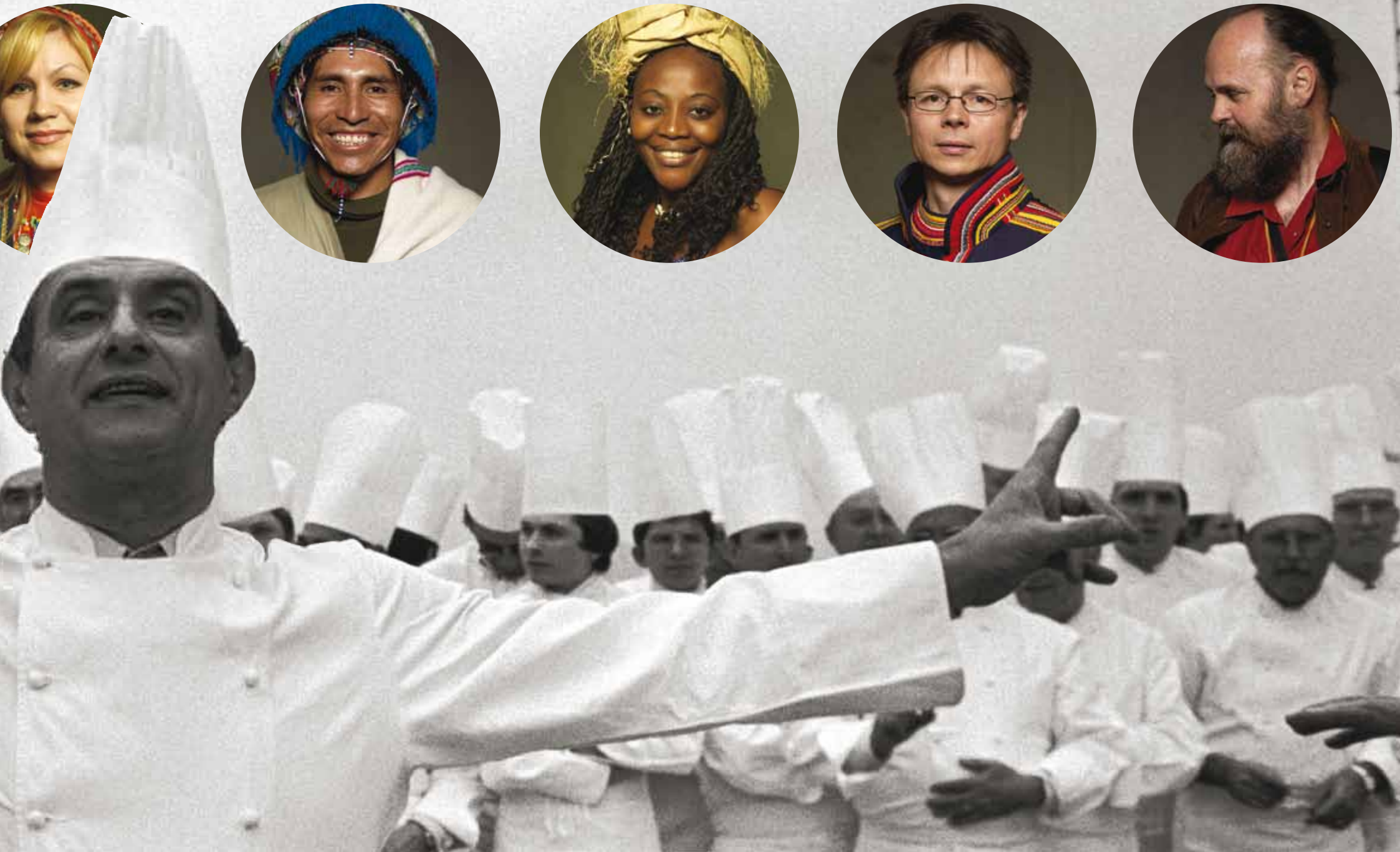
The Earth Markets network is ideally interconnected so that local producers and co-producers can share experiences and information. The Slow Food Foundation for Biodiversity encourages the creation of Earth Markets in developing countries and offers training and technical support to Slow Food offices for the management of the markets. Today Earth Markets have been established in Italy, Israel, Lebanon, Latvia and Romania.

To donate, to find out more about the Foundation for Biodiversity, and to read full lists of Ark of Taste and Presidia products, visit www.slowfoodfoundation.com. To find out more about the Earth Markets, please visit www.earthmarkets.net.

PRODUCERS AND CO-PRODUCERS

Slow Food coined the term co-producer to highlight the power of the consumer – that we can go beyond a passive role and take an active interest in who produces our food, how they produce it and the problems they face. In doing so, we become part of the production process. Slow Food and its convivia organize thousands of events each year - from local farmers' markets and dinners to international fairs - to celebrate and promote responsible producers and strengthen the relationship between them and their 'co-producer' customers.







SALONE DEL GUSTO

The Salone del Gusto has been organized every two years since 1996 at the Lingotto Exhibition Center in Turin by Slow Food, the Piedmont Regional Authority and the City of Turin. It was held for the eighth time over October 21-25, 2010.

The Salone del Gusto is a fair that responds to the standardization of food created by globalized markets and the consequent penalization of small-scale quality products. Its message is to preserve our gastronomic — hence our cultural and environmental — heritage by revitalizing local micro-economies.

In 2010 the five-day Salone attracted more than 200,000 visitors. It included, among a myriad of initiatives:

- a market with 910 exhibitors grouped by region, selling their food specialties such as cheeses, preserves, grains, sweets, oils, and fresh produce.
- the artisan products of 300 Slow Food Presidia — 200 from Italy and 100 from the rest of the world.
- an enoteca stocked with thousands of wines.
- more than 250 events involving producers, cooks, academics and visitors, including 128 Taste Workshops.
- 10 Terra Madre conferences about world food issues held at the Salone, bringing the two events closer together.
- the Theatre of Taste, in which famous chefs showed off their skills.
- culinary excursions around Piedmont

The Salone del Gusto allows conscientious producers to connect with discerning co-producers in search of quality food. It is the ideal place to promote taste education and inform the public about the threat to biodiversity and other eco-gastronomic concerns. It is, above all, a place to explore the pleasures of the palate.

In the past, the Salone del Gusto and Terra Madre events were held simultaneously but separately. Since 2008 they have joined together as one to address common themes: local economies; virtuous globalization through promotion of the activities of the food communities; new gastronomic quality; food that is good to eat but also eco-friendly; ethical design; the reduction of the environmental impact not only of the content of the exhibition (food) but also of the container (the exhibition complex).

For more information, www.salonedelgusto.com.



CHEESE



Cheese, dedicated to 'milk in all its shapes and forms' (not only cheese itself, but also, butter, milk, yogurt, ice-cream ...) is one of Slow Food's grandest events. Held every two years in September in Bra, Italy, an important center for the aging and sale of cheese, it made its debut in 1997.

It has since grown so popular that over 100,000 visitors – about three times the entire population of the town – pass through Bra in the course of the three-day event.

Cheese provides an opportunity to turn the public's attention to important issues such as the legal battles facing raw milk cheese producers and the disappearing tradition of transhumance

– not to mention hundreds of the very best cheeses from all over the world.

For more information: www.cheese.slowfood.com



Slow fish

The Sustainable Seafood Salone

SLOW FISH

Slow Fish, the 'sustainable seafood Salone', was first held in the Italian port city of Genoa in 2004. It brings together food communities dedicated to fishing to discuss the crisis of our oceans and other waterways and explore ways of conserving the responsible enjoyment of seafood. Visitors may attend conferences and Taste Workshops, taste and buy at the seafood market and take part in a host of activities related to fish and fishing issues.

Today Slow Fish is the leading event in the international Slow Fish campaign.

For more information: www.slowfood.com/slowfish

Often with the support of national offices, Slow Food convivia organize hundreds of national and regional events. For example ...

Slow Food Fair, Stuttgart, Germany

Visitors have the chance to sample and purchase artisan food products of every type and meet and talk to producers from Germany, Austria and Italy. An educational space allows schools, organizations and publishers to meet and discuss proposals on organic school catering, activities, publications and learn-as-you-play eco-gastronomic games.

Semaine Nationale Slow Food, Belgium

From the plains of Anvers to the cosmopolitan capital of Bruxelles, all four corners of the country unite in defence of the pleasures of food, through the discovery of local products and producers, biodiversity, and long-lost as well as newly found recipes.

Waterford Harvest Festival, Ireland

Ireland's oldest town hosts this event each year in September, with a farmers' market along the quays showcasing more than a hundred local producers, street food vendors, educational events and dinners.

Algusto, Saber y Sabor, Bilbao, Spain

Massive fair featuring food market, enoteca, Theatres of Taste, Taste Workshops, lectures and dinner dates.

Eurogusto, Tours, France.

A biennial European gathering to showcase good, clean and fair products and their producers, offering consumers the chance to meet them in the market place and at Taste Workshops. The event also includes educational program for children and the Terra Madre Young Europeans meeting.

Ustikolina Festival of Taste, Bosnia and Herzegovina

Strongly supported by the Slow Food Goražde Convivium and the Pozegaca Plum Slatko Presidium, the event was launched to celebrate small-scale quality products from Bosnia and rural communities in the Upper Drina Valley.

Smaklust, Stockholm, Sweden

Small producers from all over Sweden join in this annual event which includes workshops, tasting sessions and conferences, bringing members of the public closer to the products and producers themselves.

EVENTS WORLDWIDE



COMMUNICATION AND CAMPAIGNS

Slow Food communicates its philosophy through an international website www.slowfood.com, a number of other virtual and printed publications, including the new Slow Food Almanac, tailor-made for different reading audiences.

www.slowfood.com

Since 2001, www.slowfood.com has been the 'virtual' voice of the international Slow Food movement. The site, which attracts an average 15,000 visitors every day, charts the movement's activities as they evolve, told through the Slow Stories (events and projects happening around the world), Slow Talk (editorials and opinion pieces) and Food for Thought (articles on a wide range of themes). The Slow Food Foundation for Biodiversity (www.slowfoodfoundation.org) and Terra Madre (www.terramadre.info) each has its own website and campaigns such as Slow Fish (www.slowfood.com/slowfish) and Terra Madre Day (www.slowfood.com/terramadreday) are linked to slowfood.com.

Slow Food Almanac

As of 2008, Slow Food International also publishes an Almanac, a colorful and cogent annual overview of Slow Food events, ideas and initiatives, with contributions by experts from all over the world.

International Communication

A true expression of Slow Food's local identity, national magazines and newsletters are the most

direct means of communication in countries where Slow Food boasts a close-knit network of *convivia*. National magazine are currently produced by national associations in Germany, Switzerland, Italy, France and the Netherlands, while newsletter are produced by Slow Food in Argentina, the UK, USA and Ireland. Members are invited to contribute with stories about regional foods, Presidia products, educational initiatives, events and other 'slow' happenings and campaigns.

Slow Food International produces the monthly Slow Food & Terra Madre newsletter, reporting on Slow Food activities across the world, international campaigns and events and new projects. The newsletter is sent to all members and the Terra Madre network.

Slow Food Editore

Slow Food's involvement in publishing began in 1986 when it helped found *Gambero Rosso*, the food and wine supplement of a Roman newspaper. In 1987 it published the first edition of *Vini d'Italia* (Italian Wines), to this day the most important annual guide to Italian wine, available in Italian, English and German. Other books on food and wine followed, and the Slow Food Editore publishing company was founded in 1990. The company's catalogue now boasts more than 100 titles, including food and wine guides, tourist guides, cookbooks, essays and manuals, some of which in English.



MANIFESTO FOR QUALITY

Over the years, Slow Food has spearheaded several successful campaigns to raise awareness about food issues. Today it is committed to promoting the goals set out in ...

Good, Clean and Fair: the Slow Food Manifesto for Quality

The food production and consumption systems most common today are harmful to the earth, to its ecosystems and to the peoples that inhabit it.

Taste, biodiversity, the health of humans and animals, well-being and nature are coming under continuous attack. This jeopardizes the very urge to eat and produce food as gastronomes and exercise the right to pleasure without harming the existence of others or the environmental equilibria of the planet we live on.

If, as the farmer poet Wendell Berry says, '**eating is an agricultural act**', it follows that producing food must be considered a '**gastronomic act**'.

The **consumer** orients the market and production with his or her choices and, growing aware of these processes, he or she assumes a new role. Consumption becomes part of the productive act and the consumer thus becomes a co-producer.

The **producer** plays a key role in this process, working to achieve quality, making his or her experience available and welcoming the knowledge and knowhow of others.

The effort must be a common one and must be made in the same aware, shared and interdisciplinary spirit as the science of gastronomy.

Each of us is called upon to practice and disseminate a new, more precise and, at the same time, broader concept of food quality based on three basic, interconnected prerequisites. Quality food must be:

1) Good. A food's flavor and aroma, recognizable to educated, well-trained senses, is the fruit of the competence of the producer and of choice of raw materials and production methods, which should in no way alter its naturalness.

2) Clean. The environment has to be respected and sustainable practices of farming, animal husbandry, processing, marketing and consumption should be taken into serious consideration. Every stage in the agro-industrial production chain, consumption included, should protect ecosystems and biodiversity, safeguarding the health of the consumer and the producer.

3) Fair. Social justice should be pursued through the creation of conditions of labor respectful of man and his rights and capable of generating adequate rewards; through the pursuit of balanced global economies; through the practice of sympathy and solidarity; through respect for cultural diversities and traditions.

Good, Clean and Fair quality is a pledge for a better future.

Good, Clean and Fair quality is an act of civilization and a tool to improve the food system as it is today. Everyone can contribute to good, clean and fair quality through their choices and individual behavior.

... and to do so it has promoted a series of campaigns, including the following.

RAW MILK CHEESE

Pasteurization kills the potentially harmful microorganisms that proliferate in milk left at unsuitable temperatures or lurk in milk from unhealthy animals. But when cheese is made carefully on a small scale, pasteurization is unnecessary since it kills the beneficial microflora that contribute to its unique flavor. It's no coincidence that great cheeses such as Parmigiano-Reggiano-Roquefort and Emmentaler are made from raw milk. In 2000, Slow Food collected 20,000 signatures for its **Manifesto in Defense of Raw Milk Cheese** (available at www.slowfood.com) drawn up to protect the rights of cheesemakers in countries where overzealous hygiene laws jeopardize the production of raw milk cheese. All Slow Food's Presidia cheeses are made from raw milk, and, especially in the USA, Ireland, Great Britain and Australia, Slow Food firmly supports the right of producers to make them.

GMOs

Members of Slow Food the world all over are committed to raising awareness and fighting pro-GMO lobbying.

In 2007, Slow Food and the ITALIAEUROPA-LIBERI DA OGM Coalition promoted a national debate between all the players in Italy's food system and citizens on 'food quality and sustainability' and called on all Italian scientists to sign the 'Responsible Science for Sustainable Food' appeal.

In Spain, the Slow Food international association supports the Catalan movement 'Somos lo que sembramos' ('We are what we sow'), which aims to gather the 50,000 signatures necessary to bring to the regional parliament a bill to declare Catalunya a GMO-free area.

In Eastern Europe, members in Poland are fighting to preserve their country's 'GMO-free' status (in conjunction with the International Coalition to Protect the Polish Countryside) and in Russia, through the Russian National Genetic Safety Association, members are promoting research to demonstrate the threat of GMOs to human health, raise consumer awareness and make mention of GM contents compulsory in product labeling.

SLOW FISH

Fish is the only primary protein source in the developed world that comes mostly from the wild, but the health of fish populations is jeopardized by such factors as overfishing, sea pollution and global climate change. The Slow Fish campaign supports small-scale inshore fishing and traditional and sustainable fishing and processing methods, as demonstrated by the Presidia and food communities.

Slow Food supports the consumption of lesser-known fish species and those from lower down the food chain:

- by eating these lesser known but no less tasty fish, we relieve the pressure on more popular menu choices.
- by supporting fish farming with a low environmental impact — such as oyster farming and low-density freshwater pool systems — we protect wild fish stocks, while enjoying products that are tastier than their industrial counterparts.

In 2006, Slow Food Canada produced a Wild Salmon Manifesto encouraging only the seasonal consumption of wild salmon on the West Coast of Canada, discouraging the consumption of any form of farmed salmon including 'organic' farmed salmon, and promoting the restoration of wild salmon stocks. The Slow Fish website was launched in 2009 to provide a comprehensive overview of good, clean and fair fish and present Slow Food's activities in this area. www.slowfood.com/slowfish



SLOW WORLD

Slow Food stands at the intersection of ethics and pleasure, ecology and gastronomy. It opposes the standardization of taste, the unrestrained power of the multinationals, industrial agriculture and the folly of fast life. It restores cultural dignity to food and the slow rhythms of conviviality to the table. It is a universe of people who exchange knowledge and experience. It believes that every dish we eat is the result of choices made in fields, on ships, in vineyards, at schools, in parliaments.

Slow Food

Birth and Growth of an International Association

- 1986 Arcigola association formed in Langhe district of Piedmont, Italy.
- 1988 First National Congress of Arcigola held in Siena.
- 1989 International Slow Food movement founded at Opéra Comique in Paris and Slow Food Manifesto signed.
- 1990 First Slow Food International Congress held in Venice. Publication of the Osterie d'Italia guide marks the birth of Slow Food Editore.
- 1992 Slow Food Germany opens national office in Sulingen.
- 1993 Slow Food Switzerland opens national office in Zurich.
- 1994 Slow Food organizes Milano Golosa, a trial run for the Salone del Gusto.
- 1996 First number of Slow, Herald of Taste and Culture, the Slow Food International magazine printed in Italian, English and German. Slow Food holds the first experimental Salone del Gusto in Turin, where it presents the Ark of Taste project.
- 1997 'Dire fare gustare' (Saying, Doing, Tasting) conference marks beginning of Slow Food's taste education project. Cheese, Slow Food's first international dairy fair, held in Bra. Second International Slow Food Congress held in Orvieto.
- 1998 Agenzia di Pollenzo, a company to restore the former Savoy residence in Pollenzo (Bra), to house University of Gastronomic Sciences, hotel, restaurant and Wine Bank, formed. Second Salone del Gusto held in Turin.
- 1999 Campaign launched to collect signatures in defense of Italy's food and wine heritage and demand a review of European HACCP regulations. Concept of Slow Food as eco-gastronomic movement is introduced at Slow Food Australia Congress.
- 2000 Presidium project launched. Slow Food USA founded with headquarters in New York. First Slow Food Award for the Defense of Biodiversity presented in Bologna. Third Salone del Gusto held in Turin.
- 2001 New Slow Food websites—www.slowfood.it in Italian

TIMELINE

- and www.slowfood.com in English — go online. 'No GM Wine' campaign launched against the commercialization in Europe of transgenic vines. Manifesto in Defense of Raw Milk Cheeses drawn up. Master of Food, a new educational project for adults, launched.
- 2002 Second Slow Food Award presented in Oporto. Third Slow Food Award and fourth Salone del Gusto held in Turin. First 30 international presidia presented.
- 2003 Slow Food Foundation for Biodiversity formed to support Slow Food Award, Presidia and Ark of Taste. First Slow Food France Congress held in Perpignan. Offices opened in Montpellier. Aux Origines du Gout, biennial meeting of world terroirs, organized by Slow Food France, held for first time. Fourth Slow Food Award held in Naples in conjunction with Slow Food International Congress.
- 2004 FAO officially recognizes Slow Food as a nonprofit organization and stipulates collaboration agreement. Renovated Agenzia di Pollenzo and University of Gastronomic Sciences opened. Slow Fish, fair dedicated to sustainable fishing and seafood, debuts in Genoa. Slow Food Japan opens with congress in Yufuin. Offices opened in Sendai. Italian Ministry of Universities and Scientific Research officially recognizes University of Gastronomic Sciences. Fifth Salone del Gusto is held in Turin, accompanied by first Terra Madre 'world meeting of food communities'. Carlo Petrini named 'European Hero' by Time magazine.
- 2005 General Meeting of Italian Presidia in Sicily. Minas Gerais convivium organizes first Salão das Comunidades do Alimento in Brazil.
- 2006 Slow Food celebrates 20th birthday at sixth Slow Food Italy National Congress. Slow Food USA sets up Terra Madre Relief Fund to help Louisiana food communities hit by Hurricane Katrina. Slow Food UK opens national office in Ludlow. Sixth Salone del Gusto and second Terra Madre held in Turin.
- 2007 Vignerons d'Europe, a meeting of 600 winegrowers, organized by Slow Food France. First national Slow Food Day held in France. Slow Bier held in Munchberg, Germany, and Slow Food Fair, a German Salone del Gusto, held in Stuttgart. Slowfish held for third time in Genoa. Cheese held for sixth time in Bra. Slow Food joins Europe - Free from OGM coalition. Terra Madre Brazil held for the first time in Belo Horizonte. Fifth International Slow Food Congress held in Puebla, Mexico. Salone del Gusto-inspired Al gusto food fair held in Bilbao, Spain.
- 2008 Carlo Petrini named one of the '50 people who could save the planet' by the British newspaper The Guardian. Seventh Salone del Gusto and third Terra Madre held in Turin. Terra Madre regional meetings held in the Netherlands and Ireland.
- 2009 The first Terra Madre Day is held on December 10 to mark Slow Food's 20th anniversary, with more than 1,000 celebrations around the world. The fourth Slow Fish event is held and the international Slow Fish campaign and website is launched. Cheese is held for the seventh time, and the first Euro Gusto event is held in Tours, including the Terra Madre Young Europeans meeting. Slow Food USA lobby for better food in schools with the Time for Lunch campaign. Terra Madre regional meetings are held in Tanzania, Austria, Argentina and Norway.
- 2010 Eighth Salone del Gusto and fourth Terra Madre are held in Turin. Terra Madre regional meetings are held in the Balkans, Brazil, Georgia, Azerbaijan, Kazakhstan and Argentina.



FREQUENTLY ASKED QUESTIONS

Why the name Slow Food?

It's an ironic way of saying no to fast food. Slow Food means living an unhurried life, beginning at the table.

Why the snail symbol?

The snail was chosen because it moves slowly and calmly eats its way through life. It also happens to be a culinary specialty in the area round the northern Italian city of Bra, where the Slow Food movement was born.

So how come Slow Food was born in Bra of all places?

Bra is the hometown of founder Carlo Petrini and is located in an area famous for its wines, white truffles, cheese and beef. Dining has traditionally been way of socializing all over Italy. This town proved to be the perfect incubator for the Slow Food movement.

Does Slow Food mean organic?

Slow Food agrees with the principles behind organic agriculture, such as promoting methods that have a low impact on the environment and reducing the use of pesticides. Yet Slow Food argues that organic

agriculture, when practiced on a large scale, is similar to conventional monoculture cropping, hence that organic certification alone should not be considered a sure sign that a product is grown sustainably. Though most of the Slow Food presidia practice organic techniques, very few are certified on account of the high costs of certification. To become presidia, products must be consistent with the concepts of agricultural sustainability, while Slow Food works to ensure that they are 'good, clean and fair'. In the next few years, the Foundation for Biodiversity aims to promote (and finance, where possible) the certification of presidia products in cases in which this would broaden markets or increase earnings.

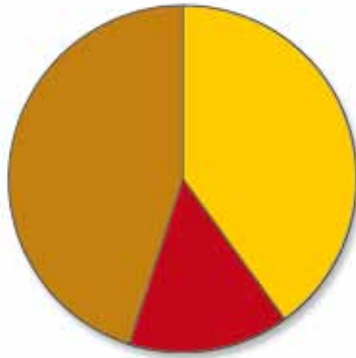
What is Slow Food's position on genetically modified organisms?

While obviously not opposed to research by universities and public bodies, Slow Food is against the commercial planting of genetically engineered crops. We are capable of transplanting a gene from one species to another, but we are not yet capable of predicting or containing the results, which could create a threat to our natural and

agricultural biodiversity. Another problem with GE crop cultivation is its tendency to take the choice of what crops to grow out of farmers' hands. When pollen from GE fields drifts miles down the road to pollinate conventional or organic fields, farmers unwittingly put labor and capital into harvesting crops they did not plant. Slow Food believes that all products containing genetically engineered ingredients should be accurately labeled to allow consumers to make educated buying decisions.

But Americans have been eating GMOs for years without problems. Doesn't this mean they are safe?

GMOs have been present in the United States for a long time, but consumers have not been allowed the right to know through proper labeling of food products. It is practically impossible to know who consumes GMOs. Or which or how many or how long. All this data is necessary to enable their danger to be evaluated. Consumption of GMOs could lead to the onset of new allergies. Hypersensitivity and allergies are already increasing sharply among populations in industrialized countries, due to a lowering of immune defenses



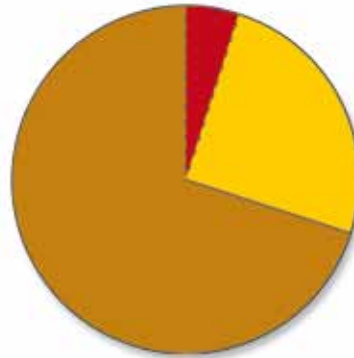
HOW SLOW FOOD IS FINANCED

Contributions from National Associations	40%
Contributions from other countries	15%
Sponsors and other sources	45%

and exposure to environmental allergens. They risk multiplying as a result of GMOs. So those claiming that we should look to the USA for reassurance on the health effects of GMOs underestimate the complexity of the issue, or deliberately deceive the public.

How is Slow Food financed?

The international association receives most of its funding from membership fees and contributions from sponsors. Contributions from the Salone del Gusto and other international events provide funds, and revenue from merchandise and book sales also contribute to Slow Food's financing. The seven Slow Food national associations receive membership fees, as well as additional funds from other sources, such as sponsors and institutions. Slow Food Italy, the oldest national association, boasts the most developed forms of fundraising, including the for-profit publishing house Slow Food Editore. Another Slow Food Italy for-profit branch is Slow Food Promozione, which organizes major events, sells advertising space in its publications and sources sponsors that comply with the Slow Food philosophy. In



MEMBERSHIP FEE BREAKDOWN

Convivia	5-30%
National Association	70-95%

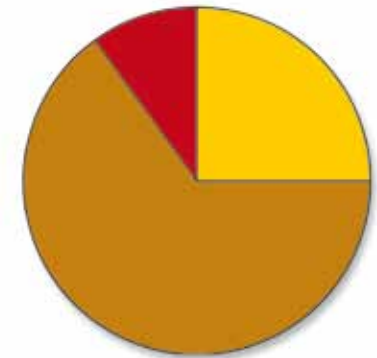
accordance with the statute, Slow Food Editore and Slow Food Promozione reinvest all income into the organization.

Does Slow Food have fundraising guidelines?

Yes. Slow Food follows fundraising guidelines designed to create long-term partnerships with donors and sponsors, based on mutual understanding and shared philosophy. Donors and sponsors cannot conduct activities that conflict with the movement's philosophy, and Slow Food conserves total autonomy over its own choices and activities. The complete fundraising guidelines are available at www.slowfood.com.

Where does my membership fee go?

The membership fees are divided between the convivia and the various offices of Slow Food's international headquarters, which provide membership benefits. On a local level, they are used to plan convivium activities. Internationally, they are used to fund projects for biodiversity. Once a national association is established, the membership fee goes to support it, while the national association, in turn, supports Slow Food International.



MEMBERSHIP FEE BREAKDOWN – Rest of the World

Convivia	20-30%
Slow Food International	55-70%
Slow Food Almanac	10-15%

Can I use the Slow Food logo for my products or restaurant?

No, the Slow Food logo is a registered trademark and can be used only in connection with Slow Food's national, international and convivium events. Guidelines for the use of the Slow Food logo are available at www.slowfood.com.

What are Cittaslow?

Slow Food has encouraged the growth of the Cittaslow (Slow Cities) movement, an autonomous group of towns and cities committed to improving the quality of life of their citizens, especially with regard to food. Slow Cities adhere to a series of guidelines to make them more pleasant places to live: e.g., closing the town center to traffic one day a week and adopting infrastructure policies that maintain the characteristics of the town. Slow Cities seek to safeguard traditional foods, creating spaces and occasions for direct contact between quality producers and co-producers. Slow Cities have sprung up everywhere from Norway to Brazil, with several dozen in Italy alone. For more information on Slow Cities, visit www.cittaslow.net.

The Slow Food international movement officially came into being when delegates from 15 countries endorsed the Slow Food Manifesto, written by founding member Folco Portinari, on November 9, 1989.

'Our century, which began and has developed under the insignia of industrial civilization, first invented the machine and then took it as its life model.

'We are enslaved by speed and have all succumbed to the same insidious virus: Fast Life, which disrupts our habits, pervades the privacy of our homes and forces us to eat Fast Foods.

'To be worthy of the name, Homo Sapiens should rid himself of speed before it reduces him to a species in danger of extinction.

'A firm defense of quiet material pleasure is the only way to oppose the universal folly of Fast Life.

'May suitable doses of guaranteed sensual pleasure and slow, long-lasting enjoyment preserve us from

the contagion of the multitude who mistake frenzy for efficiency.

'Our defense should begin at the table with Slow Food.

Let us rediscover the flavors and savors of regional cooking and banish the degrading effects of Fast Food.

'In the name of productivity, Fast Life has changed our way of being and threatens our environment and our landscapes. So Slow Food is now the only truly progressive answer.

'That is what real culture is all about: developing taste rather than demeaning it. And what better way to set about this than an international exchange of experiences, knowledge, projects?

Slow Food guarantees a better future.'

Issued at the Fifth Slow Food International Congress in Puebla, Mexico, November 2007

More than twenty years from the foundation of the Italian association and eighteen years from the birth of its international association, the Slow Food movement celebrated its fifth International Congress in Puebla, Mexico.

Over the years Slow Food, founded as a movement of people keen to maintain the right pace of life and the pleasure of food with authentic historical and local connections, has increasingly developed its sense of awareness and its powers of analysis and interpretation. It thus closes this, its fifth congress, with a pledge to continue the journey it embarked upon with the Slow Food Manifesto in 1989 by developing its various 'souls' to the best of its ability, defining, pursuing and promoting good, clean and fair food by

DECLARATION OF PUEBLA

I
Recovering wisdom: Slow Food is increasingly committed to the protection, preservation, assessment and use of traditional knowledge in the fields of agriculture, livestock breeding, fishing, hunting, gathering and food processing, attaching particular attention to activities undertaken in collaboration with indigenous peoples and to gender resources. This knowledge can only progress by basing itself upon existing wisdom. This flow must never be interrupted by the creation of barriers, proprietorship and rights or by loss of memory of how knowledge has allowed us to maintain an equal and harmonious relationship with nature.

II
Continuing, after beginning with regional cooking, to dedicate ourselves to local cultures, local economies and local memories. Each living being and each activity originate within a given local area, whence, as it evolves, it draws its lifeblood and purpose. However, globalization can be a good word. It can and must be used to improve the myriad peripheral communities that finally possess the tools to appeal for and receive attention, and whose methods and beliefs do not limit themselves to the rules of

a single economic and cultural model. Besides food, music, handicrafts, languages, customs, stories and legends must be reappraised as an active part of society and the economy. Likewise, producers' markets must act increasingly as the economic tool for small-scale quality products.

III
Countering misconceptions about productivity as a threat to the environment and landscape. Our well-being cannot be measured purely by quantitative indicators and without taking into account the well-being of other species and of the planet itself. Consequently, Slow Food, in collaboration with environmentalists, researchers, cooks, politicians, producers and anyone else who cares to join us, will continue to encourage ideas and behavior designed to promote sustainability, beauty, levity and happiness, certain that the planet is the sole source of life and pleasure for ourselves, for all our contemporaries and for future generations.

IV
Strengthening and increasing the frequency of international exchanges of experience, knowledge and projects: from

RECOMMENDED READING

Andrews, Geoff, *The Slow Food Story: Politics and Pleasure* (in preparation)

Dickie, John, *Delizia: the Epic History of the Italian and their Food*, London 2007

Kummer, Corby, *The Pleasures of Slow Food*, New York 2002

Padovani, Luigi, *Slow Food Revolution*, New York 2006

Parkins, Wendy & Craig, Geoffrey, *Slow Living*, Oxford 2006

Petrini, Carlo, *The Case for Taste*, New York 2004

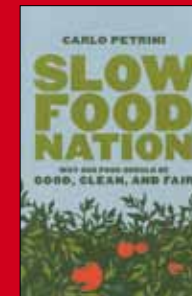
Petrini, Carlo, *Slow Food Nation*, New York 2007

Petrini, Carlo, *Terra Madre*, Chelsea Green, 2009

In What Sense?

A short guide to sensory education, Bra 2007

Slow Food. Collected writings on taste, tradition, and the honest pleasures of food, London 2003



the Association to the Presidia, from the Terra Madre network to the actions undertaken by the Terra Madre university network. The University of Gastronomic Sciences will assume an increasingly central position within this university network, working in collaboration with all institutions, as a center for the elaboration of ideas and projects, alongside the association.

Slow Food pledges to become more international, not only in terms of its albeit valuable presence the world over, but also, and above all, through truly multiple vision and capacity for inclusion, respect for diversity and willingness to embrace the many different contributions that, albeit sharing fundamental values, may be forthcoming as these values themselves are assimilated within local areas.

This path we embarked upon in 1989 has moved from food to soil, from pleasure to justice, from quality to daily shopping, from the promotion of products to equal dignity for cultural diversity. We have reconfirmed it at Puebla thanks to the presence, reflections, energy and imagination of 414 delegates from 49 countries, representing more than 80,000 members from five continents.

WHO'S WHO

CONTACT US

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